

# The art of selling nonsense - the guide

In this presentation, we are going to show you how to play our business simulation, the art of selling nonsense, in only a few easy steps. We recommend you to follow individually so copy and paste the following link into a browser and move along:

<https://tk09-dev.github.io/The-Art-of-Selling-Nonsense/>

# The art of selling nonsense

The art of selling nonsense is a business simulation game where your goal is simple: sell your nonsense better than competition.

To outperform your rivals you will need a creative and very strong marketing strategy. But be careful success in one round doesn't guarantee victory in the next. So, be careful and always adapt as the market and your competition never sleeps!

# The art of selling nonsense - the learning effect

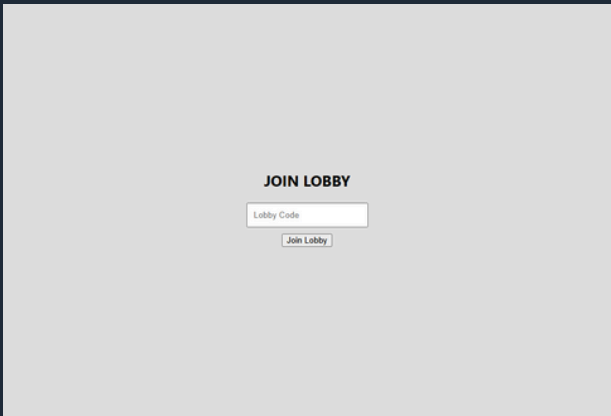
But the best thing about The art of selling nonsense is that the game isn't just fun; it is educational. After each round not only the sales and profit are calculated, but there will also be investigating articles which analyses the used psychological effect behind the most successful strategy. These insights reveal why marketing works on us. Also in our everyday lives. During the game you are going to ask yourself these questions Do you really want to buy the product? Do you really need it? Do these Companies make you feel you need it? How are you tricked by companies? Are you tricked by companies? Are you being manipulated? Are your thoughts really free? Play the game and find it out yourself!

# Player

# Join a Lobby as a Player

1.

As a player, you will have to enter the code given by the host.



2.

After that, you can choose a name for your company.



THE ART OF SELLING NONSENSE

3.

Now you should be in the lobby, ready and waiting for the host to start the game.



THE ART OF SELLING NONSENSE

# Create a Product as a Player

1.

As soon as the host starts the game, you must provide a name and a description for the product you want to sell.



**COMPANY\_NAME\_XY**

Product\_Name\_XY

Product\_Name\_XY is a toaster which you can use as a selfie-stick.

While waiting for approval, think about a good marketing strategy idea. If you don't have an idea, ask ChatGPT or Google for help. Good luck!

Request Start

2.

**COMPANY\_NAME\_XY**

Product\_Name\_XY

Product\_Name\_XY is an innovative household device that combines a fully functional toaster with the unusual ability to be used as a selfie-stick. While it toasts bread like a conventional toaster, it is designed in a way that allows users to hold it safely and take photos or videos, blending kitchen utility with modern social media culture.

While waiting for approval, think about a good marketing strategy idea. If you don't have an idea, ask ChatGPT or Google for help. Good luck!

Request Start

Product refused. The description is too short.

# Choose your Production Region

The final step of preparation is selecting the production location for your product. At the start, you have eleven regions to choose from. Pick the region that best fits your plan.

Once you have chosen your production location, you can continue with this region, but during the game, you can change it at any time.

1.



Choose the region of your production

**A: Germany, Netherlands, Belgium, France, Austria, Ireland**

Minimum Wage: 15,96  
Minimum Energy Price: 0.187  
Minimum Warehouse Rent: 5,77  
Minimum Factory Rent: 5,77  
Impact of Made-in Label: 1  
HDR: 0,944

**B: Denmark, Norway, Sweden, Finland, Iceland**

Minimum Wage: 15,45  
Minimum Energy Price: 0,083  
Minimum Warehouse Rent: 8,16  
Minimum Factory Rent: 6,16  
Impact of Made-in Label: 0,8  
HDR: 0,963

**C: United-Kingdom, United States, Canada, Australia, New Zealand**

Minimum Wage: 14,07  
Minimum Energy Price: 0,106  
Minimum Warehouse Rent: 36,32  
Minimum Factory Rent: 36,32  
Impact of Made-in Label: 0,65  
HDR: 0,943

