

Adult Card Games



X

BIG SPACESHIP™

10.11.18

A man in a blue t-shirt with 'CREW' on the back is playing a board game on a large floor mat. The mat has a 'MONOPOLY' logo and various game pieces. Other people are visible in the background, some also playing games. A Hasbro Gaming logo is visible on the left. The scene is a busy event space with tables and displays.

BACKGROUND

We've been doing product innovation stuff for Hasbro Gaming long enough to know that "fun" comes with a set of rules...

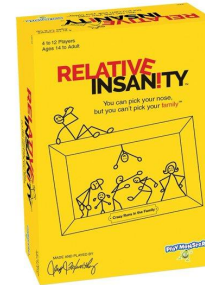
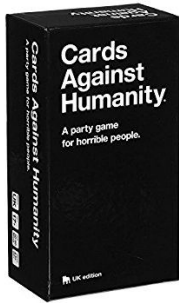
"I can't sell
just a stack
of cards."

"Go crazy!
Make it hilarious!
...but also family
friendly."

BUSINESS CONTEXT

**But what happens when typically market-dominant
Hasbro is losing out on an exploding segment?**

**And, more importantly, losing shelf space at key
retailers to relative upstarts?**





And tonight you're gonna break your one rule.

OUR MISSION

Invent the next great card game.

**One that adults will actually love to play.
(and Walmart will agree to stock)**

First, we looked into the behavior in the Adult Card Segment

These card games are used as enhancements to, rather than the center of, the experience

You play these games in social settings, like having drinks with friends, sharing a meal or reconnecting with family.



Simple mechanics make bringing out these games acceptable in a range of social situations



Matching Cards & Selecting / Voting the best

Use a card in your hand to best answer, match or complete the drawn card(s).



Revealing your secrets to win

Based on Never Have I Ever - You either guess what the player has done, or own up to what cards you have done.



Choosing who fits the card

Secretly or not secretly choosing who among you fits the given card.



Fill-in-the-blank

Trying to guess what the most popular answer is (like Family Feud), or thinking of the most creative caption to match a picture.

Product and packaging design is also a key differentiator to draw attention at shelf



Our card game ideas are built around the following formula

Theme / Package
that attracts a built-in
audience



Simple, Fun Gameplay
that makes sense with
the theme... and that
your friends might
actually want try



Launch Partner
ways to help the game
“sell itself”

A woman with dark hair pulled back, wearing a green dress with a white floral pattern and gold hoop earrings, stands in profile next to a dark brown wooden door. The door has a large rectangular panel and a brass handle. The scene is dimly lit, with the woman's face partially in shadow.

I don't like to swear guys,

Some favorites that didn't make the cut...



HOT TAKES

The hottest, most absurd opinion wins.



THE GOOD(?) PLACE

Is this situation Heaven or Hell? Each player decides.



THE ONION OR NOT?

Postmodern game for a world so messed up that fake headlines seem real.



KILL EM WITH KINDNESS

Who can give the most backhanded compliment?



FUN WAYS TO DIE

Who can build the craziest obituary?



FANTASY HISTORY

Debate hypothetical battles across space and time.



INSPIRATION

TWEAKED REBOOTS

**People love to imagine reboots
with different casts and mash-ups
of characters.**

TM

MENTIONS ABOUT
REBOOTS PEOPLE
“WANT/NEED/DESERVE”
THIS YEAR



Reboot: The Netflix Game

The goal of this game is to make the most outrageous movie... ever. Friends compete to pitch the most ridiculous reboot with the cards they have.

