



T&P *News* UK

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 LEAN INTO FANDOM

 TELL YOUR BRAND STORY

 TAKE YOUR TEAM ON
THE JOURNEY

It started in 1983

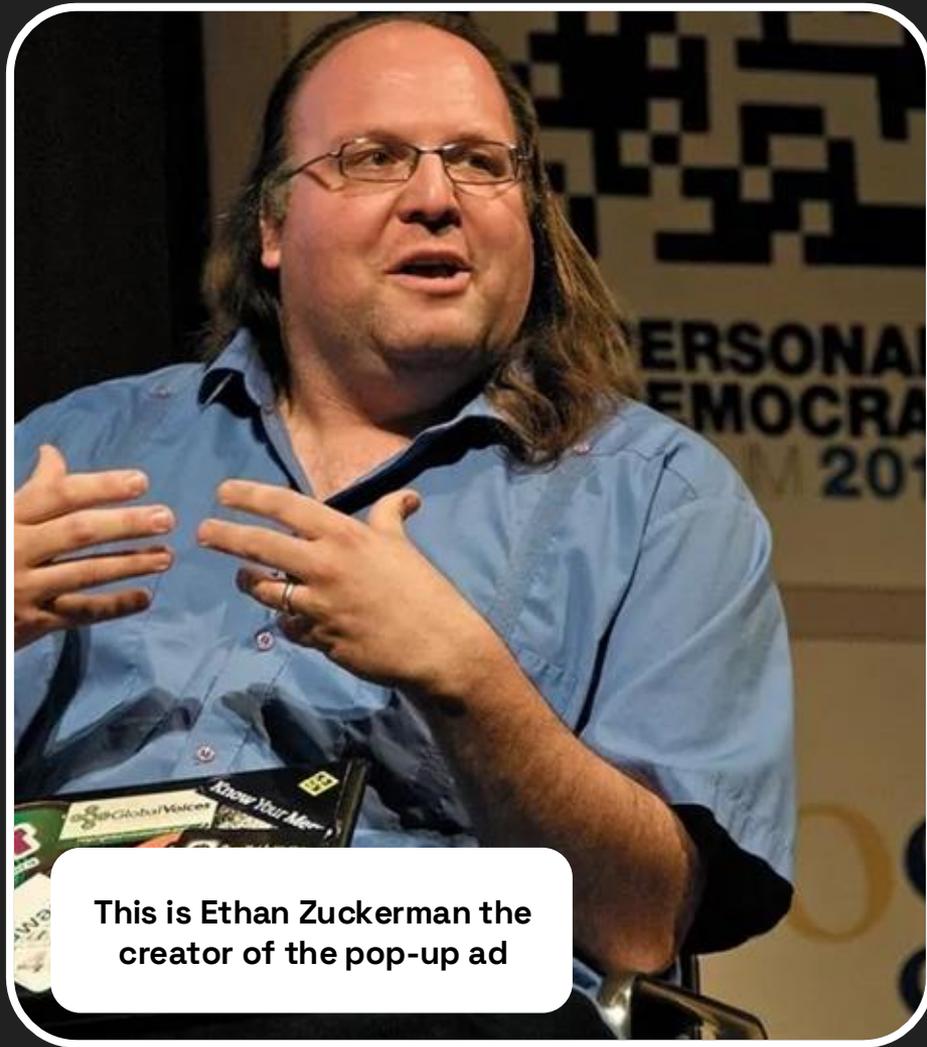


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People don't hate brands.

They hate brands wasting their time.

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This is Ethan Zuckerman the creator of the pop-up ad

The competition has changed.

You are competing against the whole internet, not just other brands.

You are battling ad blockers.

(763 million devices worldwide use ad blockers)



If you have a brand people like to spend time with you don't just have customers.

