

# MERCURY RISING

A Portrait of the Killer Queen Community  
Josh DeBonis & Nik Mikros







[www.twitch.tv/loganarcade](http://www.twitch.tv/loganarcade)

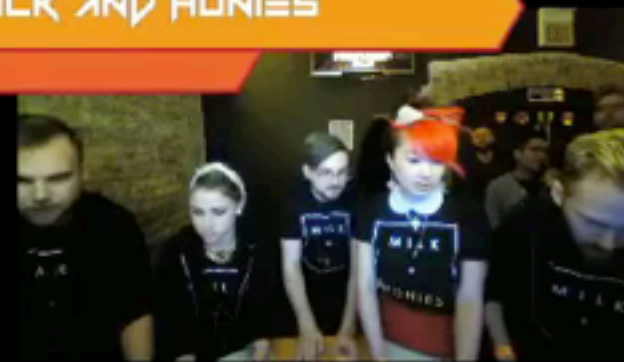
beliadarzu: Hot Gatorade for sale at the bar.  
 Andybrinkman: GO GATORADE  
 anillogic: berry nice  
 agentmuu: guys my heart can't handle this  
 sheapatricio: PDX!  
 Cjfreddy: so close  
 Andybrinkman: Lol pdx  
 sheapatricio: FREEDX  
 beliadarzu: 3DS  
 Cjfreddy: that kill 🐔  
 Andybrinkman: Portland is getting it!  
 Andybrinkman: Going in  
 Cjfreddy: GO NEAL  
 Cjfreddy: PDX  
 sheapatricio: Neal bee so hot  
 anillogic: Break-A-Wish, you can turn it around!  
 Cjfreddy: DOMINATION  
 agentmuu: the sweep  
 a\_wild\_goose: dang such plays  
 Cjfreddy: FREEDX  
 sheapatricio: THAT SWEEP  
 agentmuu: beevange  
 Andybrinkman: That was a drubbing  
 a\_wild\_goose: they got honeycombed  
 Cjfreddy: PDX is Logan  
 anillogic: Milk & Honies!

[P] WE ARE LOGAN

[C] MILK AND HONIES



KILLER QUEEN X







Josh, Nik & Anna



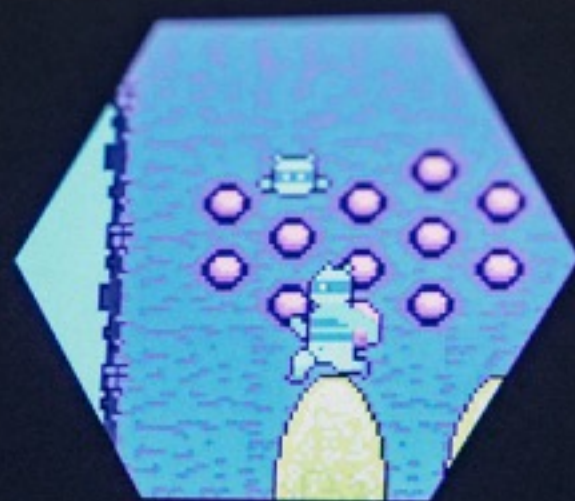


ANNA THORNTON PHOTOGRAPHY









ANNA THORNTON PHOTOGRAPHY



















Smash Brothers:

1.6 million likes



Smash Brothers:

1.6 million likes

Street Fighter:

