

lighten 



Black Bear Gaming
Branding, Website, Bespoke eCommerce, Management

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BACKGROUND

Black Bear Computing wanted to create and launch an online brand to sell high quality, high performance gaming PCs.

With Chris' history in games development, this was a project that we leapt on. Online PC sales are cut-throat but Gaming PCs are one of the last niches where profits can still be made with a differentiated product.

Given that the hard-core gaming community is already well served, our analysis was that we needed to target an older, more affluent audience.

That audience is accustomed to strong, clear design and a simple purchasing experience as typified by Apple Store and this informed the design of the site.



blackbeargaming.co.uk



PRODUCTS

SUPPORT

YOUR NEXT GEN GAMING PC

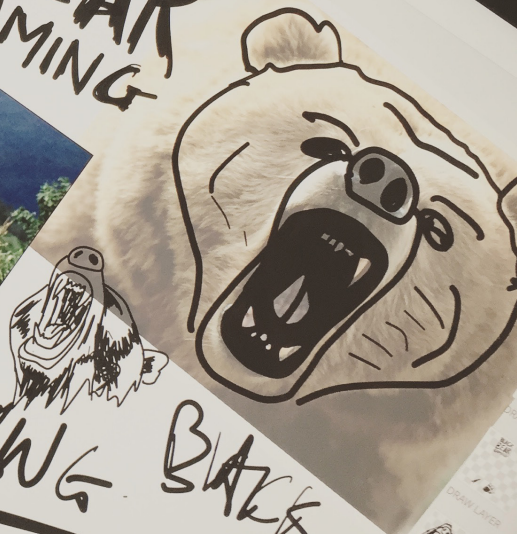
HIGH QUALITY GAMING PCS ARE OUR PASSION. WHATEVER YOUR BUDGET EXPECT THE BEST. ALL OUR SYSTEMS ARE CUSTOM BUILT WITH QUALITY COMPONENTS, CARE AND ATTENTION TO DETAIL.

BRANDING

Bears are powerful, aggressive and robust... everything that you would come to expect from a high quality gaming PC.

In creating the brand and product identities for Black Bear Gaming there was no shortage of inspiration, and our resident gamer Ellis was a real asset. We needed to create something that reflected both the visceral, experiential nature of gaming and the aesthetic values of our target market.

By harnessing the raw nature and character of bears we created an aggressive looking bear motif that would serve to be cornerstone of the brand; the patch on the sleeve, the badge of honour that comes with buying a high quality gaming PC.



BAW WII

+ MAIN FONT +
HERON SANS
CONDENSED
SEMI-BOLD
£26.99

+ COLOUR +
#0F0A0C
C20 M20 Y20 K100
R19 G12 B14



+ SUB FONT +
NEXA SLAB
WHOLE FAMILY
£26.99

+ COLOUR +
#3A3E3D
C70 M60 Y60 K50
R58 G62 B61

WWW.BLACKBEARGAMING.CO.UK





SERIOUSLY RAW POWER

THE SERIOUS GAMERS CHOICE. THE ATLAS LETS
YOUR GAMES COME ALIVE, NAILING THAT
PERFECT SPOT BETWEEN PERFORMANCE AND
VALUE FOR YOUR MONEY.



WEBSITE

In contrast to competitor websites we consciously decided to go for a simple, clean user-experience to appeal to our target market.

The secure website was build on WordPress and features heavy customisation of WooCommerce to deliver a simple purchasing experience to the end-user.

With all PC sales some configuration is always required and we created a bespoke customisation page that blends integration with WooCommerce with a heavily customise checkout flow focussed on simplicity and clarity. At all times we pushed to keep the options to a minimum.