PARTNER

[Netflix](#) 11M Instagram followers

[How did this get made](#) Podcast

PACKAGING

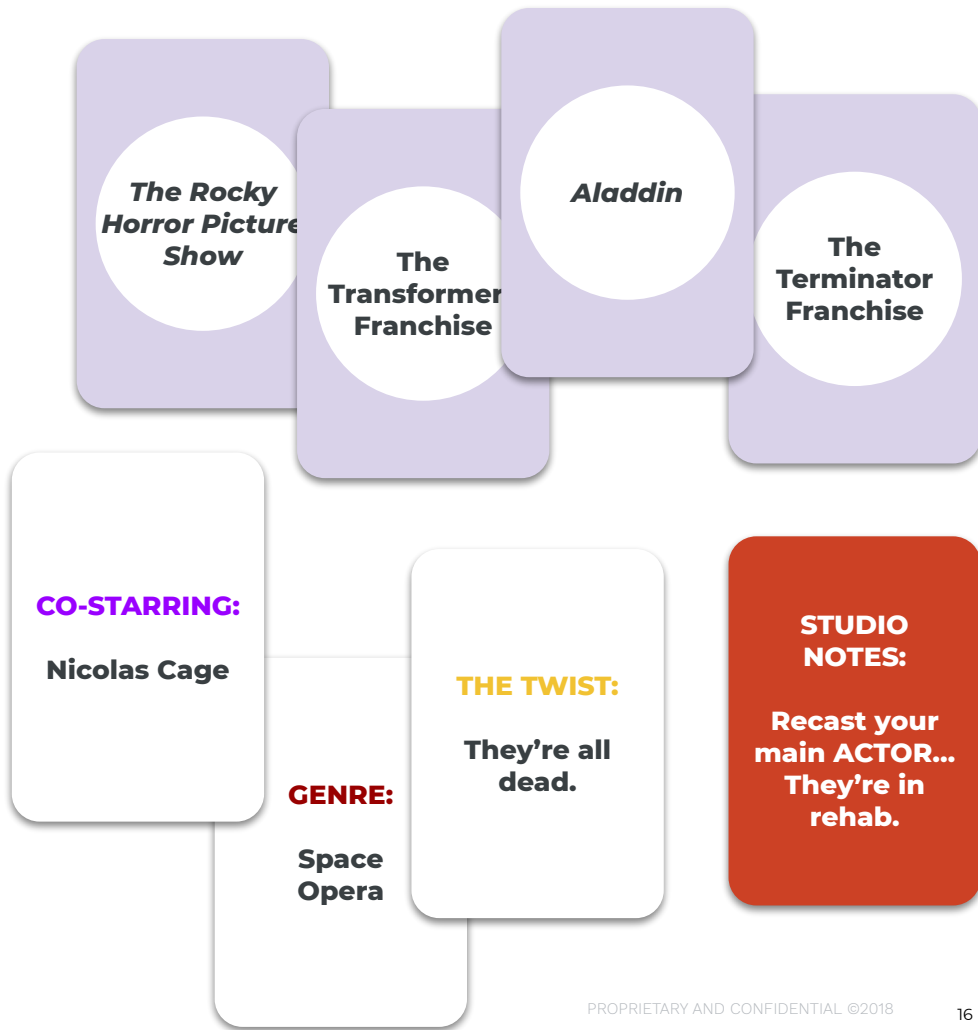
Movie popcorn container in Netflix-red that says *No one asked for this.*



NETFLIX

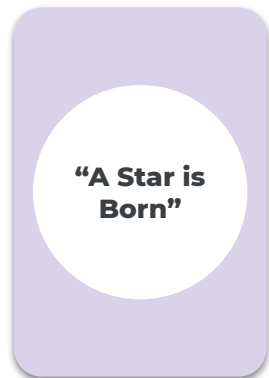
GAMEPLAY

- Each round, one person plays as the Netflix Executive and deals a card with the name of a franchise or movie on it.
- The other players, each holding a hand of 7 cards, put down 3 cards to make their own movie package. These cards have genres, languages, budgets, co-stars, and other factors on them.
- But wait—the studio has notes! After each player has laid down their 3 cards, the Netflix Executive turns over a Studio Notes card that slightly mixes up their hands.
- Now, after the Studio Notes, each player pitches their movie to the Netflix Executive.
- The most ridiculous pitch wins, receiving the purple movie card.