2.1 million likes

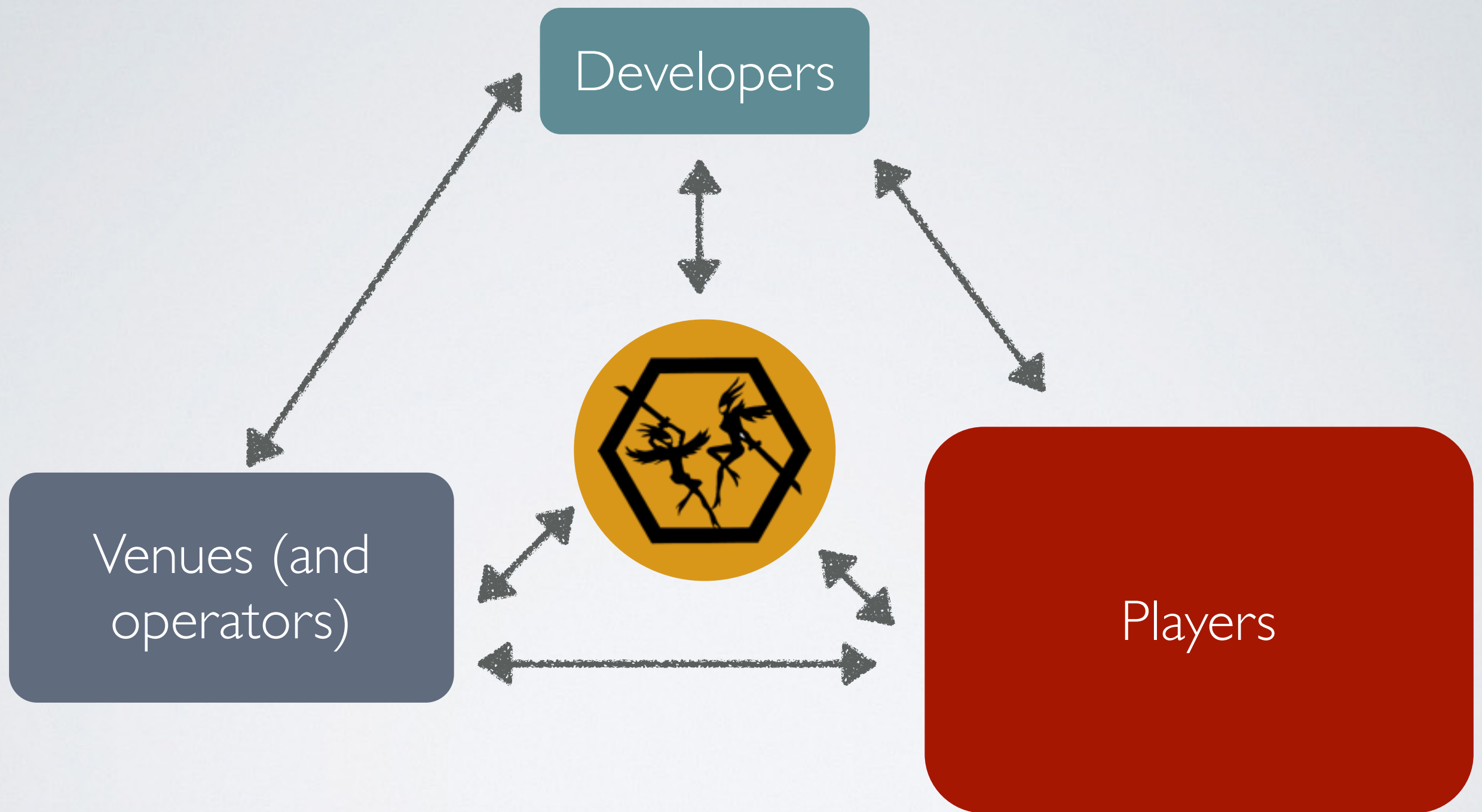


Smash Brothers:	1.6 million likes
Street Fighter:	2.1 million likes
League of Legends:	13.5 million likes



Smash Brothers:	1.6 million likes
Street Fighter:	2.1 million likes
League of Legends:	13.5 million likes
Killer Queen:	1.7 hundred likes







Developers

CHICAGO

■ ■

PHOENIX

■ ■

PORTLAND

■ ■

Arcades/  
Operators

SAN FRANCISCO

Players

COLUMBUS

■ ■

NYC

■ ■

D.C.