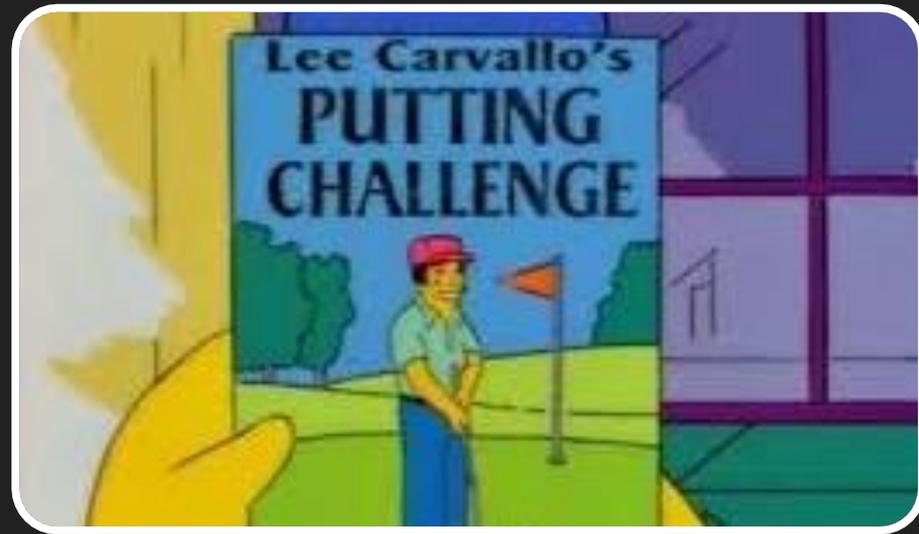
You have fans.

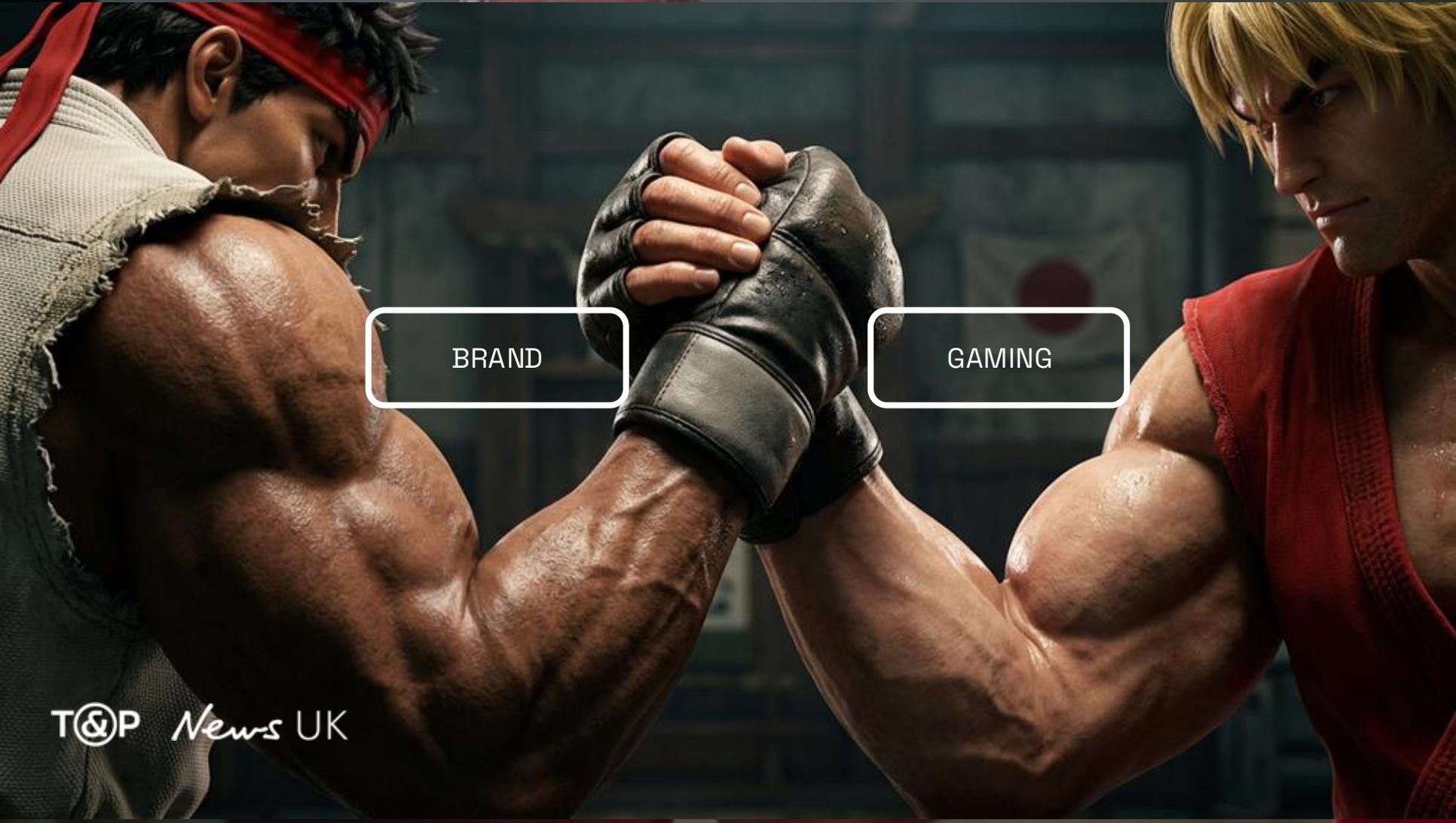
Fans bring high engagement but also high pressure to deliver content that works for them.



