

USB2U

The Branded Tech Experts

CASE STUDY: DODO GO! CUSTOM USB FLASH DRIVE

Alien After All is a video games design and production studio established in 2007 and devoted to the creation of new franchises. The founders have the hindsight of more than 20 years in the sector, with around 15 million games sold to date, many of which have won international awards such as the British Awards and Gold & Platinum Famitsu Awards.

In the interim launch of their new Nintendo DS title, Dodo Go! USB2U were asked to develop a custom USB from which two in-game characters were chosen to develop the USB housing. On the reverse of the Custom USB body features the logo and web address in a pantone matched colour. Alien After All initially landed on the USB2U website and was greeted by our case study for our other [Custom USB Egg](#) for Teesside University. The previously designed USB egg shape was an ideal solution to their promotional needs.

Designs were taken from the Alien After All design studio and taken forth to the USB2U suppliers in the far east. From the designs, we produced a physical sample for approval. The outcome was a well-executed and a great overall product.



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