■ ■







Welcome to Brooklyn







Josh with Trippopotamus



Nik with The Gantizers





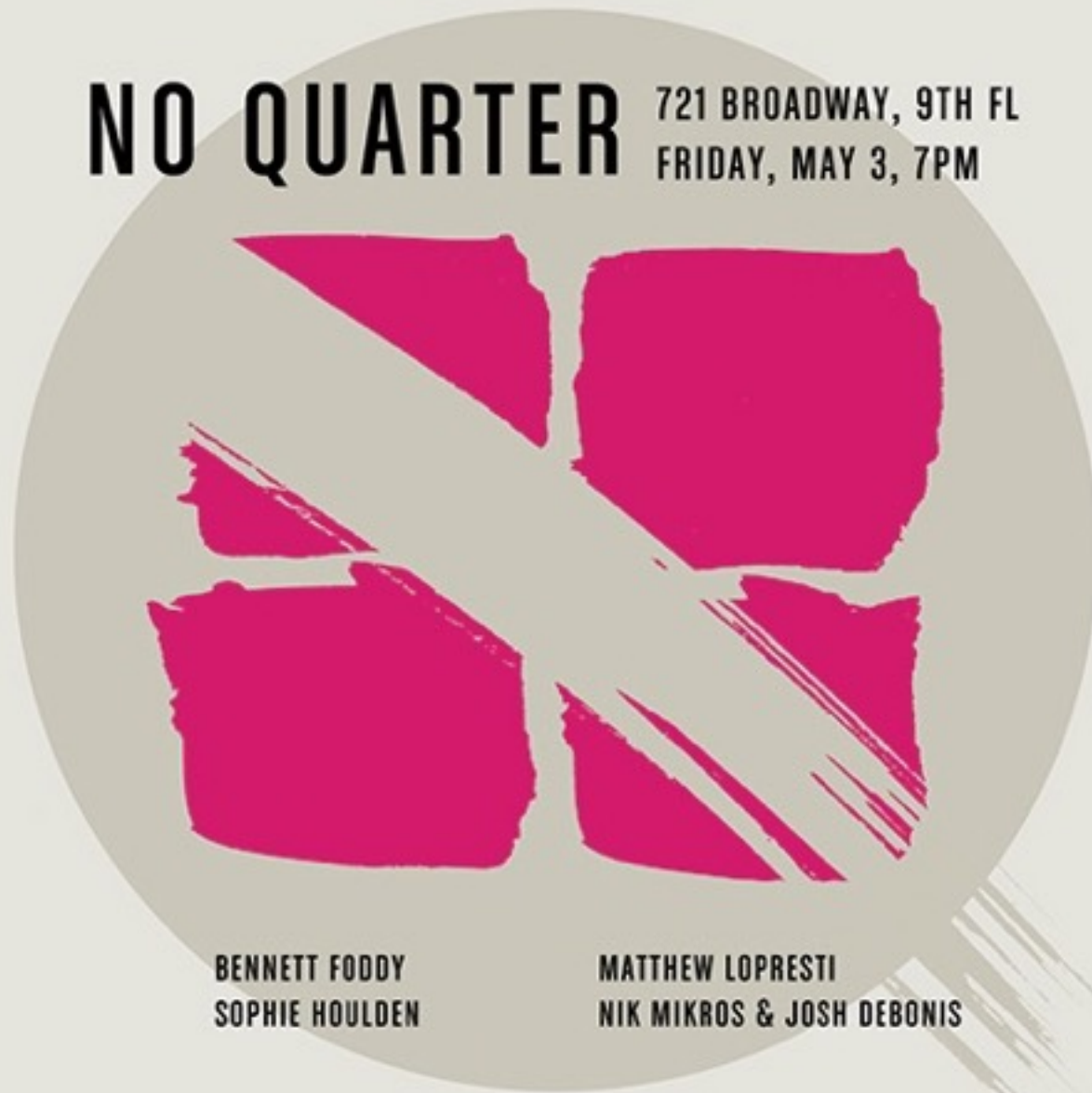
...if Killer Queen has become  
the closest thing gaming has to punk rock,  
then Logan Arcade might as well be CBGB.

