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Online Interactive Scores Big for Animal Planet and Sets Stage for New Program

Bethesda, MD (April 13) “Pet Spa Challenge,” the online interactive game created by graphic design company Baker and Hill for Animal Planet has claimed a top spot on the popular cable network’s website, even before the show it was designed to support aired.

Inspired by 1930s movies and the celebrated cartoonist Chuck Jones, “Pet Spa Challenge” invites players to find out if they can hack a day managing the various duties at a pet salon. Players must complete a series of tasks, from cutting, washing, brushing, accessorizing, and cleaning up after funky, overgrown dogs and cats – all the while keeping them happy and quiet – before the clock runs out. Set to cheery music reminiscent of nostalgic black and white TV shows and within a bright backdrop evocative of 1930s décor, the game requires players to use their mouse to drag the appropriate tool – scissors, brush, sponge, accessory – over each animal, and then clean up the mess with a sponsor-created item. The whimsical setting proves ironically comical, as it directly contrasts with the chaos of dogs barking, cats meowing, and task lists growing.

The quirky game was designed to support Animal Planet’s new show, “Groomer Has It,” which premiered Saturday, April 11th on the network.

“The folks at Animal Planet called on us to design a game similar to several interactives we had created, one called ‘Mutt Maker’ (<http://animal.discovery.com/pet-planet/mutt-maker/mutt-maker.html>), which invites players to create their own new breed of dog, and ‘Baby Week,’ (<http://health.discovery.com/centers/infant-toddler/interactive/parentinggames/parentinggames.html>), which challenges players to diaper, feed, bathe, clean up after, and lull to sleep a newborn,” explained Designer and Baker and Hill Co-founder, Clint Baker. “We created ‘Pet Spa’ to help promote the new show ‘Groomer Has It,’ as well as to support some of the show’s sponsors. Based on the success of the game so far – it’s been at number four since it was released in January – we feel it has definitely hit its intended mark.”

Working collaboratively with a coder, musician, and an illustrator, Baker and Hill was responsible for the concept, illustration, design, graphic production, sound design, and coding of the project.

About Baker and Hill

Baker and Hill is a graphic design company specializing in interactive web-based programs and presentations, online instructional videos, documentaries, and games. The firm's services extend beyond design and illustration, as it also takes on research, information and data consolidation, along with writing and creative development. The maxim of the firm is to present information in an artful but straightforward way so that the facts have the strongest voice in each product. For more information about Baker and Hill, visit www.bakerandhill.com.

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