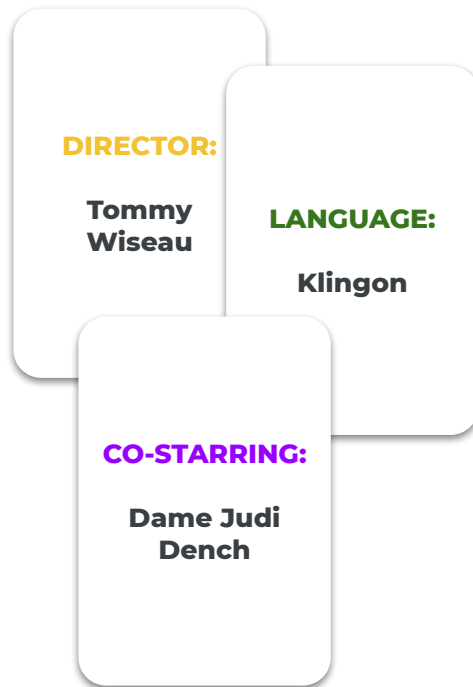
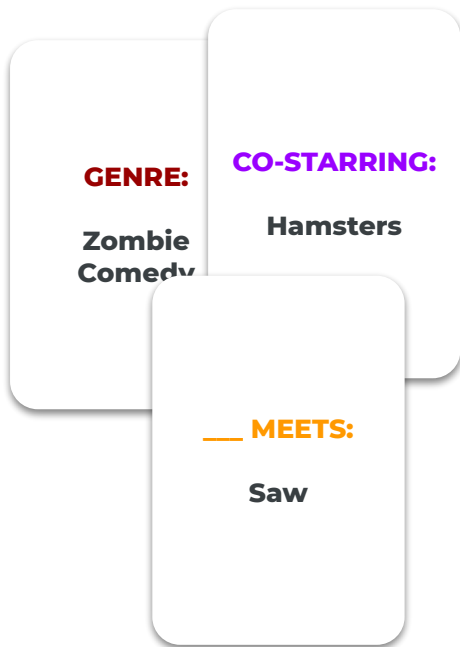



PLAYER 1

PLAYER 2



NETFLIX EXEC
DEALS A TITLE OR
FRANCHISE



A comic book style illustration featuring two men's faces in a close-up, emotional moment. Both men have blue eyes and are shown with tears streaming down their faces. The man on the left is looking slightly away, while the man on the right looks directly forward. The background is a brown, dotted pattern. A large, light gray speech bubble is positioned at the top, containing the text "Real men don't cry...".

Real men
don't cry...

INSPIRATION

TOXIC MASCULINITY

**People are becoming more aware
about how our society promotes
repressive views of masculinity,
often perpetuating misogynistic
behaviors.**

2,790%

INCREASE IN MENTIONS ABOUT “TOXIC
MASCULINITY” SINCE 2016

Toxic Masculinity: The Game!

After four dates, don't end up with a total misogynist. Create the most non-toxic boyfriend to win.

PARTNER

[Reductress](#) 464k total social followers

[Amy Schumer](#) 12M total social followers

PACKAGING

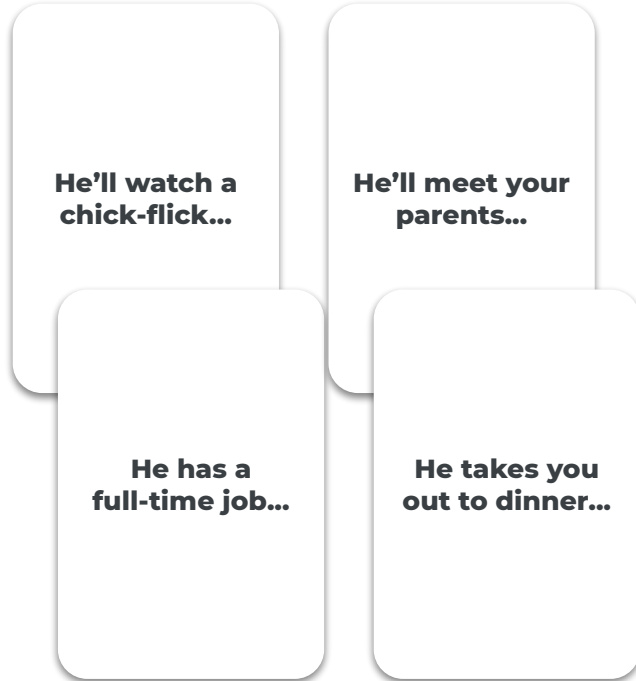
Neon clouds of smoke as a colorful design all over the box.