**D: Italy, Spain, Portugal, Greece, Turkey**

Minimum Wage: 6,62  
Minimum Energy Price: 0,138  
Minimum Warehouse Rent: 5  
Minimum Factory Rent: 5  
Impact of Made-in Label: 0,65  
HDR: 0,944

**E: Estonia, Latvia, Lithuania, Poland, Hungary, Serbia, Bosnia, Kosovo, Czechia, Slovenia, Slovak Republic**

Minimum Wage: 5,04  
Minimum Energy Price: 0,141  
Minimum Warehouse Rent: 3,96  
Minimum Factory Rent: 3,96  
Impact of Made-in Label: 0,65  
HDR: 0,866

**F: Switzerland, Hong Kong, UAE, Monaco, Singapore, Liechtenstein**

Minimum Wage: 11,31  
Minimum Energy Price: 0,11  
Minimum Warehouse Rent: 10  
Minimum Factory Rent: 10  
Impact of Made-in Label: 0,95  
HDR: 0,97

**G: Japan, South Korea, Taiwan**

Minimum Wage: 8,39  
Minimum Energy Price: 0,117  
Minimum Warehouse Rent: 5,8  
Minimum Factory Rent: 5,8  
Impact of Made-in Label: 0,9  
HDR: 0,929

**H: China**

Minimum Wage: 1,45  
Minimum Energy Price: 0,096  
Minimum Warehouse Rent: 4  
Minimum Factory Rent: 4  
Impact of Made-in Label: 0,3  
HDR: 0,757

**I: India, Indonesia, Vietnam, Malaysia, Bangladesh, Philippines, Thailand**

Minimum Wage: 1,2  
Minimum Energy Price: 0,078  
Minimum Warehouse Rent: 1,18  
Minimum Factory Rent: 1,18  
Impact of Made-in Label: 0,25  
HDR: 0,74

**J: Saudi Arabia, Qatar, Israel, Egypt, Morocco**

Minimum Wage: 4,15  
Minimum Energy Price: 0,036  
Minimum Warehouse Rent: 3,24  
Minimum Factory Rent: 3,24  
Impact of Made-in Label: 0,5  
HDR: 0,8

**K: Brazil, Mexico, Chile, Argentina, Colombia, Peru**

Minimum Wage: 2,35  
Minimum Energy Price: 0,094  
Minimum Warehouse Rent: 5,7  
Minimum Factory Rent: 5,7  
Impact of Made-in Label: 0,3  
HDR: 0,81

**L: Russia and surrounding**

Locked / Not Available

**M: Pakistan, Syria, Afghanistan**

Locked / Not Available

2.



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Minimum Energy Price: 0.187  
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Minimum Factory Rent: 5,77  
Impact of Made-in Label: 1  
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Minimum Warehouse Rent: 3,96  
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Impact of Made-in Label: 0,65  
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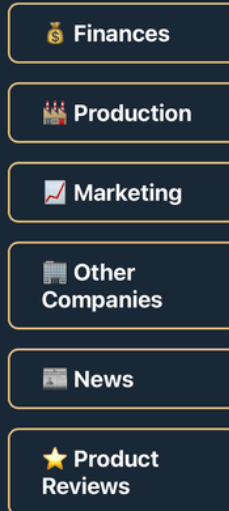
Locked / Not Available

You selected region K

Continue with Region K

# The player Main Menu

All the buttons will be explained next. Only Finances will not show real data; it is purely cosmetic.

- 
- Finances
  - Production
  - Marketing
  - Other Companies
  - News
  - Product Reviews

## The Smashers

### Product Name

LOGO 4


The Smashers

Budget: \$10.000.000

Profit: \$0

Growth: 15%

Fits Budget: ✗ No



In the golden box, you can see your budget and profit after each round. The Growth and Fit budget is purely cosmetic and does not represent real values. You will need to calculate yourself whether production and marketing fit your budget.



# Production

💰 Finances

🏭 Production

📈 Marketing

🏢 Other Companies

📰 News

★ Product Reviews

If you press the Production button, you will be taken to this screen:

The Smashers Min Wage: \$15.96 • Energy: \$0.187/kWh

Back to Main

**Region: A**  
Min Wage: \$15.96  
Energy Price: \$0.187 per kWh  
Warehouse Rent: \$5.77 per m²  
Factory Rent: \$5.77 per m²  
HDI: 0.944  
Made-in-Impact: 1

Change Region

**Product Name**

**Salary per Worker (\$):**  
15.96

**Products to Produce:**  
1000

**Price per Unit (\$):**  
50

**Sustainability Level:**  
High

Calculate Production Cost

In that field, you can enter the wage for your workers. To change it, type the new wage over the old one and then delete the old number, as the website blocks changes otherwise.

