



ALPHA
GAMES

The ChinaJoy experience



DISCOVER HOW ALPHA GAMES PAIRED UP WITH **ALPHA CREATIVE** TO CONNECT TO CHINESE GAMES PUBLISHERS AT CHINAJOY

In the bustling and competitive atmosphere of **ChinaJoy**, the **China Digital Entertainment Expo & Conference**, standing out can be a formidable challenge, especially for participants with limited budgets. With the objective of making a significant impact and fostering connections with Chinese game publishers, Alpha Games asked **Alpha Creative** to devise a unique, low-tech strategy centered around an engaging mascot named **Carmello**.



Challenge

Alpha Games' primary challenge was to attract attention and engage the audience at ChinaJoy without the advantage of a high-tech display or a substantial marketing budget. The goal was to create meaningful interactions that would lead to business opportunities, all while navigating the cultural and communication barriers inherent in an international expo setting.



Carmello, the Alpha Games' mascot



Solution

The Creation of Carmello

Alpha Creative created Carmello, a distinctive mascot designed to bridge the gap between the brand and its audience. Conceived with the assistance of AI, Carmello was a blend of alien and chameleon characteristics, symbolizing adaptability and companionship. The mascot was brought to life through a meticulous design process, starting with an AI-prompted sketch that was refined in Adobe Illustrator and eventually rendered in 3D. This digital model served as the blueprint for the production of a tangible, cuddly toy by Chinese manufacturers.



Engaging the Audience with Play

The innovative engagement strategy revolved around Carmello and an interactive, analog activity. Alpha Games set up a playful challenge at their stand, inviting attendees to craft a play-doh companion for Carmello. This hands-on activity not only facilitated direct interaction with the brand but also sparked creativity among participants. The event culminated in a contest where the top three creations, as judged by the Alpha Games team, were awarded full-size Carmello plushies.



Results

The Carmello initiative was a resounding success, drawing over **500 visitors** to the Alpha Games stand and generating numerous leads for follow-up. The mascot effectively served as a non-verbal communicator and brand ambassador, transcending language and cultural barriers. The playful interaction fostered by the play-doh activity created a memorable experience for attendees, significantly enhancing brand recall.



Carmello, the cuddly toy

Conclusion

Alpha Games' strategic use of a low-tech, highly engaging mascot at ChinaJoy demonstrates that creativity and direct audience engagement can triumph over budgetary and technological constraints. Carmello not only facilitated meaningful interactions but also left a lasting impression on attendees, proving the enduring value of mascots in brand marketing. This case study exemplifies how innovative, grassroots marketing strategies can achieve remarkable results in a competitive landscape.

Click the link below to see Carmello in action

