



# superunion



## Brief set by

Superunion, a WPP agency  
& Black Girl Gamers

# Develop a brand and campaign to showcase Black Girl Gamers' ambition and vibe

## Related Disciplines

Branding  
Graphic Design

## Deadline

22 March 2022, 5pm GMT

## The backstory

Since its foundation in 2015, Black Girl Gamers (BGG) has grown from a small Facebook group into a thriving collective of 7,000+ black women around the globe. All with a shared passion for gaming and a shared ambition to make impact on it.

Evolving from a like-minded group of friends to a community-powered business, BGG has become an influential agent of change throughout the gaming industry. Partnering with brands to change gaming from the inside out.

Across content, events, education, consulting, and talent, BGG partners with endemic and non-endemic brands throughout the gaming space (Google, Facebook, Netflix, etc.) and gaming communities to grow the influence, representation, equity and experience of black women in gaming.

## What's the challenge?

Create an identity and graphic-led campaign for BGG.

Both should clearly communicate its offer, powerfully demonstrate its ambition, and authentically express its vibe.

The core brand challenge that BGG faces, which this work must address, is that many in the gaming industry still think of BGG as just a community, rather than a community-powered business on a mission to change the game in the gaming world.

This work must strike the balance of representing BGG as business with a serious ambition to change the gaming industry, as well as BGG as a brand with authentic cultural capital that is fun, quirky, and down-to-earth.

## Who are we talking to?

(In order of priority)

### The gaming industry

Brands endemic and non-endemic to the space, that shape the world of gaming.

### The BGG collective

All different in their own right, united by a shared passion for gaming.

### The global gaming community

The 3 billion people around the globe that play video games and play a part in gaming culture.

## Things to think about

### Match the ambition

Having already made a significant mark on gaming culture, BGG's job is far from over.

Fundamentally changing how gaming media is consumed, who gaming represents and what makes up the gaming experience, are on the to-do list.

This brand identity must demonstrate that BGG is a powerhouse with the cultural capital to make big, impactful and long-lasting change that matters.

## Like nothing that's come before

BGG is not typical, so the brand shouldn't be either.

The brief is to leave the visual tropes of the gaming world behind – the aggro, macho visual cues of a long-gone gaming culture. This brand must express the gaming culture of the future, in all its vibrancy and diversity.

## Not just gaming

BGG believes that gaming culture thrives through the intersection of new and different cultural influences like beauty, sport, TV, film, comic, fashion, etc.

BGG has a track record of highlighting some gaming's most interesting crossovers. This brand should do the same.

## Have a good time

BGG is serious about making big change, without talking itself too seriously.

This brand must be authentic to the community it represents. The down-to-earth vibe, the jokes, the importance of just having a good time.

Remember. Gaming is about having fun.

## The important stuff

You must create:

### A brand identity that...

- Is driven by a core brand idea, derived from key insights
- Expresses a strong personality, which is authentic to the BGG vibe
- Breaks the conventions of gaming category, making BGG stand out
- Works cohesively across a broad range of touch points (e.g website, social media, broadcast, live events).

### A graphic-led brand campaign that...

- Will make a big splash, changing perception across the gaming world
- Speaks to the future of gaming culture, in all its vibrancy and diversity
- Communicates BGG's message, clearly and compellingly.

**What and how to submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

### Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.



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**Optional** (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

## Further Information

### Helpful links

[linktr.ee/theblackgirlgamers](https://linktr.ee/theblackgirlgamers)

Twitter @blackgirlgamers

Instagram @theblackgirlgamers

Twitch @blackgirlgamers

YouTube @BlackGirlGamers

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