= Pepsiman (video game) =

Pepsiman (Japanese : ????? , Hepburn : Pepushiman) is an action video game developed and published by KID for the PlayStation on March 4 , 1999 , in Japan . It is based on Pepsi 's superhero mascot with the same name , and focuses the player on avoiding obstacles by running , dashing , and jumping , while Pepsiman automatically runs forward through each of the game 's stages .

The game was made on a low budget ; this prompted the decision to make videos in @-@ between stages that show an American man drinking Pepsi , as they were cheap to produce . The game also features 3D cutscenes , which the future visual novel writer Kotaro Uchikoshi created 3D models for . While an American publisher did look into acquiring the rights to publish the game in the United States , it remained a Japan @-@ exclusive game in the end .

Reviewers frequently compared the game to other games , including Crash Bandicoot , and commented on its simplicity and its price , which was thought to be low . A writer for Complex included it on a list of company @-@ branded games that " didn 't suck " , commenting that it is not a bad game as long as the player can tolerate the large amount of advertisement in it , while a reviewer of Destructoid said that the game was funny but not great , calling it " charmingly brain @-@ dead " . According to Uchikoshi , the game did not sell well .

= = Gameplay = =

Pepsiman is an action game that consists of four stages , each divided into smaller segments , and each involving the superhero Pepsiman saving a person who is in need of a drink , such as a military man in the middle of a desert , by giving them a can of Pepsi . The stages are all based on real locations , such as San Francisco and the Tokyo subway . The game is played from a third @-@ person perspective , with Pepsiman automatically running forwards through the stage , sometimes running through people 's living rooms . The player aims to dodge obstacles , such as cars , construction cranes , and people , as well as Pepsi @-@ branded obstacles , including a Pepsi truck . The player does this by using four different moves : running , dashing , jumping , and super @-@ jumping . The player gains points by collecting Pepsi cans .

In some stages , Pepsiman 's head becomes stuck inside a steel drum , which inverts the controls , and in some , he uses a skateboard . Throughout each stage is a number of checkpoints ; if the player gets hit by obstacles too many times , they have to restart from the latest checkpoint . Each stage ends with Pepsiman being chased by an object , including a giant Pepsi can . In between stages , the player is shown videos of an American man drinking Pepsi and eating chips and pizza while watching television .

= = Background and development = =

Pepsiman is based on Pepsi 's mascot with the same name , which was created by comic book artist Travis Charest for Pepsi 's Japanese branch . The character was featured in commercials in Japan , and in the Japanese version of the video game Fighting Vipers , and became popular in Japan . Following this , Pepsi decided to further promote the character with a video game .

The game was developed by the Japanese video game developer KID . It was made on a low budget , which led to the decision to make the low @-@ cost video scenes of the American man drinking Pepsi . The game also used 3D event scenes , which were modeled by Kotaro Uchikoshi , who would later be a scenario writer for visual novels at KID . This was Uchikoshi 's first job ; he had been hired to plan video game adaptations of board games , but ended up being part of the development of Pepsiman instead , which was already in progress when he joined KID in 1998 . The game was released in Japan by KID for the PlayStation on March 4 , 1999 ; while an American publisher was looking into acquiring the rights to publish the game in the United States , it remained Japan @-@ exclusive . Despite this , the game is entirely in English , not Japanese . According to Uchikoshi , the game did not sell well .

= = Reception = =

Writers for Famitsu called the game " super @-@ simple " , comparing it to Metro @-@ Cross and Paperboy , and calling it a simplified version of Crash Bandicoot . Others have made similar comments . A reviewer for IGN also compared it to Crash Bandicoot , described the gameplay as " simplistic [and] rote memorization based " , and said that the thing the game would be remembered for was its " extremely bizarre premise " . They still felt that the game was not bad , and that it was worth the price , which they noted was low . James Mielke at GameSpot called the game a " nifty little distraction " , and said that the gameplay was similar to the " old @-@ school gaming dynamics of yesteryear " . He commented on the low price , but said that it was difficult to find imports of it .

In 2011 , Allistair Pinsof at Destructoid reviewed the game , calling it a mix between Paperboy and Muscle March in terms of the complexity and pace , and compared the gameplay to Crash Bandicoot . He found it to be " such a gloriously twisted , charming spectacle " that it would be difficult not to like it ; he said that the main reason to play the game is " the sheer lunacy " of it , saying that the game is " obsessed " with America , and portrays Americans as " unhygienic hillbillies " in a manner that makes it unclear if it is a self @-@ aware parody or not . He concluded that the game is funny , but not great , and that the ridiculous premise and its large amount of small details make the game " charmingly brain @-@ dead " . In 2013 , Justin Amirkhani at Complex included the game in a list of company @-@ branded video games that " didn 't suck " , saying that while the game 's graphics had not aged well , it was mechanically very similar to Temple Run , which Amirkhani called his favorite iOS game . He concluded that Pepsiman is not a bad game for people with quick reflexes , as long as they can stand the high amount of advertising within the game ; he claimed that Pepsiman was the advergame with the largest amount of " logos @-@ per @-@ second " .