

PLAYER STUDIES.

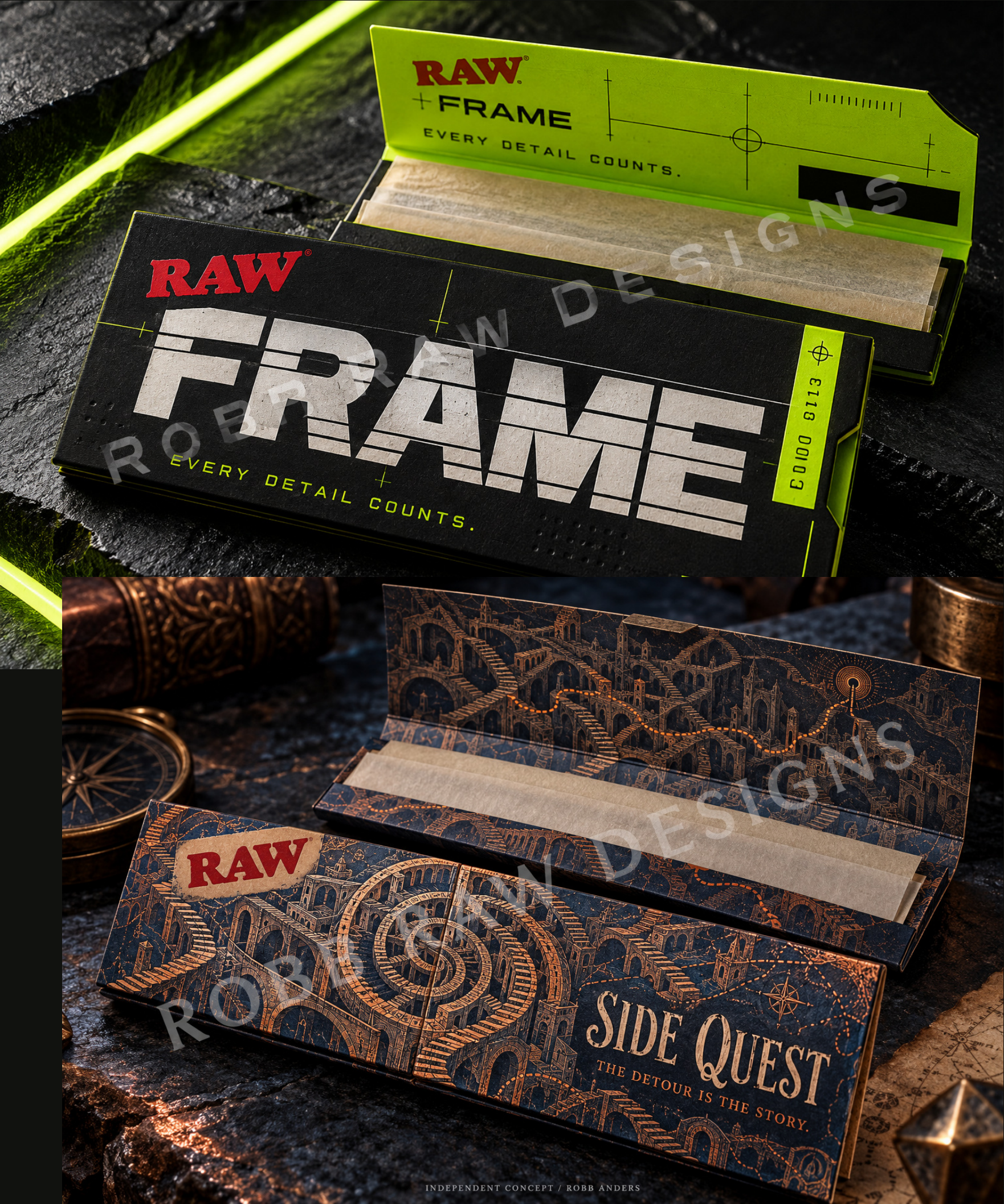
TEN GAMING WORLDS.
TEN WAYS TO SHOW UP.