GAMEPLAY

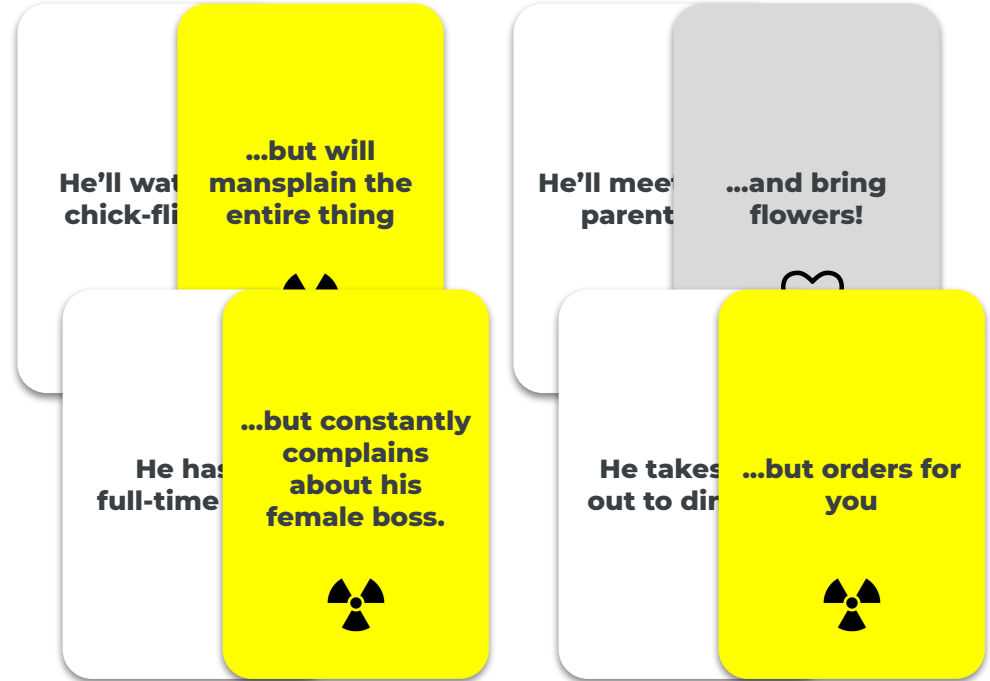
- Every rapid-fire round is a date. Players grab one card from the center of the table as quickly as they can.
- Each card has a teaser personality trait on one side, and the results of the trait on the other side. Some cards are *toxic* while some are *well adjusted*.
- The goal is to build the least toxic boyfriend you possibly can.
- After four dates, players have to present their partner that is made up of the qualities they've assembled, and vote on the least shitty!



**PLAYER COLLECTS 4 CARDS
FROM RAPID-FIRE ROUNDS**



**PLAYERS THEN HAVE TO JUSTIFY THEIR SHITTY
PARTNER TO THE GROUP**

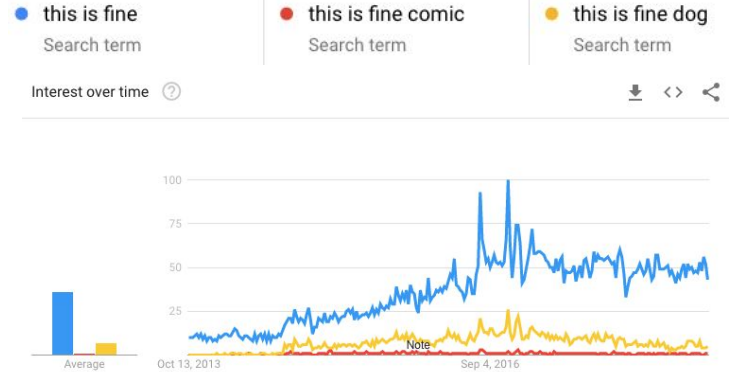




INSPIRATION

“THIS IS FINE”

One of the most persistent memes online, “this is fine” expresses sarcasm in response to a hopeless or disastrous situation.



This Is Fine

Whose life is the “finest”? Think Blackjack, but waaay darker.

PARTNER

[KC Green](#) 51k Twitter followers

[Buzzfeed](#) 22M total social followers

PACKAGING

A package in black and white (like an adult coloring book) featuring ‘This is Fine’ in large cursive letters.

GAMEPLAY

- The deck is full of catastrophe cards and blessing cards shuffled in. Each card has a value from 1-10 points.
- Players get dealt cards one by one and decide either “This is fine” (the “hit me” equivalent in Blackjack) or “Stop!”
- If you go over 21 points, you’re out. Those who hit 21 or under get to compare their cards to see whose life is the *Finest*.



