

CREATIVE BRIEF

8-Bit Revival

Project Summary:

8-Bit Revival is a project aiming to revive the production and use of the original Nintendo Gameboy. An ancient artifact to the youth of today, the 8-bit handheld gaming system first released in 1989 has become an icon of the childhood for 80's and early 90's babies worldwide. 8-Bit Revival seeks to educate and glorify the importance of the first successful, mainstream handheld gaming system that would later influence the creation of popular systems today.

Target Audience:

8-Bit Revival's target audience includes those who contributed to the success of the Nintendo Gameboy. These individuals are looking to find out how to bring this iconic childhood object back to their lives today. These individuals may also have children they hope to educate and interest on the handheld gaming system of their childhood. They are likely to be bothered by the complexity of today's gaming consoles and cannot find interest in contemporary games, only able to comprehend and enjoy games like Tetris, Super Mario, and the original Pokemon Red/Blue.

Perception/Tone/Guidelines:

Simple, exciting, modern, communicative

Information should have a fresh and conversational tone

Easy to navigate and find information

Single-Minded Message: Bring back 8-bit simplicity.