Original packaging concepts shaped around adult players, their interests and the details that make a visual world feel familiar.

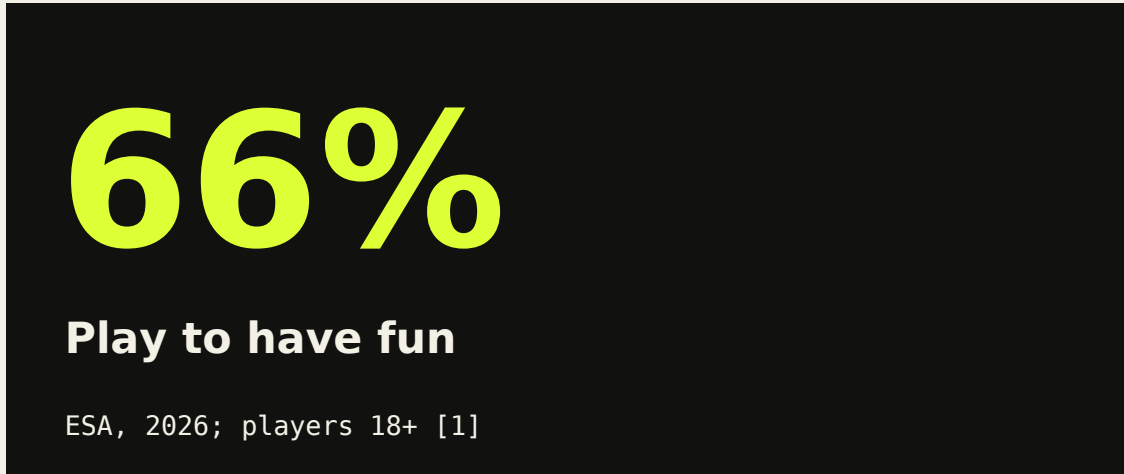
CAPTURE THE WEIRD.

ROBB ANDERS

GIVE ME A HOLLER. 602-714-0961



PLAY HAS MANY FACES.



The design decision

Build around motivations and genres: competition, exploration, social connection, creation, atmosphere and nostalgia. Avoid treating every player as one visual stereotype. MIDiA explicitly distinguishes overlapping reasons for play; Quantic Foundry maps motivations across demographic groups. [2, 3]

What this collection establishes

Ten creative audience hypotheses for an adult 21+ portfolio. The references establish breadth in gaming; they do not establish demand for these packages, smoking preferences or purchase intent. No gamer testing has been claimed. These are proposed outer-packaging designs.

THE GAMING LINK HAS TWO LEVELS.

Direct cues: save states, side quests, world-building and simulation diagrams. Subtler cues: mood, identity, texture and social connection. Both can inspire design; only direct cues are likely to communicate gaming without explanation.

FRAME

/01



INDEPENDENT CONCEPT / ROBB ANDERS

EVERY DETAIL COUNTS.

RADICAL TECHNICAL TYPOGRAPHY

THE PLAYER

Competitive PC and console players

THE CONNECTION

A precision-led visual identity can echo competitive players' interest in deliberate setup and detail without promising a gameplay advantage.

PROPOSED FINISH

Soft-touch black card; lime spot ink; subtle debossed registration marks.

FIRST PHYSICAL TEST

Test title readability at booklet size and compare finger access at the angled opening.

WEBSITE INTERACTION IDEA

Align three registration marks to reveal the interior artwork.

SOFT RESET

/02



INDEPENDENT CONCEPT / ROBB ANDERS

A LITTLE WORLD OF YOUR OWN.

SURREAL TEXTILE COLLAGE

THE PLAYER

Adult cozy-game and life-simulation players

THE CONNECTION

An adult collectible object built around texture and self-expression offers a softer visual route for players who enjoy inhabiting and arranging personal worlds.

PROPOSED FINISH

Uncoated tactile card; restrained raised varnish following the woven contours; paper pull tab.

