



## HIDDEN BOSS LIMITED

# Ready to Deploy

Rekindling an old aspiration, DAVE CHEUNG's venture into the mobile gaming and broader digital marketing industries is slowly making a mark in Asia.

**D**ave Cheung belonged to a group of high school board game enthusiasts who dreamt of someday publishing their own game. This was a difficult proposition however, as small the Hong Kong market proved unsustainable while looking overseas remained too expensive for their brand of tabletop gaming.

The advent of the smartphone changed all this, breaking geographic and financial barriers and allowing virtually anyone to build any idea into a myriad of apps.

The group of friends, having serendipitously immersed in IT, creative and business fields, decided to revisit their old dream. At the onset of a booming mobile gaming market and with the



help of angel investors, Hidden Boss Limited was established in 2013. Comprising both R&D and business units, the company develops its own gaming software while serving clients in gaming, jewellery, media, 4A, F&B, cosmetics and other industries. Its services span IT and digital solutions such as membership systems, gamified marketing solutions, shopping cart, game and mobile application development.

### Tap the market

"Mobile game revenues in Hong Kong, Taiwan and China have kept



**Dave Cheung Ka Wai, Hidden Boss CEO, Director and Game Designer.**

growing since we began," says Cheung. "Southeast Asia is growing even faster. With their economic development, huge population, and fast-rising internet connectivity, we believe that while China remains a larger market, the neighbouring region may even surpass it in terms of growth."

Despite differences in culture, food and even religion, the locales all have one thing in common. "We all grow up with Japanese cartoons. Hidden Boss creates mobile games that feature the distinct Japanese art style. The games adopt high production standards and are localized through different character settings and gameplay."

Increased smartphone penetration has changed people's habits, in particular how they gather information. The demand for digital marketing has since gone up, and clients have grown more willing to spend on such channels. Interactive marketing campaigns including games have aroused much interest, a key factor in the company's business.

"Being involved in both game development and digital marketing makes Hidden Boss the perfect choice for providing gamified digital marketing solutions. We have an extensive knowledge of game elements as well as what attracts players. We spend much effort on gameplay and balancing, which makes our gamified solution stand out from others," says

Cheung.

"We listen to our client, learn how they operate and figure out the best solutions to match their business. By providing innovative gamified digital marketing solutions, our clients can reach their potential customers with greater ease. Many of our competitors are skilled in design and production for regular marketing campaigns. Most of them however are not versed in gamification, the use of game mechanics in non-game contexts to create enjoyable, entertaining experiences that engage people. We understand the art and logic behind a game, and through it, help our clients connect with their customers."

### Next Stage

Hidden Boss is now looking to provide its gamified digital marketing solutions in Taiwan and Mainland China. To expand its team, the company has intensified efforts to train talented and dedicated candidates as developers.

Dave Cheung and his associates still desire to develop and publish their long-awaited flagship game; a title with notable critical and commercial success could prove to be a perfect platform for targeting potential markets, as well as collaborating with existing clients.

Until such time, serving clients with innovative, bespoke services and cultivating both a fruitful company culture and relationships with investors to utmost capacity remains the daily order. Passion and people are the key assets for Hidden Boss; if indicated by client satisfaction and gamer interest, they seem to be in good supply. ■

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