Building playable brands is more than just a badging exercise, you need to understand your audience and gaming too.

And it has to be fun, or people will like you less than if you make a bad film.

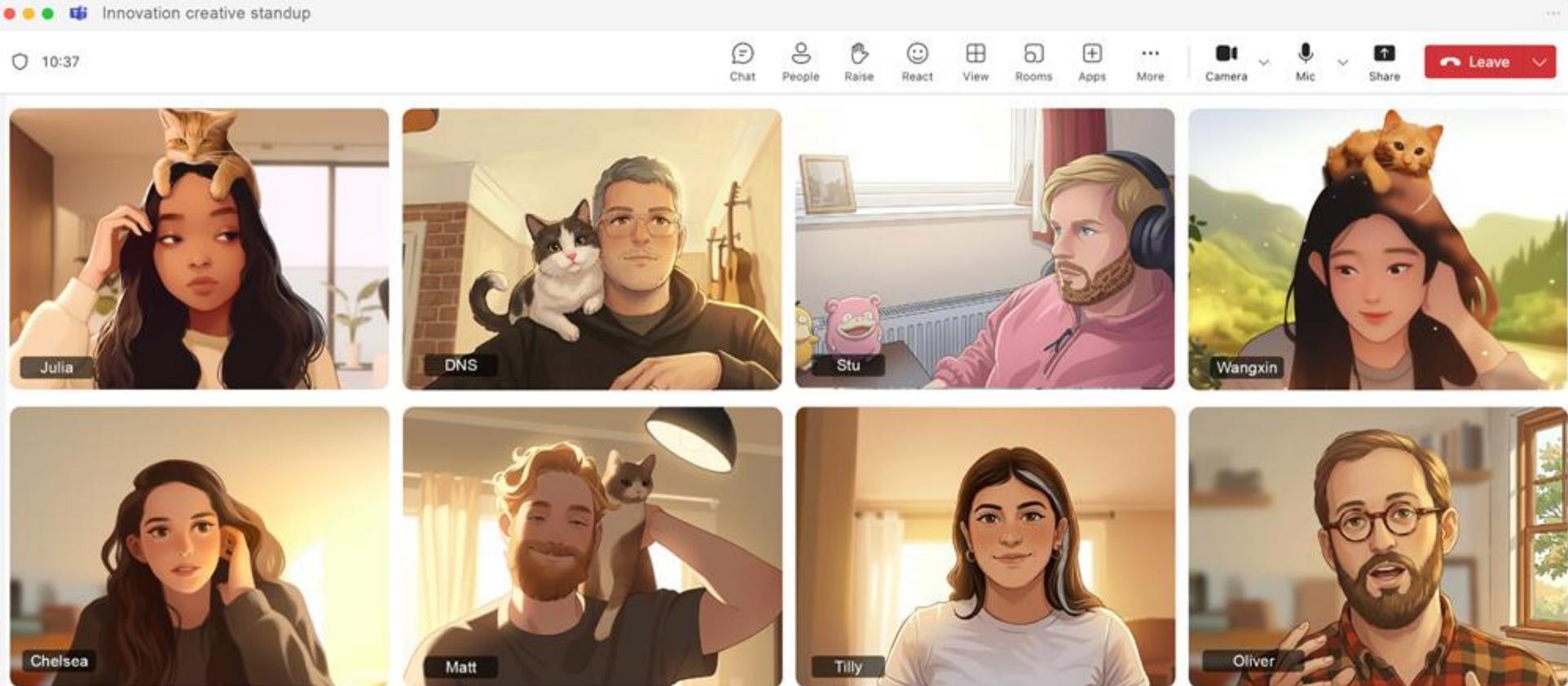




BRAND

GAMING

At T&P we have a multi skilled innovation team powered up with AI tools.



How it started...