For each product we developed a standard header layout that showcased the primary and secondary branding supported by key messages, creating a consistent, clear navigation.



blackbeargaming.co.uk



SMALL BUT PACKS A PUNCH

Starts From

£499

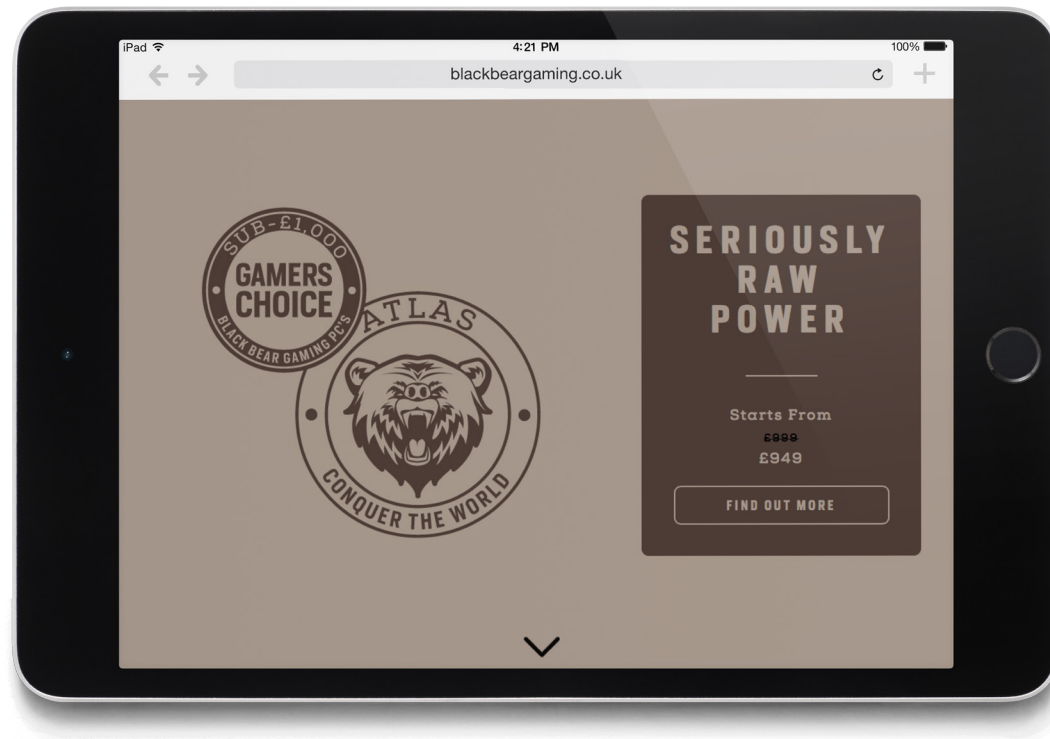
£439

CONFIGURE AND BUY

THIS PC IS SMALL, COLOURFUL AND BUILT TO LAST. POWERFUL ENOUGH TO RUN GAMES LIKE
MINECRAFT WHILE BREEZING THROUGH THE TOUGHEST HOMEWORK TASKS.







ECOMMERCE

Simple but powerful management is at the core of the eCommerce system, making it simple to change specs and prices.

We structured the products such that every element of the PC from OS to accessory bundles were fully manageable by the client by changing a couple of cells in the Product Management spreadsheet. This means text, prices, specifications and sale status could be changed quickly and easily.

It also allowed us to automate pricing and sales over the course of the Black Friday / Cyber Monday weekend by enabling discounts at the beginning and end of Black Friday and then again on Cyber Monday. These changes we synchronised with countdowns displayed on the landing pages.



