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# Case Study GGJ NEXT

## WORLDWIDE IMPACT: GGJ NEXT INSPIRING YOUNG MINDS

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# CRAFTING BRAND SUCCESS

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Since 2014, Cap and Cut™ has led in transforming visions into engaging narratives and immersive brand experiences. Specializing in creative design and storytelling, our Boston-based team crafts messages that resonate and compel your audience to act. Together, we'll not only make your brand's story unforgettable but also motivate your audience to engage deeply, ensuring a meaningful and actionable connection.





# GLOBAL GAME JAM - GGJ NEXT

Branding Desing and Launch Campaign

## WORLDWIDE IMPACT: GGJ NEXT INSPIRING YOUNG MINDS

We helped Global Game Jam to create a dynamic subsidiary focused on expanding their engagement beyond their successful global brand to a community of young developers.

The aim for GGJ-Next was to establish a model and curriculum aimed at empowering children to create and learn through creating game together, it was a call to action that resonated with our core mission.

They were not just looking for brand development; they were looking for a partnership that understood the impact of nurturing young minds. This mission, mirrored in our commitment to fostering positive change, made it an ideal collaboration to showcase our expertise and shared dedication to social responsibility.

### Services

- Brand Identity Development
- Logo Design & Integration
- Event Branding
- Event Video Package
- Graphics Package
- Custom Video Template Toolkit

### Impact

- Immediate enrollment of 800 children in more than 20 countries
- First year enrollment of over 2,000 children in more than 50 countries
- Event's success and impact have steadily grown, expanding eligible participation from age 12 to age 5







## WHAT HAPPENED?

**GGJ NEXT established itself as a premier global resource, empowering and educating children through games, achieving a significant worldwide impact in their first year.**

## Impact by the numbers.

**+2000**

CHILDREN BENEFITTED  
IN FIRST YEAR

**+50**

COUNTRIES PARTICIPATED  
IN FIRST YEAR

**+100k**

SMILES CREATED  
SINCE LAUNCH





## Exposition

Global Game Jam (GGJ) is a nonprofit that brings people together; it's a global mission to bring people together through the joy and art of game development. With a purpose to empower, educate, and unify through games, GGJ has created a sanctuary for creativity—a safe and welcoming environment where experimentation is not just allowed but encouraged. This ethos extends to their newest venture, GGJ NEXT, designed to connect generations and foster a community poised to make

significant strides toward global understanding and peace. As Ali Safari, a site lead from Iran, beautifully articulated, “If we can create a global community in which people can talk to one another and meet, we can make a huge step toward world peace... Learn together and help one another.” This sentiment perfectly encapsulates the mission of GGJ NEXT—to build bridges across generations and geographies through the universal language of gaming.



# The Process



**GGJ NEXT Logo:** The challenge involved seamlessly integrating the Global Game Jam logo into the GGJ Next identity. The hot air balloon emerged as the ideal symbol for youthful adventure.



**Global Game Jam Logo.**

Our collaboration for GGJ NEXT began with a detailed analysis of their existing Global Game Jam brand, capturing the essence that had already resonated with so many. The task was to create a new, yet familiar identity for GGJ NEXT, one that would incorporate the original parent company logo while sparking excitement in a younger audience. We skillfully integrated the classic GGJ logo into the new design, ensuring continuity and recognition. The chosen motif, a hot air balloon, symbolized the journey of adventure and wonder as well as the ascent of young minds in the realm of creativity.



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## Event Branding and Video Package



**WATCH EVENT HERE**

<https://www.youtube.com/watch?v=pUohwjg9RkA>

In crafting the Global Game Jam event branding, video package, and the GGJ NEXT announcement, we aimed to reflect the rich diversity and the unifying spirit of the game development community. We curated video content from over 50 GGJ sites, showcasing the global tapestry of participants and their unique creations. This visual narrative set the stage for introducing GGJ NEXT, celebrating the expansion of this creative mission to include and inspire youth. The presentation was more than a showcase; it was a powerful narrative that highlighted the collective achievements of GGJ participants and paved the way for the younger generation to join this vibrant and growing family.



## The Outcome

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The unveiling of GGJ NEXT was a pivotal moment - 47,000 people across 113 countries watched as a new path was set to inspire and capture the imagination of our developers of the future. It sparked a wave of enthusiasm and participation that positively impacted over 2,000 children across over 50 countries in its inaugural year.

Since its inception, the initiative has continually grown in success and reach, now expanding to include young enthusiasts ranging from ages five to sixteen. It's a testament to the enduring partnership between Cap and Cut and GGJ, underscored by our mutual commitment to fostering community, creativity, and the common good.





**Join the mission-driven organizations we've  
propelled to global recognition. Partner with us to  
maximize your impact and achieve your mission.**

**LET'S TALK**  
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