



#CONQUEST

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WORDS FROM THE DESIGNER:

Today, advertising is invasive in all aspects of society, especially the web. The fascinating part of the web is how quickly a piece of media can spread and become viral in just hours, even minutes.

I became interested in the concept of viral and social media once I joined the Advertising and Marketing Team here at UCLA. Beforehand, I thought advertising was mindless and ingenuine. Now, being on the opposite side of this perspective, I also see it as a complex and brilliant process, when done correctly.

Bud Caddell from Deustch Inc. once told me that people share ads on their profiles and websites not because they actually care about what the content entails, but rather they want to maintain their status quo. Humans make media viral through their own desires for self-satisfaction or personal gain. The best advertising companies acknowledge this, and embrace the social media culture within their work.

Does that mean that companies are abusing the viral nature of social media against us in order to sell their products? Was that funny commercial you posted the other day on your Twitter just part of this whole scheme?

I still fight with myself about whether or not this whole schema is ingenious or deceitful. I'm hoping that this game will lead you to your own answer.

#INTRODUCTION

Welcome to #CONQUEST!

You are a 'creative' in the advertising industry, the brain behind the big idea. In today's technological society, social media is a crucial outlet for companies to connect with consumers.

As a creative, you will be given tasks from which you must construct a successful viral marketing execution. You will pitch the idea to your opponents, who will then rate your idea.

It is your goal to create what you believe is to be a successful, viral hit in order to receive high ratings and conquest the Internet!

#OBJECTIVE

Create the most successful viral ideas in order to earn high ratings from your opponents.

The creative with the highest ratings and with at least three-fifths of the media outlets in their possession wins the game. Conquest on!

#INVENTORY

FIVE media outlet boards

FACEBOOK: The Social Networker



TUMBLR: The Blogger



TWITTER: The SMS of the Internet



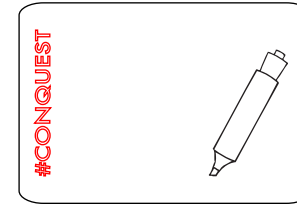
REDDIT: The Front Page of the Internet



YOUTUBE: The Videographer



FIVE white boards each with matching markers



X 5

FIVE sets of rating tokens



X 5

EIGHTEEN task cards



X 18

FORTY-EIGHT creative cards



X 48

#NOTES

#CONQUEST is a three to five player game.

The game is played in rounds and dictated by TASK cards. TASK cards indicate the specific goal or aim of each round (for example, a target demographic or a certain emotion).

The CREATIVE cards are made up of various sets of words, such as ADJECTIVES, NOUNS, etc.

The deck also includes WILD cards, in which players can employ a word of their choice.

When dealt a task, it is the player's role to combine a phrase or idea with their dealt hand of CREATIVE cards.

The phrase does not have to be entirely grammatically correct, however it should elude to some type of concept.

When trading cards with another player, don't be afraid to haggle!

When rating, think about whether YOU as a consumer would share the idea with your friends.

#RULES

STARTING THE GAME:

1. Each player will choose a 'creative' set. This includes a whiteboard, a marker, and a set of tokens (they must be the same color).
2. Players should be dealt five CREATIVE cards each.
3. Then, each player must attempt to draw a perfect circle on their board. Whoever is closest to a perfect circle will go first, and then moving in a counter-clockwise direction.
4. Players must lay out the five media outlets on the table. No particular arrangement is necessary.

THE TASK:

4. After the game has been setup, the first player draws a TASK card and reads the task aloud.
5. Players then have the option of switching cards with one another, or they can also choose to keep all of the cards they were dealt.
6. After any card switches, players should begin to think about which media outlet they will choose to launch their idea. Choosing this is imperative for starting your brainstorm.

THE BRAINSTORM:

7. Players have about one to two minutes to create an idea from their cards as well as elaborate on it on their whiteboard.

TIP: The board is fair game when expressing creativity. Anything from bullet points to drawings can be made on the board.

THE PITCH:

8. After each player has written down their ideas, the first player will 'pitch' their idea and reasonings for about thirty seconds, as if the other players were consumers. Players continue to pitch their ideas in a counter-clockwise direction.

TIP: Be sure to elaborate on why you chose a certain media outlet! This will help your opponents to rate your concept more effectively.

THE RATING:

9. After each player presents a pitch, everyone will rate one another's concepts on a scale of 0-5.

- A score of 0 is really sad. A score of 5 should be given to something so ingenious that it blows your mind to smidgeons.

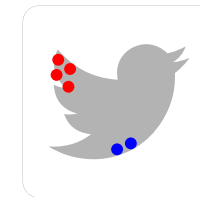
10. Players then tally up their ratings. The sum of their rating points equals the amount of rating tokens they will be able to use to conquest.

THE CONQUEST:

11. After collecting rating tokens, players must distribute the tokens on top of the media outlet that they chose for their concept.

- For example, placing tokens on the YouTube board when you chose to create a video.

IMPORTANT! The tokens MUST lie on top of and within the icon image of each board like so:



12. When all players have put their tokens on their targeted media boards, check to see if any outlets have been conquered.

- A board is conquered when at least 50% of the icon is filled with one player's tokens.

13. If this is so, the player has conquered that specific media outlet and it is now in his or her possession.

14. If an outlet has been conquered, any tokens placed on the outlet during that round will be returned to the players. Other tokens on outlets that were not conquered will stay on the board.

- Players can LOSE: if a player runs out of tokens from spreading themselves too thin over the media outlets, they are eliminated.

IMPORTANT! This does not mean the outlet is permanently in possession: all five of the media outlets are always in play, conquered or not. Another player could conquer an outlet from someone else.

15. After, a new round will begin. A player will win once they have conquered at least three of the five outlets and they are in his or her possession at the same time.

#THEEND