-Ryan Smith, *Chicago Reader*



# NO QUARTER

721 BROADWAY, 9TH FL  
FRIDAY, MAY 3, 7PM



BENNETT FODDY  
SOPHIE HOULDEN

MATTHEW LOPRESTI  
NIK MIKROS & JOSH DEBONIS





Logan Arcade





Logan Arcade





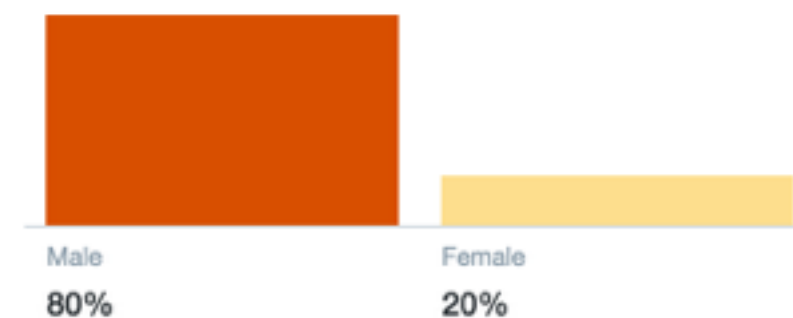
## Interests

Interest name	% of audience
Gaming news and general info	74%
Console gaming	73%
Computer gaming	72%
Comedy (Movies and television)	68%
Online gaming	61%
Roleplaying games	60%
Sci-fi and fantasy (Movies and television)	58%
Technology	52%
Tech news	51%
Comedy (Hobbies and interests)	47%

## Consumer buying styles

Consumer style name	% of audience
Premium brands	77%
Ethnic explorers	50%
Fresh & healthy	45%
Home cooking & grilling	29%

## Gender



## Household income categories

Income category	% of audience
\$75,000 - \$99,999	18%
\$100,000 - \$124,999	16%
\$250,000+	15%
\$175,000 - \$199,999	15%
\$150,000 - \$174,999	15%

Values based on 29.9% match rate from Twitter partners

## Net worth

Net worth category	% of audience
\$150,000 to \$249,999	15%
\$250,000 to \$374,999	13%





Nikita

Home

20+



Page

Messages

Notifications 5

Insights

Publishing Tools

Settings

Help

Overview

Likes

Reach

Page Views

Actions on Page

Posts

Videos

People

Your Fans

People Reached

People Engaged

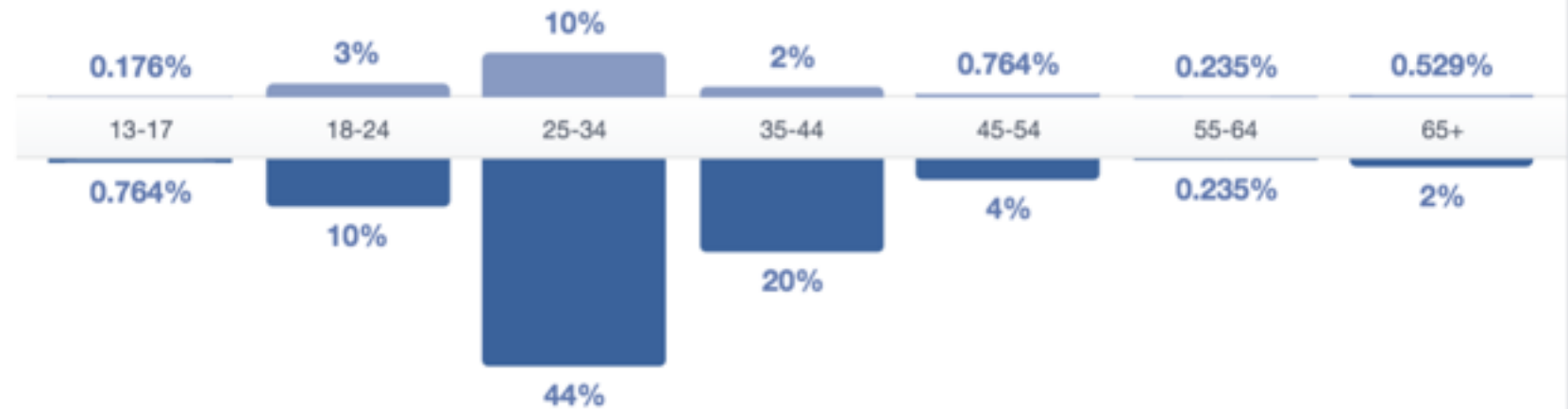
The people who like your Page

Women

17%  
Your Fans

Men

81%  
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,560	Chicago, IL	300	English (US)	1,570
Canada	21	New York, NY	171	English (UK)	69
Argentina	11	Portland, OR	88	Spanish	16
United Kingdom	9	San Francisco, CA	64	English (Pirate)	7
Brazil	9	Los Angeles, CA	50	Portuguese (Brazil)	6
Australia	8	Columbus, OH	25	Spanish (Spain)	5