FIRST PHYSICAL TEST

Compare tactile print samples for legibility and handling; check pull-tab durability.

WEBSITE INTERACTION IDEA

Rearrange three abstract landscape layers into a personal composition.

DEAD SIGNAL

/03



INDEPENDENT CONCEPT / ROBB ANDERS

SOMETHING IS STILL THERE.

ANALOG FORENSIC HORROR

THE PLAYER

Horror and atmospheric exploration players

THE CONNECTION

A partially hidden anomaly rewards close looking and gives horror fans a miniature piece of environmental storytelling.

PROPOSED FINISH

Burgundy card; silver spot ink; selective gloss on the interference image.

FIRST PHYSICAL TEST

Check that the waveform remains intriguing in print without obscuring the product title; align the inner reveal.

WEBSITE INTERACTION IDEA

Tune an abstract waveform until its hidden contour comes into alignment.

SIDE QUEST

/04



INDEPENDENT CONCEPT / ROBB ANDERS

THE PLAYER

RPG and open-world explorers

THE CONNECTION

Layered map details can turn opening the pack into a small act of discovery and make the graphic worth revisiting.

PROPOSED FINISH

Copper metallic ink; blind-debossed route lines; a folding inner-map panel.

FIRST PHYSICAL TEST

Proof fine map lines and compare metallic ink with foil for folding and legibility.

WEBSITE INTERACTION IDEA

Choose between three map routes to reveal different design details.

THE DETOUR IS THE STORY.

IMPOSSIBLE CARTOGRAPHY

SAVE STATE

/05



INDEPENDENT CONCEPT / ROBB ANDERS

KEEP THE GOOD PART.

RETRO HARDWARE SERVICE MANUAL

THE PLAYER

Adult retro-game collectors and arcade enthusiasts

THE CONNECTION

A restrained hardware-reference system lets nostalgia feel like a designed archival object rather than licensed character merchandise.

PROPOSED FINISH

Two-color black and amber print on kraft; small metallic serial strip; printed internal diagram.

FIRST PHYSICAL TEST

Check halftone reproduction on kraft and whether the front reads clearly from normal retail viewing distance.

WEBSITE INTERACTION IDEA

Switch between the finished phosphor image and its underlying construction diagram.

PARTY LINK

/06



THE PLAYER

Adult co-op groups and social multiplayer communities

THE CONNECTION

Interlocking elements make the group the graphic: different parts contributing to a shared identity.

PROPOSED FINISH

Coral printed card; two contrasting spot colors; continuous exterior-to-interior ribbon graphic.

FIRST PHYSICAL TEST

Prototype fold continuity and ask adult reviewers whether the visual reads as connection rather than clutter.

WEBSITE INTERACTION IDEA

Connect four abstract ribbon ends to complete the shared graphic.

GOOD COMPANY. STRANGE STORIES.

INTERLOCKING TYPOGRAPHIC RIBBONS

WORLDBUILDER

/07



INDEPENDENT CONCEPT / ROBB ANDERS

EVERY SYSTEM TELLS A STORY.

ARCHITECTURAL CUTAWAY DRAWING

THE PLAYER

Strategy, management and sandbox-system players

THE CONNECTION

A richly ordered system invites the same kind of inspection and pattern-building that makes strategy and construction games satisfying.

PROPOSED FINISH

Cobalt and white print; orange spot details; a fine debossed structural grid.

FIRST PHYSICAL TEST

Print-test the smallest architectural details; preserve title hierarchy and fold alignment.

WEBSITE INTERACTION IDEA

Toggle structure, circulation and surface layers of the imaginary city.

APEX LINE

/08



INDEPENDENT CONCEPT / ROBB ANDERS

BUILT AROUND THE LINE.

MOTORSPORT TELEMETRY SCULPTURE

THE PLAYER

Adult racing and driving-simulation enthusiasts

THE CONNECTION

A single expressive line can speak to the design and mechanical culture around simulation without copying a team or car brand.

