

POP SHOT PIXEL ART

Challenge

For the new brand Pop Shot, the challenge was clear: it had to stand out to its core audience – teenagers. Late Gen Z and early Gen Alpha want a rebel brand: bold, bright, trendy, meme-worthy, and always a little bit on the edge. But it also had to appeal to other age groups.

Solution

For Pop Shot's rebellious packaging, we turned to Pixel Art – mixing everything that excites teenagers with something instantly recognisable and appealing to other generations.

Originating in 1980s arcades, peaking with Mario in the 90s, and reviving with Minecraft in the 2010s, Pixel Art is riding a new wave of popularity. It feels familiar, modern, and cool to everyone.

For every flavour in the Pop Shot range, we created a unique label background inspired by the world of platform games. We also designed a collection of recognisable meme-inspired pixel visuals that express the personality of each drink and hint at its flavour. Each flavour has its own world and character. Together, they create the dynamics of a video game where the consumer is the main character – and every new flavour is a new level to unlock.

Results

The result is an exciting product with broad consumer appeal. Pop Shot stands out through creativity, playfulness and attention to detail.



IT, TASTY, CREATIVE * BRIGHT, TASTY, CREATIVE * B

POP SHOT



