Set the number of units, the selling price per unit, and the sustainability level.

In that box, you can see the stats for your chosen region. If you want to change your production region, press Change Region.

Production Cost Results

Category	Value
Labor Cost	319.20
Energy Cost	224.40
Factory Rent	286.50
Warehouse Rent	173.10
Sustainability Modifier	40%
Cost per Unit	1.41
Total Production Cost	1407.28

After you press Calculate Production, adjust all the values and recalculate until you are satisfied with the results. Then press Confirm Production. You need to repeat this for every round.

# Marketing

💰 Finances

🏭 Production

📈 Marketing

🏢 Other Companies

📰 News

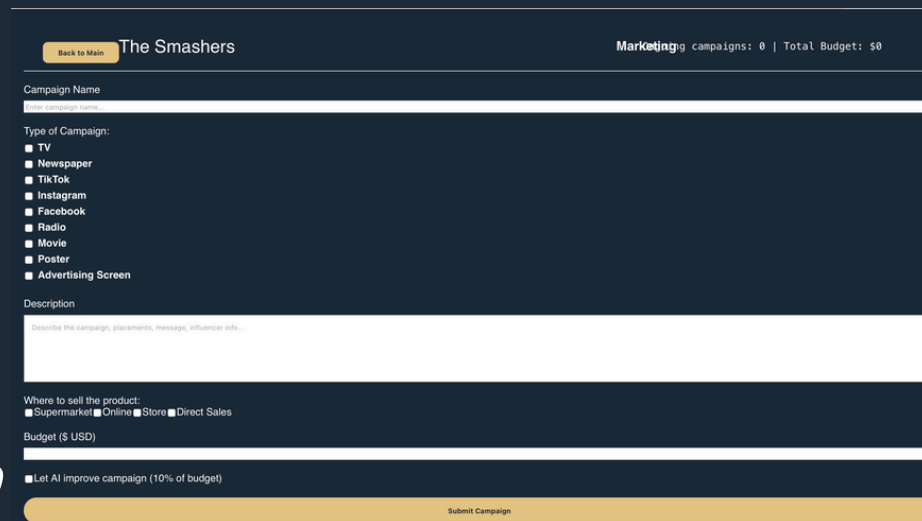
★ Product Reviews

If you press the Marketing button, you will be taken to this screen:



The screenshot shows a marketing dashboard for 'The Smashers'. At the top, there's a 'Back to Main' button, the company name 'The Smashers', and a 'Marketing' tab. To the right, it says 'Ongoing campaigns: 1 | Total Budget: \$0'. Below this, there's a yellow bar with the text 'test(The Smashers)' and a checkbox labeled 'Use for this round'. At the bottom, there's a 'Create New Campaign' button.

After pressing “Create New Campaign”:



The screenshot shows the 'Create New Campaign' form. It has a 'Back to Main' button and 'The Smashers' at the top. The right side shows 'Marketing campaigns: 0 | Total Budget: \$0'. The form fields include: 'Campaign Name' (with a placeholder 'Enter campaign name...'), 'Type of Campaign:' with a list of options (TV, Newspaper, TikTok, Instagram, Facebook, Radio, Movie, Poster, Advertising Screen), 'Description' (with a placeholder 'Describe the campaign, placements, message, influencer info...'), 'Where to sell the product:' with checkboxes for Supermarket, Online, Store, and Direct Sales, 'Budget (\$ USD)' (with a placeholder), and a checkbox 'Let AI improve campaign (10% of budget)'. At the bottom, there's a 'Submit Campaign' button.

Select where the campaign should be displayed; selecting multiple options is possible.

Enter the amount you want to spend on that campaign.

The box must be ticked if the campaign is to be used.

Enter the exact description of the campaign in the box. There are no limits to the content—the longer, the better, and the greater the potential success.