PROPOSED FINISH

Matte graphite print; brushed-effect silver ink; orange inner flap.

FIRST PHYSICAL TEST

Compare silver-ink proofs for glare and inspect the curve across the fold.

WEBSITE INTERACTION IDEA

Adjust a stylized curve and compare its visual rhythm at three settings.

B-SIDE

/09



INDEPENDENT CONCEPT / ROBB ANDERS

FIND YOUR OWN FREQUENCY.

OPTICAL CONCERT-POSTER GRAPHICS

THE PLAYER

Rhythm-game players and music-led indie communities

THE CONNECTION

A graphic language shared with experimental music packaging can connect rhythm and independent-game tastes without relying on recognizable game art.

PROPOSED FINISH

Two spot colors plus black; selective gloss on circular grooves; reversed inner palette.

FIRST PHYSICAL TEST

Check moire and fine-line behavior in print; retain title clarity at small scale.

WEBSITE INTERACTION IDEA

Set the phase of two concentric patterns to create different optical rhythms.

PARADOX

/10



INDEPENDENT CONCEPT / ROBB ANDERS

LOOK AGAIN.

MINIMAL IMPOSSIBLE PAPER GEOMETRY

THE PLAYER

Puzzle, logic and experimental indie players

THE CONNECTION

One carefully resolved contradiction invites inspection and demonstrates a strong idea with very few elements.

PROPOSED FINISH

White uncoated card; deep-blue spot ink; coral edge; aligned sleeve seam.

FIRST PHYSICAL TEST

Prototype seam registration and test whether viewers understand the illusion from several viewing angles.

WEBSITE INTERACTION IDEA

Slide the outer sleeve graphic to make and break the impossible loop.

DOES IT READ AS GAMING?

A candid design assessment. These judgments are not consumer research results.

CONCEPT	INTENDED WORLD	CURRENT CUE / POSSIBLE REFINEMENT
FRAME	Competitive precision	Technical styling; a small input-sequence graphic could make the connection more explicit.
SOFT RESET	Cozy and life simulation	The name signals gaming; the textile world is mood-led. A tiny save-point scene could help.
DEAD SIGNAL	Horror and exploration	Genre atmosphere is clear; an original evidence-log or puzzle clue could strengthen the game link.
SIDE QUEST	RPG and open-world play	A direct gaming name plus branching routes makes this one of the clearest connections.
SAVE STATE	Retro gaming	Direct terminology, phosphor graphics and hardware diagrams establish the strongest immediate cue.
PARTY LINK	Co-op and social play	The ribbons convey connection. An original four-player lobby graphic would clarify gaming.
WORLDBUILDER	Strategy and creation	The name and system drawing give a clear construction-game association.
APEX LINE	Racing simulation	A racing cue first. A small original sim-telemetry panel could distinguish it from general motorsport.
B-SIDE	Rhythm and music games	Music is the immediate read. A custom timing-lane motif would make the gaming context clearer.
PARADOX	Puzzle and logic games	The illusion conveys a puzzle. An illustrated two-step rule could connect it to interactive play.

MAKE THE CONNECTION LAND.

First review: show the pack without its explanation.

Ask adult participants which gaming world they associate with it, what they notice first and whether the RAW identity remains clear. Compare the current version with one stronger game-specific cue. Record answers before explaining the concept; separate visual appeal from gaming recognition.

RESEARCH REFERENCES

[1] ESA / YouGov, 2026 Essential Facts

National gaming context, average age and adult motivations. The age figure includes all players, not a 21+ subset.

[2] MIDiA Research, 6 March 2025

Motivation-led segmentation: relaxation, challenge, building, competition and social connection, with overlap.

[3] Quantic Foundry, 2025 report overview

The public methodology describes a self-selected sample leaning toward core PC/console players. It is not a representative estimate of all gamers. The paid report was not used.

Sources checked September 30, 2026. Concepts, names and audience applications are creative proposals.

ROBB ANDERS / GIVE ME A HOLLER. 602-714-0961