

Preliminary LEGO Island Packaging Design Thoughts

Challenge

The box should capture the spirit of LEGO values but not confuse the consumer by having it look too much like a LEGO toy kit. The package should, most definitely, show the unique qualities of LEGO Island, the advanced real-time 3D environment, the character driven story line, customization and the wacky, zany, fun attitude of the product. It is LEGO but it is also uniquely LEGO Island from Mindscape!

Features

LEGO Island is a computer toy with game elements. It is primarily about discovery, exploration and well...play! It is a real time 3D LEGO world. There are no right or wrong ways to do things just right and left turns. Anything can and usually does happen in a LEGO world. It is zany, wacky and hip for 6 to 12 year olds (and the 6 to 12 year old in all of us)

Design Focus

Primary: LEGO Brand! A 3d CD ROM that enhances (not replaces) LEGO toys

Secondary: 3D bright and sunny world/ humorous action from the character driven story line: game play!

Tertiary: Imaginary, zany and hip 3D environment

Support: Some tactile sense to compliment the LEGO values: emboss brick studs(?)

Color

LEGO logo is red and always on a blue field.(see style book) Perhaps gradate the blue to a sky field and use a screen shot from the product with a chase scene or the Brickster escaping. Primary colors! Minimal palette use of blue and red –use yellow as accent.

Title and Text

LEGO font is helvetica (sorry) but the title should be unique and “bouncy”. E.g. Pee Wee’s playhouse kind of look.

Competitive Edge

Analysis of like, or near like product packaging reveals a heavy concentration on opened-white background fields (Peter Rabbit, Living Books, etc.: see competitive analysis notes) to juxtapose a shelf position and particularly to pop out the primary colors, go for dark blue (gradate to sky)

Incentive: Add value to the product by including FREE stuff

- 1) cut-away window reveals free bricks. Maybe a jet ski or race car...
- 2) map of the island mouse pad or printed map
- 3) character (analogue) from LEGO Island/custom
- 4) coupons for free pizza or discounts on LEGO products

CONCLUSION

AIDA!

(Attention, Interest, Desire and action)

A: LEGO CD/ real time 3D in an imaginary LEGO world. Computer graphics!/screen shot enhanced.

I: Funny action shot bursting forward to emphasize 3D. Show world

D: Funny action game play or discovery

A: Incentives/FREE stuff... Value added