

Case Study: In The Crib with Rob and Big Platform: PSP



Zodal was commissioned to produce a co-branded game for MTV, DC Clothing and Journey Shoes based on the hit TV series 'Rob and Big'. Created by Jeff Tremaine, one of the creators of MTV's "Jackass" and "Wildboyz" series, this reality comedy series stars professional DC Shoes skateboarder, Rob Dyrdek and his bodyguard and best friend, Christopher "Big Black" Boykin. The TV show was viewed by a combined total of over 70 million viewers between airings on MTV and MTV2, and earned MTV2 its highest rated day in channel history.

The brief to Zodal was to create a game based on 'Rob and Big' that would run on both the Sony PlayStation Portable as well as online and appeal to the skateboarding youth. From the outset, Zodal came up with a compelling narrative to create a game that would appeal to the target market. The process started with the team analyzing the TV show, creating animated characters with gestures and movements that mimicked their TV show equivalents. Once created, these characters were inserted into a number of differently designed levels that the game-player passes through. In doing so, each level (a different American city in this case) added a number of additional game complexities, rewarding the user with points for their skill. At the end of the game, each user was able to upload their high-score to the website. The game was given a unique retro design that not only appealed to the target audience but was also optimized for delivery on a portable device. To complement the game play, Zodal used our audio partner Equinox (members deriving from renown New Zealand live act Shapeshifter) to compose a unique soundtrack for the game as well as for the provision of sound effects.

It took just four weeks for Zodal to move swiftly from the provision of an initial prototype to the final delivery of the game to the client. Zodal achieved such a fast turnaround by taking advantage of the competitive edge we have in game design, development and testing. This rich set of skills, as well as the re-use of existing code routines built upon the Adobe Flash Player platform, meant Zodal was able to provide a cost effective game that ran across different platforms. Zodal was able to reduce both developmental costs and time to market by utilizing the same development environment for both online and portable platforms. Our statistical analysis was also available to our client to provide metrics for the the amount of unique visitors to the site, who the repeat visitors were, how long they were playing the game and which platform was most popular.

The Rob and Big game has been a great success, both online and on the PSP, with some people clocking over three times in every city and playing the game for over 20 minutes! The game is available for download at www.dcrobandbig.com.

For more information on how Zodal can design content for your brand across different devices, please contact us at +64 (0) 3 388 3300.