# Conditions for Friendship



# Conditions for Friendship

I. Proximity



# Conditions for Friendship

1. Proximity

2. Repeated, unplanned interactions



## **Conditions for Friendship**

1. Proximity
2. Repeated, unplanned interactions
3. A safe, comfortable setting



# Conditions for Friendship

## **I. Proximity**

2. Repeated, unplanned interactions
3. A safe, comfortable setting



# Conditions for Friendship

1. Proximity

**2. Repeated, unplanned interactions**

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## Conditions for Friendship

1. Proximity
2. Repeated, unplanned interactions
- 3. A safe, comfortable setting**





JFK to ORD





Team B-Day of New York





Team Bee-Vengers of Chicago





Portland in Chicago





Yasss Queens of San Francisco





Indianapolis Children's Museum



# KILLER QUEBEC





# KILLER QUEBEC







Team Piping Hot Gatorade of Portland





ANNA THORNTON PHOTOGRAPHY

Team Beediocre of New York





The Grid: Games and Growlers in Phoenix







Waka Waka in New York



 **Seth Parker**  
March 7 at 10:56pm  
Thanks for coming out tonight, everyone! it was a good workout. ❤️  
3 Comments  
Anna Thornton, Tiana Tan and 8 others  
Like Comment Share

 **Seth Parker**  
February 29 at 10:33am  
Casual sets tonight around 7:30? (Not a joke). Aaro

 **Michael Esparza**  
February 27 at 8:19pm · Chicago, IL, United States  
Anyone heading to logan tonight?  
You, Josh Eklow and 2 others  
Like Comment Share  
5 Comments

 **Seth Parker**  
February 29 at 10:33am  
Casual sets tonight around 7:30 for SF.

 **Diana Christy**  
February 18 at 7:11pm · Chicago, IL  
is anyone coming out tonight?  
Josh Eklow and Kevin Gear  
Like Comment Share  
5 Comments

 **Danny's Tortas**  
February 17 at 10:35pm  
Hey Guys I will stop later tonight with your favorites Danny's Tortas

Scene - Happy Gilmore  
Gilmore  
United States  
and 8 tonight for our last practice  
in San Francisco on the 18th. A  
16 Comments





## Paul Thomas ► Killer Queen Mercury Squad Chicago

December 7, 2014 · 🌐



SOME ASSHOLE BROKE THE BLUE SCREEN.





**TAKES KILLER QUEEN**

**TOO LITERALLY**





**SNAIL VICTORY?**



**I'M GOING ECON**









Fan Art by Eric Huang





**KILLER  
QUEEN**

Fan Art by Jacob C.





Fan Art by Adam T. Babel





Fan Art by Carolina Moya



# KILLER QUEEN TOURNAMENT V

**LOGAN ARCADE JAN 25TH WIN MONEY MEET THE CREATORS**



# Fan Art by Billy Basso





FF  
2015

Fan Art by Ian Schlaepfer





Fan Art by Nikita Mikros



# KILLER QUEEN

## COMPETITIVE CLASH

T O U R N A M E N T



SHOW OFF  
YOUR SKILLS!  
**FREE!**

MONDAY,  
JANUARY  
**18TH**

**SPONSORS**

*Not Your Father's*  
**ROOT BEER**



REGISTRATION  
OPENS  
**7PM**

TOURNAMENT  
BEGINS  
**8PM**

FOR MORE INFORMATION CHECK OUT THE  
**PDX MERCURY SQUAD**

[WWW.FACEBOOK.COM/GROUPS/KILLERQUEENARCADEPDX](http://WWW.FACEBOOK.COM/GROUPS/KILLERQUEENARCADEPDX)