BEER FARMER

T&P

DIDDLY SQUAT
FARM SHOP

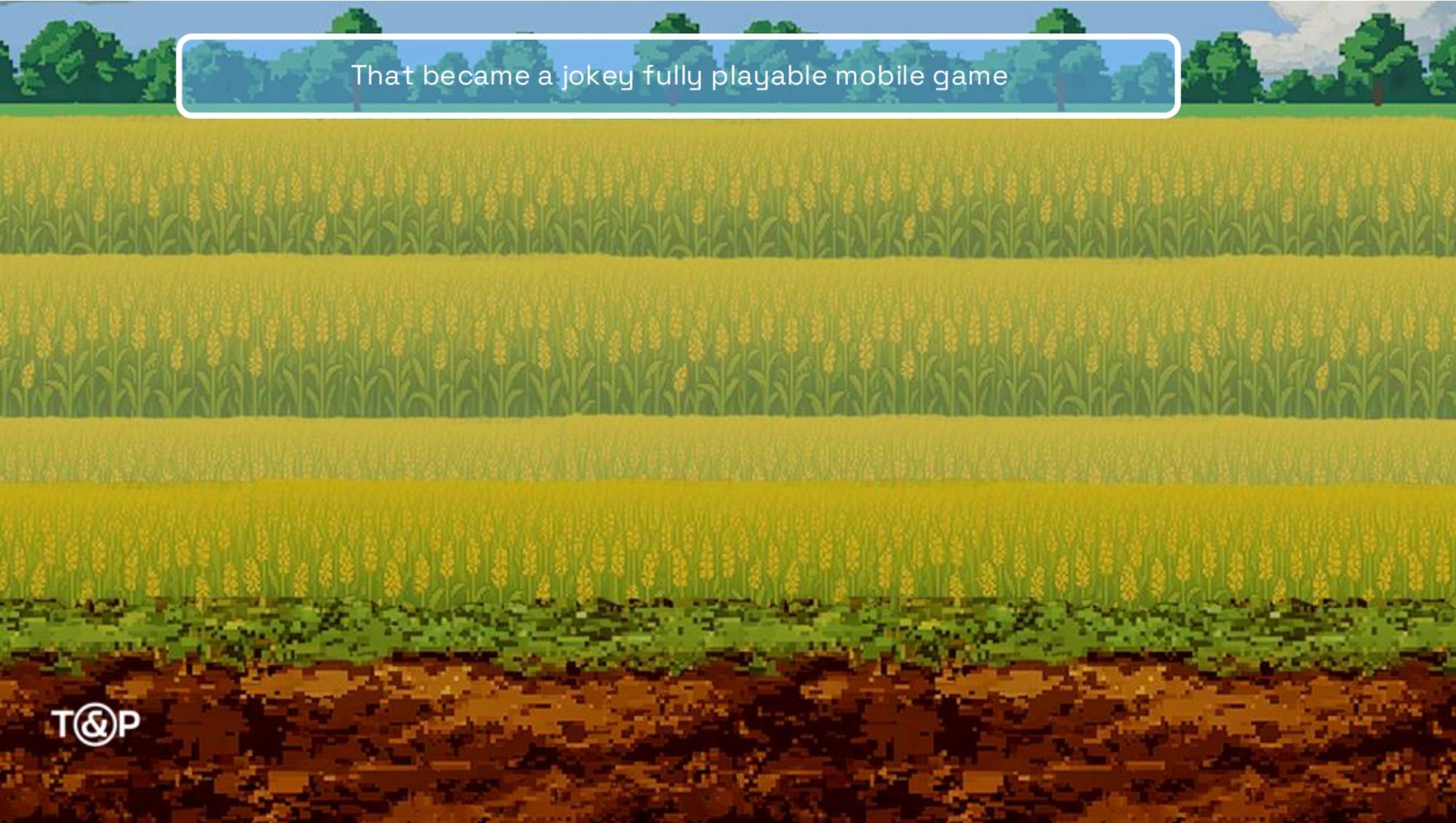
Hawkstone, 2025



We had an idea for a jokey social post



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That became a jokey fully playable mobile game

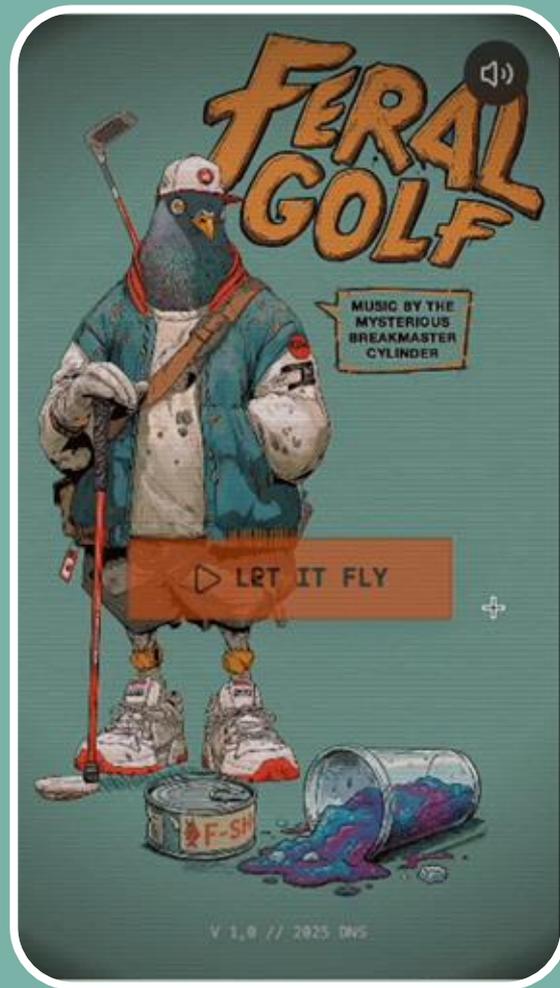
Jam packed full of references





The brief started when Dan showed Will his vibe coded a golf game starring a pigeon.

Rapid prototyping can help you bring your teammates along on the journey.



talkSPORT 

PROJECT: CHELTENHAM

T&P

talkSPORT 

A radio station with strong characters and even bigger opinions.



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Recently the brand has focussed on talent lead, humorous advertising.



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talkSPORT 



And the star of the show is always Alan Brazil.

A broadcasting legend who occasionally fails to turn up to his breakfast show.

talkSPORT



SPONSORED



This got us thinking.
What if instead of just talking about this
story, we invited our fans in on the joke?

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talkSPORT



talkSPORT presents

PROJECT: CHELTENHAM



T&P

PROJECT: CHELTENHAM

Cheltenham Racecourse. Gold Cup Day. 5:45
AM. Alan's late.

talkSPORT producers are sweating on Mr
Brazil. Will he turn up, or won't he?





