pitch-salact game rules

Description

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Main info

target audience is students from age 14-18 (high school) + adults who are interested

goal of the game (indirect, passive learning): to educate the young audience about the effects, behavihours of greenwashing. To make them familiar with terms, terminology related to sustainabilty and similar practices. While making them having to practice greenwashing, they realise the absurdity of how such marketing campaigns can be born without any further real science or scientific claims behind it. They also get familiar with real world examples and get to know the brands, what it can cause to them (fines, reputational damage).

mobile app: extra gamification elements

Visuals:

gameplay step by step

setting: you are playing the roles of brand spokesmen and advisors of brand communication. The role of the brand representative is rotating each turn (when finishing 1 brand card).

Number of players minimum 3 people, if more than 4 is playing, groups shall be made.

3-4: - individuals, 4+: groups of 2 advised

GOAL: to convince the brand representative spokesman of the accused brand that your pitch is the best to protect their good image or to make their situation better.

Everyone gets 4 word cards in the beginning which they can use for the pitch making later. Then they have to draw 2 each turn they create a pitch.

1. Brand spokesman draws 1 brand card. They read out the written materialt o everyone.
2. Everyone gets 2 mins to think about the accusations and possible responses. The advisor players draw 2 cards from the word deck / player. They have to include in their pitch the 2 words they got.
- examples for pitch making:
    1. Coca-Cola
       Buzzwords: Planet-first design thinking + Carbon-conscious teams
       "At Coca-Cola, we take sustainability seriously — that's why we've embedded planet-first design thinking into every stage of our bottle redesign strategy. Our carbon-conscious

teams are tirelessly innovating ways to make our packaging feel lighter — emotionally and environmentally — even if it still ends up in rivers. We're not just reducing our footprint, we're spiritually aligning it."

2. Coca-Cola
   Buzzwords: Eco-driven research frameworks + Future-responsible graduates
   "In response to recent concerns, Coca-Cola is proud to announce a partnership with leading universities to create eco-driven research frameworks — because nothing says action like a funded study. We're also investing in future-responsible graduates, equipping the next generation of thinkers to explore how to define 'recyclable' more creatively. The future is now, and it's responsibly graduated."

3. when the time is up, the brand player will listen to the pitches 1by1.

4. After that, they do not have to discuss anything, but the brand player can give their opinion of the pitch. Based ont hat, they will place all advisor people with a certain amount of reward, for example:

- 1st place: most liked pitch. reward: 1.000.000 USD
- 2nd place: 2nd most liked pitch. reward: 500.000 USD
- 3rd place: 3rd most liked pitch. reward: 250.000 USD

After the reward step: The brand representative will scan the QR code in the back of the brand card and run the AR (augmented reality) scanner. Then they should target the image/illsutration and see the extra card, revealing the outcome of the accusation in real life.

After this, the round ends (this is the point where the app would give you the opportunity to attack players for money, to take them out of the game (all players have 4 health points in the begininng and they can keep track of it with 3D printed heart tokens.) The money at this point should be added to the app (for now keep track of it on sticky notees.)

The players have to take note on their money (without the app). It will determine the winner at the end, as a leaderboard will be made after all players played the role of a brand representative twice.

extra info if any

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extra info access points, contacts

feedback form for website redirect

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