Fan Art by  
Phillip Anthony Bailey





Fan Art by  
Phillip Anthony Bailey





Fan Art by Diana Christy Moya-James





Fan Art by  
Lyndon St. Luce





Fan Art by  
Jon Duong





Fan Art by Kanashī Kuraido





Fan Art by  
Kanashī Kuraído





Fan Art  
by Tiana Tan

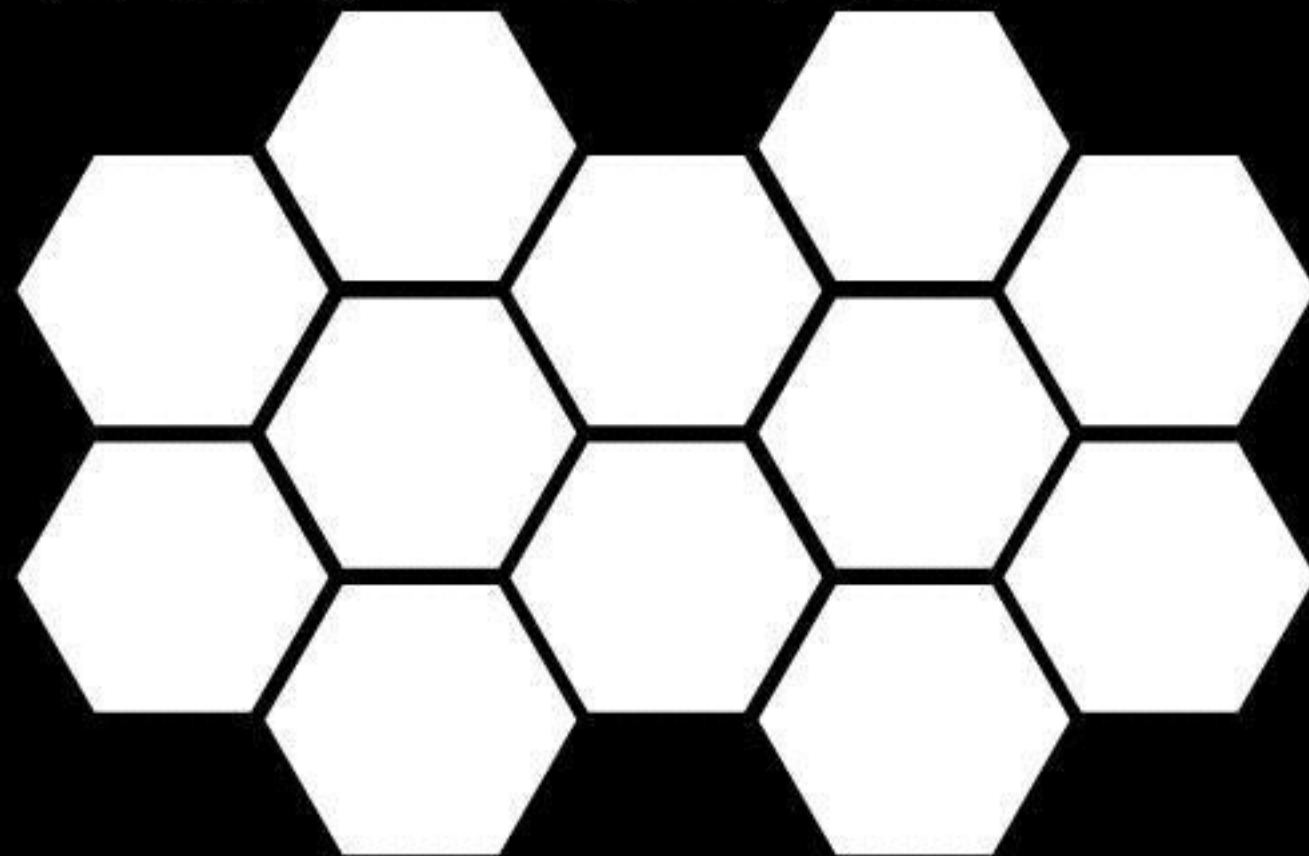




Fan Art  