We turned this long running joke into a playable pixel art game.



Alan always had an excuse.



Packed with star talent.



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We produced all the cut scene footage using Nano Banana Pro, an online pixel art formatter and some good old fashion painstaking design work.

JSON

Pause Auto

outscene background

Load Or Create A Scene

Start by loading a
`scenes.json` file or creating a
new scene.

Load scenes.json

Create New Scene

Scene Builder

Edit fields, click **Save Scene**, then export JSON.

Scene

Add Scene

Duplicate Scene

Delete Scene

Move Up

Move Down

Preview Scene

GLOBAL DEFAULTS

Typing (ms)

Frame Switch (ms)

Dip Between Scenes

Dip Fade Time (ms)

Fade To Black On End

BGM File

BGM Volume

BGM Loop

Scene SFX File

Scene SFX Volume

Shake Enabled

Shake Intensity

Shake Duration (ms)

SCENE CONTENT

Speaker

Background

Overlay Image (optional)

Typing (ms)

Frame Switch (ms, optional)

Loop Character Animation

Show Text Box

Show Next Button

Use Global Dip Settings

Dip To Black Between Scenes

Dip Fade Time (ms)

Auto Next (ms, optional)

Auto Next Per Page (ms,

And our art director vibe coded his own editing software which creates the code for the animation.

Every obstacle was inspired by a real story.



The cutscenes became a full run of show

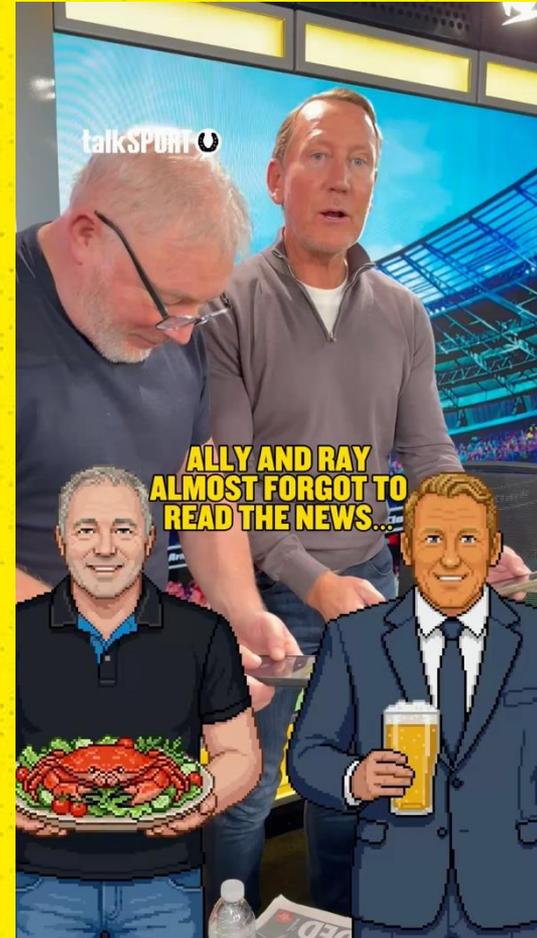




Help us get Alan Brazil on-air for Cheltenham. Play our new game Project: Cheltenham now!



SCAN TO PLAY OR VISIT [TALKSPORT.COM/GAME](https://talksport.com/game)





And most excitingly, it became a real-life arcade machine at Cheltenham 2026



120k plays in
the first four days

What we've learned from Project: Cheltenham



There's no
joke too niche



Talk like your
fans



Lean into the
storytelling



Don't be
afraid to keep
it simple



Creating
accurate pixel
art of famous
people is hard

So, should you make your brand playable?

1

Is there genuine
fandom here?

(Culture to play with, not
just an audience to reach)

2

Can your brand story
become a game mechanic?

Not just a logo on gameplay

3

Can you bring your team
along on the journey?

Let's chat!

BEER
FARMER



PROJECT:
CHELTENHAM



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