

## Case Study – Dogmelon

Anthony and Dan, owners of game development company Dogmelon, used their International Access Pass grant to attend PAX East in Boston in March, one of the two biggest PAX consumer-focussed gaming events in the US.

PAX East is a huge event where multi-national games companies and small businesses alike showcase their latest products.

Anthony and Dan were promoting their game *Baron: Fur is gonna fly*, a family friendly, cartoon-style, multi-player game where furry animals (including a bilby) fly bi-planes and battle it out in the sky.

Anthony says having a booth at such a large, international gaming event provided a huge range of practical benefits.

One way of explaining the benefits of receiving the grant is to describe them based on the three types of people Dogmelon had access to at PAX East:

**Consumers** – Anthony estimates that around 2,000 people played their game over the four days of the event.

“Firstly, this gave us great confidence that we belonged at an event of this magnitude, as our game was genuinely popular and people kept coming back to play more and bring their friends.”

“Also, we watched how these people, from the US and other countries, played the game and listened to their conversations.”

“This enabled us to streamline the whole game-play experience, and we also changed the name of some of the weapons to match how the players describe them – we now have a weapon called Bug Zapper.”

**Press** – Anthony and Dan had access to international media by purchasing press support to make appointments and network. Anthony and Dan conducted several interviews, including live streams on gaming websites.

**Industry** – Attending PAX East gave Anthony and Dan direct access to international game industry representatives. Dogmelon had been emailing Nintendo for at least a year, trying to get access to their ‘development kit’ that enables them to make a Nintendo-compatible version of their game, but they had not been able to get any response.

“We were chatting to a guy at our booth who loved our game and told him we hadn’t been able to get any response from Nintendo.”

“It was only then we saw the Nintendo logo on his shirt, and he said, *You talk to me! You talk to me! I’m who you talk to! I’ll get you development kits!*”

Dogmelon is now in the last stages of development for the Nintendo version of their game.

“We still have a lot of work to do as self-publishers to promote and market the game, but attending PAX East got us our opening into the Nintendo ecosystem.”

“We have improved our game to be market-ready, and we are now on the edge of submitting our game for approval.”

You can find out more at [baronthegame.com](http://baronthegame.com)