by Djq Quirante



**KILLER**



**QUEEN**

Fan Art by Michael Esperanza





KILLER QUEEN

BumbleBear  
Games

Logan Arcade  
Chicago, IL

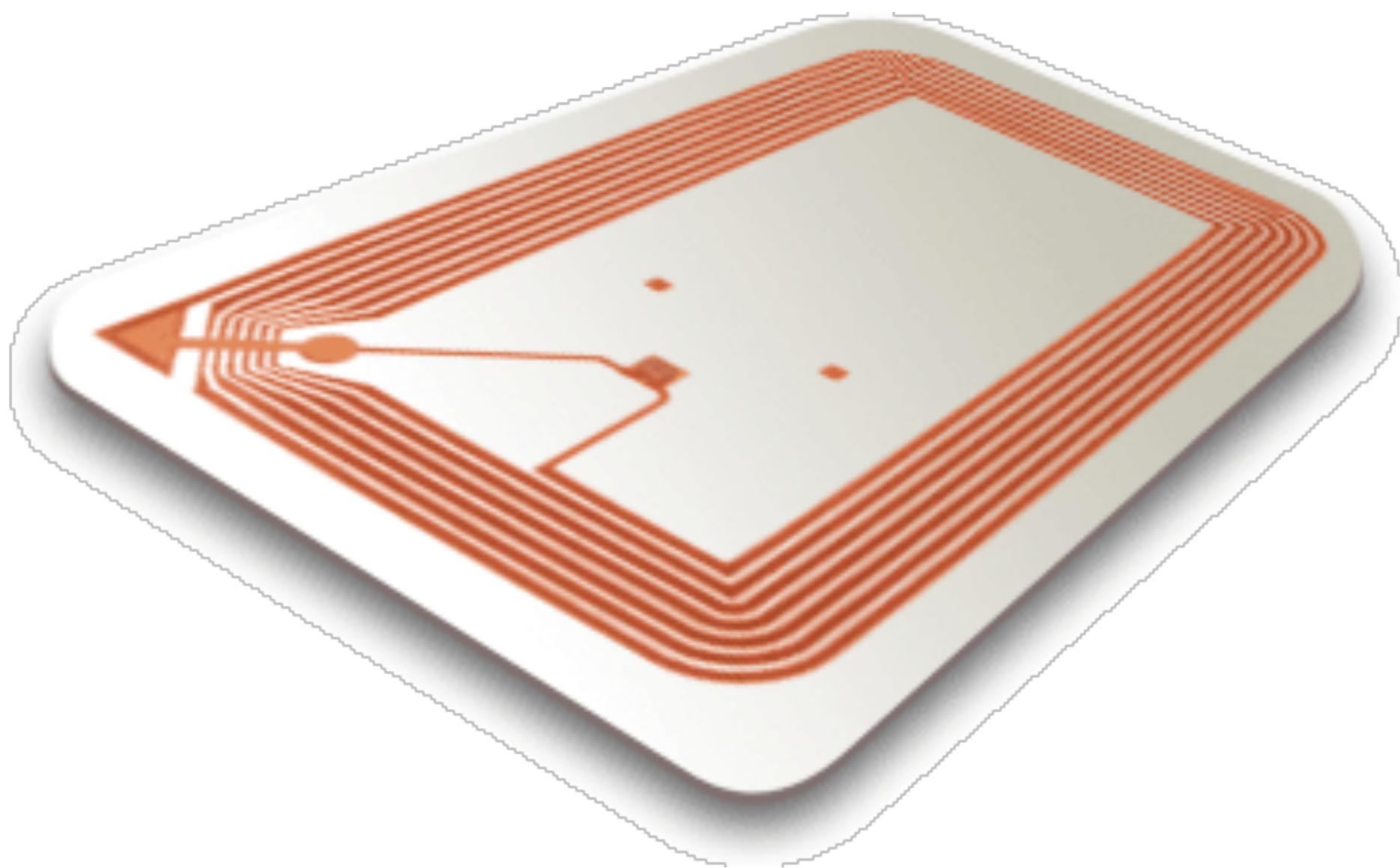
**Now Playing:**  
League Night

**Date:**  
June 10th, 2015

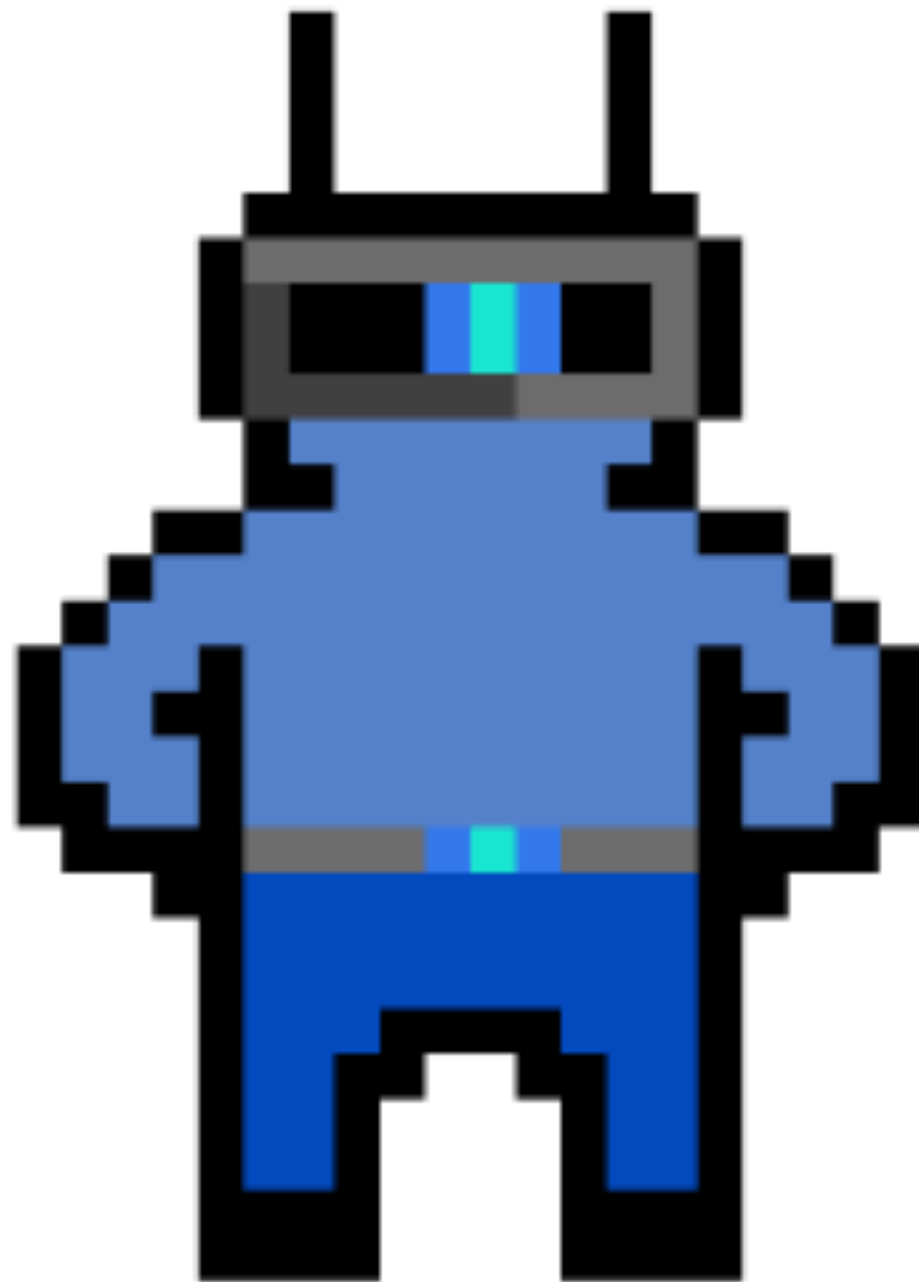
**Bracket:**  
N/A

**Contact:**  
[www.facebook.com/  
groups/mercurysquadchicago](http://www.facebook.com/groups/mercurysquadchicago)









@MrBumbleBot



**RAW  
THRILLS**

**TM.**







# BREW CADE

Tournament III

## **THE DRONE WARS**

**Saturday 2PM**

**2200 Market Street**

**League Night • Every Wednesday 7PM**

**All Skill Levels Welcome**

**@killerQueenGame @nmikros @joshdebonis**