**You get a
bonus at
work.**

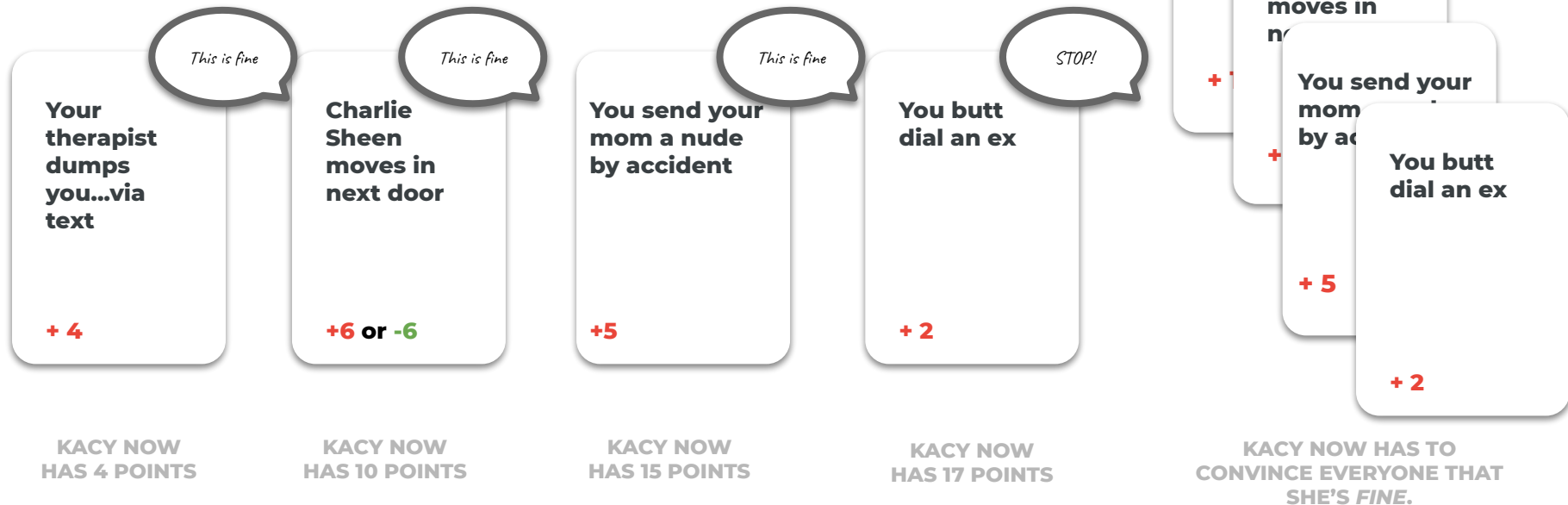
- 10

**You get
knocked
up.**

+ 9 or - 9

**Office only
has
single-ply
toilet paper.**

+ 5





INSPIRATION

ASTROLOGY

**Millennials are turning to astrology
as a way to make sense of the
world during uncertain times;
but also using its shorthand for
personality traits to make jokes and
memes online.**

5M

MENTIONS ABOUT ASTROLOGY SO
FAR THIS YEAR

Sources:

The New Age of Astrology: In a stressful, data-driven era, many young people find comfort and insight in the zodiac—even if they don't exactly believe in it. ([The Atlantic](#), 2018).

Data: Crimson Hexagon: Twitter, Facebook, News, Reddit, Blogs

Bad Signs

A stack of cards has “never have I ever” style confessions on them — but only for players with specific star signs! Do you lean into your sign’s tropes, or buck the stereotype?

PARTNER

[Astro Poets](#) 300k Twitter followers

[NotAllGeminis](#) 252k Instagram followers

[MyTherapistSays](#) 3M Instagram followers

PACKAGING

Box uses gold foil and looks like constellations depicting the zodiac signs.



Saturn returns!
Wild card:

**Explain the
drunkest you've
been in public.**

♎

**Libra is an air
sign.**

**Take this card if
you've ever
sharted.**

GAMEPLAY

- One horoscope card is flipped over, revealing a sign and a “never have I ever” prompt.
- Players of that sign have to answer first. If you have something to confess, you keep that card. If not, the question moves to the next player.
- First player to collect 10 loses (or wins, depending on how you look at it!)
- Some cards are wild cards. If you flip it over, you have to tell your story, but you get to give the card to anyone you want!

