

# Pop Com

Alexandre Droit

Yves Mirschfeld  
Designer

Other Designer

Simon Caruso  
Graphic Design intern

Become Advertising  
Champions!

FOR 4 TO 14 PLAYERS  
Ages 13+  
20 MINUTES

## Components



96 double-sided  
Project cards  
showing  
4 different types  
of projects



14 Coffee  
Break cards

1 notepad

## HOW TO PLAY

Welcome to Pop Com! Congratulations, you've just been hired to work for the best of the best advertising agencies, which means you must have what it takes to be the advertising stars of tomorrow. But to get there, you're going to have to work hard, my little sweeties!

You'll take turns writing slogans, designing logos, striking poses, role-playing, and doing voice-overs for ads... With so many opportunities to hone your multitasking, there's no way you'll get bored! So, over to you! It's time to create some sublime ad campaigns, magnificent logos and innovative ideas!

Push boundaries, think outside the box, but most of all, have fun!

Love from your favorite  
bosses, Alex and Yves

## Briefing

Using your creative talents—real or fake—try to keep your job at the Pop Com ad agency.

Stand out from your competitors by scoring the highest total points for each campaign, deal or project that you land!

Category

Main instructions



Hmm... What does this **acronym** mean?

**P.O.O.**

Is it a product? A company?  
A political party? Something else?

**Pop Com**



Warm up your voices,  
we need some **dubbing!**

For a radio ad, the cookie brand **MAMMYGOLD** want us to read this text as if we had **a mouth full of cookies**:  
**I just love MAMMYGOLD cookies! MAMMYGOLD, you make me so bold, my love for you will never grow old!**

## Setup

Place all the Project cards in the middle of the table.

Each player takes 2 Coffee Break cards, a sheet of paper and a pencil (*not included*).

The nicest person has the honor of being the Creative Director (henceforth CD) for this first round. In subsequent rounds, the CD role rotates clockwise until the end of the game.



## Brainstorming

At the start of each round, the CD draws a card and chooses a project from the 4 projects displayed on the front and back of the card, then reads it out to the other players.

And we're off! Individually sketch, write, and brainstorm ideas to pitch in the next stage. **The CD does not take part in this brainstorming** but supervises the employees. When one player has come up with an idea, they declare they're ready, and the other players only have 20 seconds left to finish what they're working on.

# Pitching

There are 2 types of projects: In Turns or All Together.

- The majority of projects are **In Turns** projects.

Starting with the person to the left of the CD and proceeding clockwise, pitch your great idea.

- **All Together** projects are indicated by the .. symbol. 

Everyone should pitch their ideas simultaneously.

Pig's  
Outrageous  
Offering

Pesky Outlaws  
Occupy!

Pretty  
Odd  
Oaf...

## Coffee Break cards

Can't think of anything? No problem, everyone needs a little break every now and again during a long day's work. Discard a Coffee Break card to skip this round's project. You can only do this twice during the game.



## Debriefing

At the end of each round, the CD chooses the 2 ideas they liked the best. Their favorite scores 2 points, and the second favorite scores 1 point.

Points are represented by Project cards, taken at random from the draw pile and given to the winners.

## End of the Game

The game ends as soon as everyone has had the opportunity to play as the CD twice (in a game with 4 or 5 players) or once (in a game with 6 or 7). The player with the fewest cards... well... you can be on coffee duty... forever!

If you're having a good time, feel free to carry on playing more Project cards.

# Playing in teams (up to 14 players)

If your group consists of more than 7 players, you'll have to play in teams of 2. If there's an odd number of players, don't panic: just have one team of 3.

*Each team plays as a single person brainstorming and pitching together.*

## Project categories



### Acronym

What do the three letters stand for?



### Acting

Act out the scene described, with as much feeling as possible.



### Book

Find a best-selling title!



### Brand

Come up with a sensational name for a product or shop.



### Design

Design a new logo or object, making it as striking as possible.



### Dialogue

Complete and perform the dialogue, either by yourself or with your teammate (if you are playing in teams).



### Magazine

Come up with a catchy caption or title.



### Movies

Come up with a slapping title or name that fits the brief.



### But most importantly...

Complete the ad with a sentence that starts with "but most importantly..."



### Music

Suggest a name or title that will make people want to sing!



### Object

Come up with the most believable use for the suggested product.



### Photo

Strike a pose!



### Product

Come up with the name of a product and what it's used for, taking inspiration from the slogan!



### Recital

Perform the slogan, following the brief as closely as possible.



### Sound effects

Let yourself go and give your best imitation.



### Speech

Give the most convincing speech, including the words set out in the brief.



### Slogan

Devise a memorable slogan for the suggested product.



### Television

Come up with a name for a new type of TV show!



### Word

Suggest a new, cooler expression to replace the old one!