



Gamezo
www.gamezo.co.uk

GAMEZO:

Gaming news and guide content

CHALLENGE:

To compete with the wide range of large videogame guide/article sites out there, Gamezo needs to tweak its about page. As such, the corporate identity needs more prominence in the copy. It needs to strike a balance of legitimacy, personality and quirkiness.

SOLUTION:

“We’ve all been there, you’re stuck in minecraft, trying to find the best way to build an auto wheat-farm or the fastest way through a level of assassin’s creed. Or you’re just trying to find the latest news on a popular title.

You find yourself spending hours trying to figure out youtube videos and skim articles. And after finally finding what you needed, playing the game is the last thing on your mind.

Luckily, That’s where we come in. Here at Gamezo we are focused on providing high quality articles and guides that will save you headaches and get you back into the game in no time.

We don’t do fluff, and we don’t do bull\$h!t. Our work is always well researched and based on credible and trusted sources (not some random guy on Reddit claiming he works for Rockstar). And we make sure our articles are clear, concise and to the point.

We have focused on variety and covering popular games where players need guidance and information. At the end of the day, Gamezo is here for you, from pro to newbie gamer.

We do the hard work so you can enjoy gaming.”

WHY IT WORKS:

This short description outlines the problems Gamezo exists to solve. Gamers want easy and convenient access to gaming articles, news and guides. Gamezo consolidates all of these onto one website that's easy to read, easy to understand and is of high quality.

Overall, this piece of text gives the reader a more clear vision of who the company is, in a professional and straightforward manner, while conveying the personality and values of the company.