HOROSCOPE CARDS



Virgos are blessed virgins.

Take this card if you've still got your actual v-card!



Gemini can have multiple personalities!

This card is yours if you've ever roleplayed during sex.



Saturn returns! Wild card:

Explain the drunkest you've been in public.



Libra is an air sign.

Take this card if you've ever sharted.



Leos are incredibly brave!

If you've ever gone commando, hooray! This card is yours.

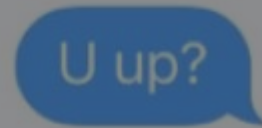


Meteor shower! Wild card:

Tell the furthest length you've gone to for a good Instagram

INSPIRATION

U UP?



**The rise of dating apps and
messaging capabilities on social
networks has given way to people
“sliding into DMs”.**

2M

MENTIONS ABOUT SLIDING INTO
DMS SO FAR THIS YEAR

U Up?

It's time to slide into your friends' DMs. The creepiest message wins.

PARTNER

[FatJewish](#) 10.5M Instagram followers

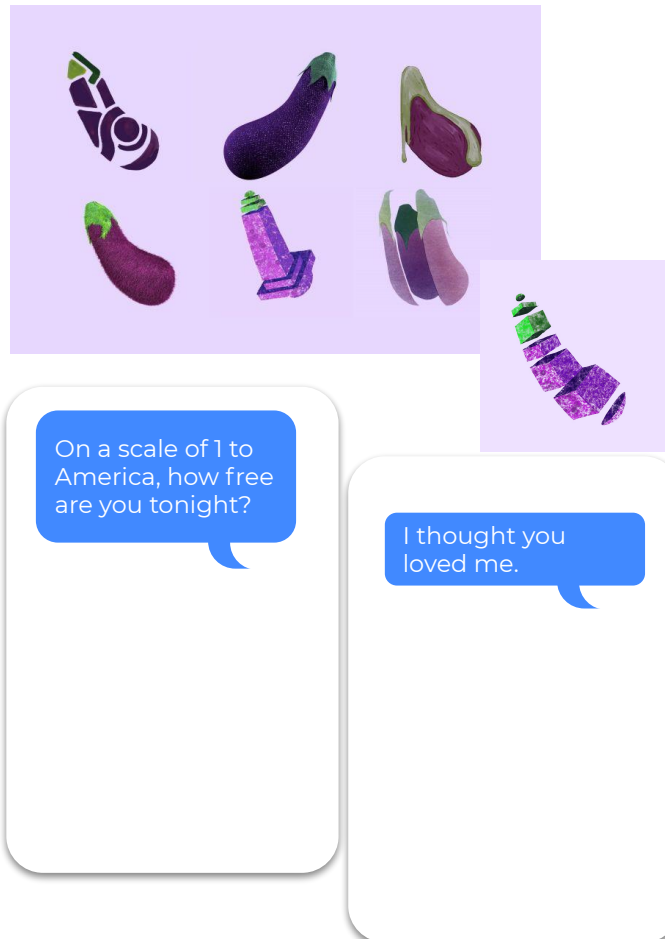
[Lil Dicky](#) 1.7M Instagram followers

PACKAGING

Different artistic renditions of Eggplant Emojis

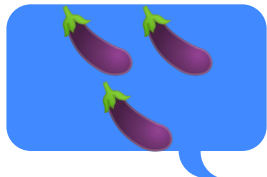
GAMEPLAY

- The goal of the game is to creep your friends out without them knowing whodunnit.
- Each round, one player is the receiver while other players pick a card from their hand to slide into the receiver's "DMs"
- Cards range from your normal "hey, u up?" to 🍆 pics
- There are also wholesome cards to redeem yourself.
- The main player decides who to text back and that player wins!



I'm researching
important dates
in history.

Want to be one of
them?



U up?

Good news! Your
Pad Thai has been
prepared and is
on its way. Track
your order here:
seamless.com/142ha

Use this promo
code to save 20%
off your next
order! HBRO18

heyyyyy wyd

hi beautiful

Not to be weird
but I think you left
your underwear at
my place.....