ALL THE POWER

Starts From

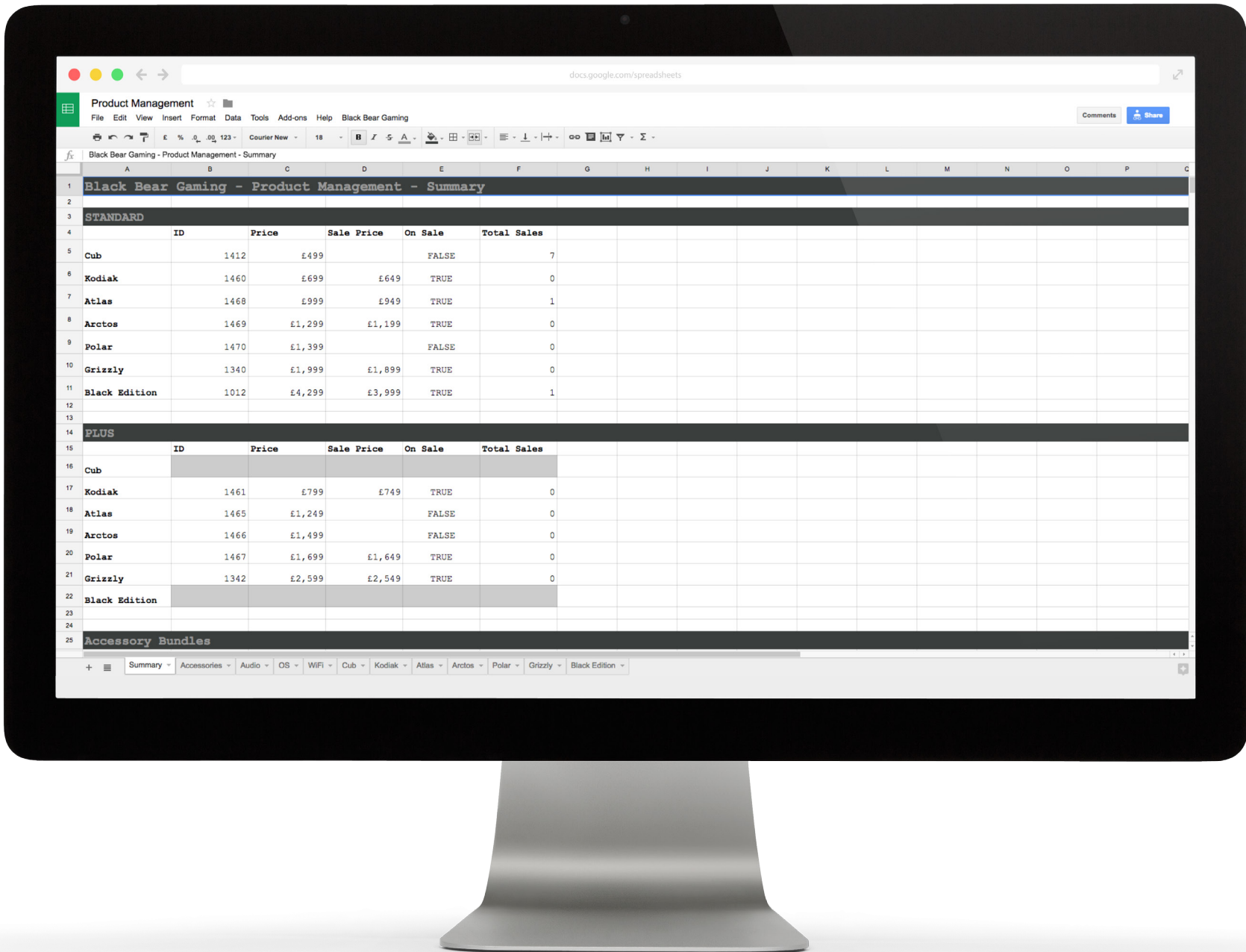
~~£4,399~~

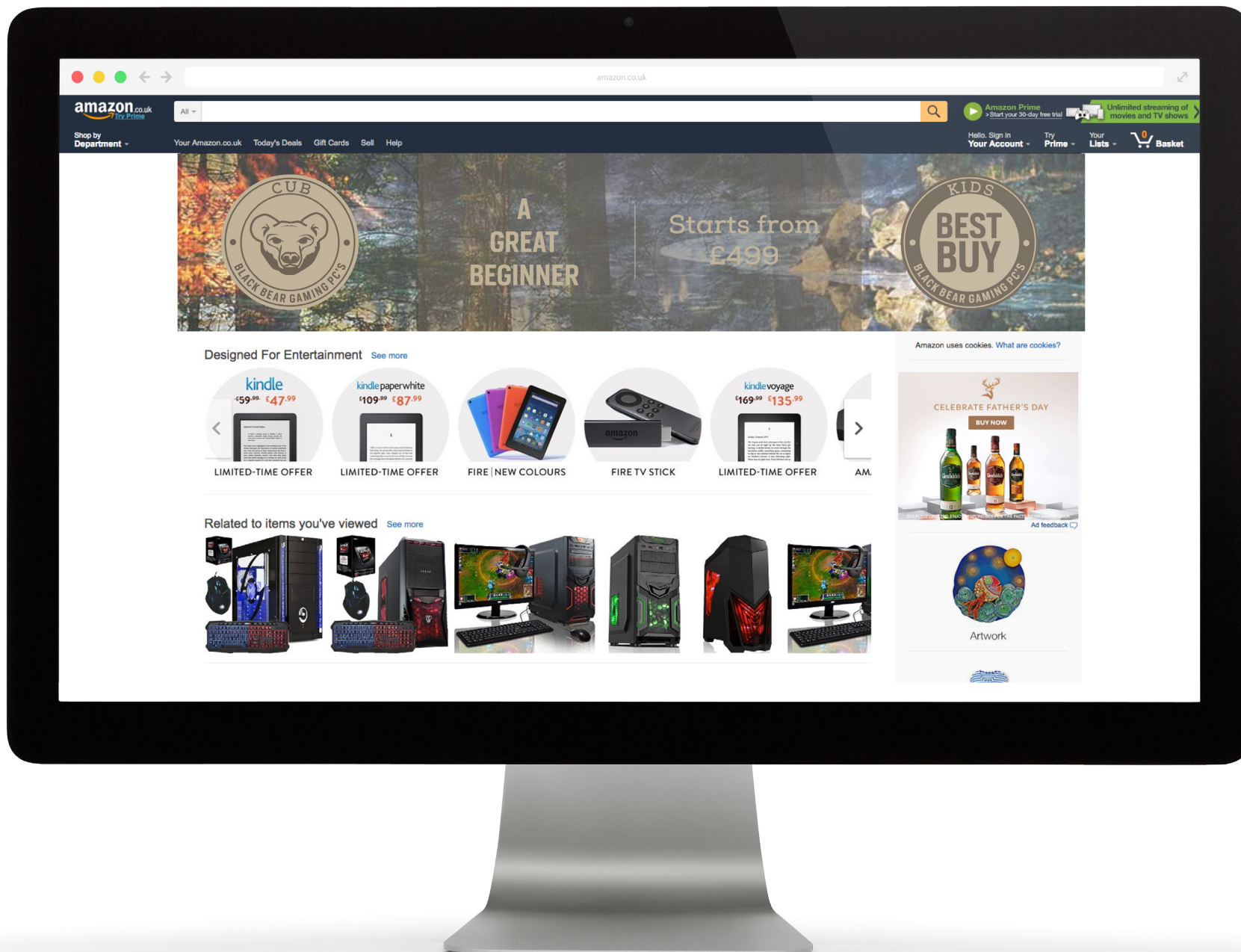
£4,199

[FIND OUT MORE](#)









“Chris and his team at Lighten clearly care about their work. They worked above and beyond the scope of the job to ensure everything was done right and produced a very professional website as a result. The gaming and design experience the Lighten team have meant our website is stylish and appeals to our target market. Chris has great attention to detail and this shows through in Lighten’s work on our site which was always to a very high standard. I would have no hesitation recommending Chris and Lighten to others.”

Richard Alford

Managing Director