

Round 2

Game Crafters

Congratulations on making it to Round 2 of the Legacy Redesign Challenge! Here's where you'll combine your creative skills with your understanding of heritage brands to produce something that's truly unique. In this round, you're tasked with "Game-ification" – the process of transforming the essence of a legacy brand into an engaging and interactive gaming experience.

Your challenge is to select one of the iconic Indian legacy brands listed below or choose another brand that meets our criteria for an Indian legacy brand. Remember, the brand you choose should have a rich history, a significant cultural impact, and an emotional connection with its audience. It should be an Indian-origin brand, with a proven track record of innovation and a strong market presence.

Here are 8 legacy brands for your consideration:

- i. **Amul** – India's dairy love affair, Amul, blends tradition with a twist in every delightful product, from butter to cheese.
- ii. **Godrej** – A trusted brand across India, known for its diverse array of consumer products, from appliances to security systems.
- iii. **Haldiram's** – Haldiram's spices up life with a fusion of flavors, leading the charge in India's snack and sweet revolution!
- iv. **Dabur** – A pioneer in Ayurvedic and natural consumer products, with a history spanning over a century.
- v. **Bata India** – Striding through generations, this is the go-to brand for durable, stylish, and affordable footwear in India.
- vi. **Parle Products** – Home to the world-famous Parle-G biscuits and a variety of other beloved confectioneries.
- vii. **Mysore Sandal Soap** – A timeless blend of tradition and luxury, infused with the pure essence of sandalwood.
- viii. **HMT Watches** – Once a leader in the Indian watch market, known for its timeless designs and reliability.

If you wish to choose a different brand, ensure it aligns with our established criteria:

- ✓ **Historical Significance:** The brand should have been operational for a significant period, typically over 20-30 years.
- ✓ **Cultural Impact:** It should have contributed notably to Indian culture, be it through products, advertising, or societal influence.
- ✓ **Indian Origin:** The brand must have its roots in India.
- ✓ **Consumer Recognition:** It should be widely recognized and hold a place in the hearts of Indian consumers.
- ✓ **Diverse Product/Service Range:** Ideally, the brand should have evolved over time, offering a variety of products or services.
- ✓ **Emotional Connection:** The brand should evoke nostalgia or a sense of loyalty among its audience.

Your task is to **either** design a board game or develop a digital game concept that embodies the spirit of your chosen brand. You can find additional details for the round on Unstop (along with the submission deliverables), under the Round 2 section of the competition. Be creative, innovative, and most importantly, have fun with the process!

Please submit your designs and concepts by **11:59 PM, 20 Dec 2023**. We look forward to seeing how you bring these timeless brands to life in the world of gaming.

Best of luck and may the best game crafter win!

Sincerely,

LiMe & HoA.