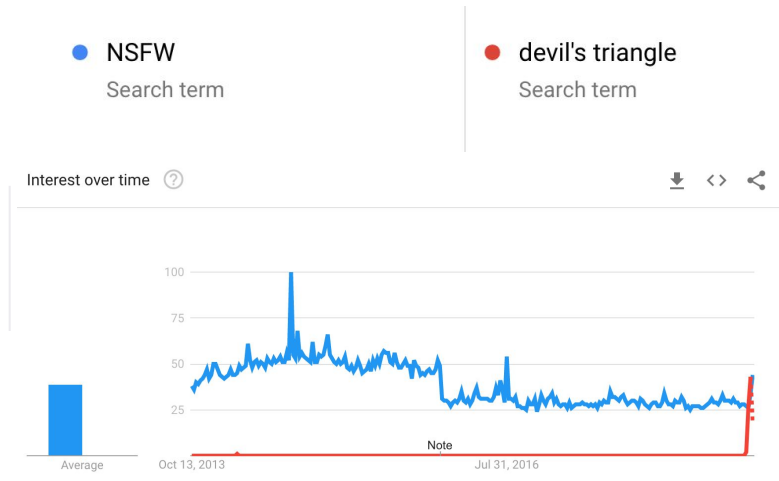


INSPIRATION

NSFW

While the term “NSFW” peaked in 2013, it’s still widely used.

And new naughty phrases enter our vernacular at surprising moments.



NSFW the Game

Give G-rated definitions to R-rated words & idioms.

PARTNER

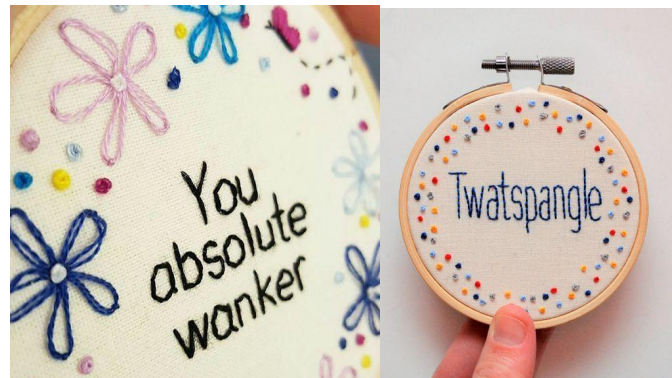
[Sarah Silverman](#) 1.3M Instagram followers

PACKAGING

Faux-stitched obscure swear words. Slightly raised cross-stitching is eye-catching and fun to touch.

GAMEPLAY

- The goal is to get as many word cards as possible.
- Every round a NSFW word/idiom is put down in the center of the table.
- A spinner decides who has to come up with a quick definition for the idiom. They have five seconds to come up with a convincing, fake, G-rated definition to word/idiom.
- Once they respond, the two people next to that player can give their own fake definition.
- Players vote for the best one, and the winner keeps the card.



**Dirty
Sanchez.**

The taco truck
that won the last
season of The
Great Food Truck
Race!

**Alabama
Hot Pocket.**

A SLEEPING BAG
LINED WITH A
CONFEDERATE FLAG
DESIGN.

Clam Jam.

*The traditional
Easter Weekend
brunch in the
Northeastern United
States.*

SUMMARY



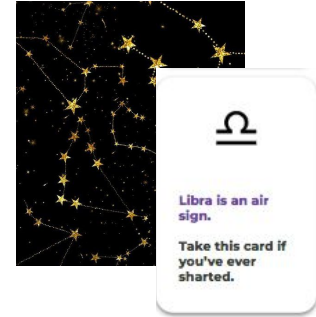
REBOOT:
THE NETFLIX
GAME



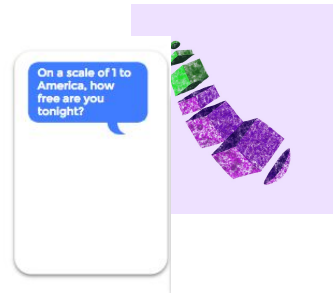
TOXIC
MASCULINITY:
THE GAME



THIS IS FINE



BAD SIGNS



U UP?



NSFW: THE GAME

Can you guess what they chose?



coming to

Walmart

Fall 2019!!!!



Thanks!