

BEHIND THE PIXELS

ISSUE 3

THE SOPHOMORE SLUMP

Konnichiwa and welcome to issue 3 of Behind the Pixels...

I saw on Facebook this week that we posted an image from the old Japanese/ Kitsune campaign from May 2008. Here are a few random anecdotes/ pieces of trivia about that promotion, which I was lucky to have worked on.

First- in the images of the Japanese wall posters, the image/ text had been reversed. Fortunately the Japanese Hotel Manager spotted this before the images were used. Phew!

Second- The entire campaign document was over 50 pages and had enough content for about a month and a half, and approx. 80 rooms were made for the campaign. Yeah, we went a little bit overboard there.

Third- the dragon badges were based on a badge made by a former staff member who thought they looked super cool. I asked his permission to reuse and recolour it and he said yes.

Fourth- The character of Tanuki, Kitsune's nemesis was developed quite late in the brain storming process as a nemesis for Kitsune, so we could hold team games. He was given an eye patch because... I don't remember, maybe we were going to use him in something pirate related later on.

Fifth- We watched the Japanese movie Azumi for inspiration.

Sixth- The character of Kitsune was based on popular Japanese anime. She was a hyperactive "genki" girl in the same vein as Haruhi Suzumiya, and her backstory involved time travel and giant robots.

Seventh- We had three different concepts for the campaign at the start- one based on Japanese mythology, another based more on ninja's and samurai and one based on the Yakuza. In the end we combined the first two.

Eight- There were two parts of the promotion that we never got to finish, one was a riddle quest comprising of room puzzles, (it just wasn't scalable) while the second was to be based on Japanese movie monsters like Godzilla and Mothra. Alas, it just didn't work, at all.

Ninth- Kitsune was set to return in a sci-fi campaign where she captured a star ship and visited planets in a "sequel" of sorts to the Donnie Santini sci-fi campaign.

Tenth- We were talking today about a possible Japanese themed promotion in the near future. Ooooooh. Time for me to start re-watching my Kinji Fukasaku and Takeshi Kitano movies!

Well, that's it from me. Later this week we spotlight on the **Game Team** and find out what they've been working on, we also have interviews with one of our creative directors, Juho Paasonen and we also have an interview with Ilkka, another of our graphic designers.

Mark