# Other Companys

💰 Finances

🏭 Production

📈 Marketing

🏢 Other Companies

📰 News

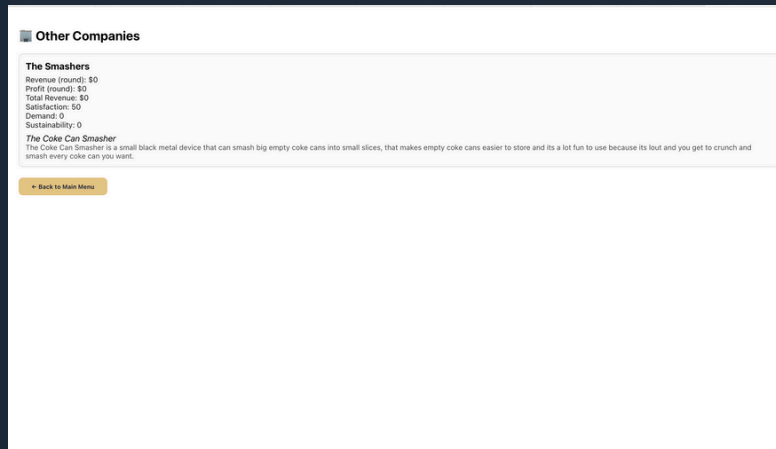
★ Product Reviews



If you press the Marketing button, you will be taken to this screen:



On that screen, you can view the statistics of all the other companies, including their product names and descriptions.



# Reviews

💰 Finances

🏭 Production

📈 Marketing

🏢 Other Companies

📰 News

★ Product Reviews

If you press the Marketing button, you will be taken to this screen:

[Back to Main](#)

Total Reviews: 0 • Avg Marketing Sentiment: 0 • Latest by **Product Reviews**

Avg Marketing Sentiment: 0

## The Smashers

💰 Finances

🏭 Production

📈 Marketing

🏢 Other Companies

📰 News

★ Product Reviews

### Product Name

LOGO 4  
The Smashers

Budget: \$10,000,000

Profit: \$0

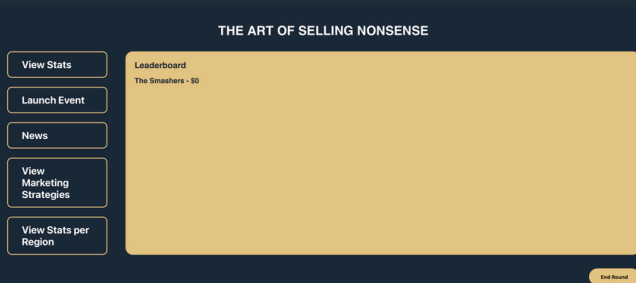
Growth: 15%

Fits Budget: ❌ No

There will also be a summary feedback from the AI after every round below the Fit Budget.

# Player & Host

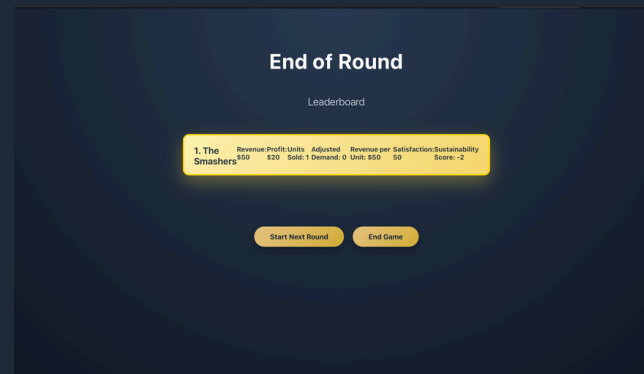
# End Round



After the host presses End Round, every player should immediately return to their main menu.

The calculation begins when the button is pressed and can take a few minutes.

After the calculations finish, both players and the host are taken to the Next Round screen.



When the host presses “Start Next Round,” the next round begins.

If you are the host and an authority figure for the players, make sure they read the articles.

The content is not only important for their progress in the game, but it also contains the full learning effect about the psychological tricks in marketing.

# News



When the player or host presses News, they will see this page. The news includes articles about the psychological effects behind the most successful marketing campaigns, one humorous article about the best and worst campaigns each, and one article on a different topic selected by the AI after every round. Events created by the host also appear in the news.

# USAGE

It is not allowed to use the game for commercial purposes.



# Planned changes

- To prevent AI errors during the news creation process, the host will be able to tell the AI exactly which company to look on for what article and to comment things for the news creation, such as structure and concrete aspects for which article
- A calculation overlay for the players: it will send all players to the main menu and lock all the buttons during the endround-process
- rework the “View Stats” page in the hosts main menu

All of these changes will be added to the game in the next update.

# Previous changes

- To prevent AI errors in the form of incorrect demand calculations, which can be caused by absurdly high prices or production, a new function will be added for the host. With this change, the host will review and comment on all production data and marketing strategies before the AI processes them. The host's comments will be highly relevant for the AI.
- Small change for the host leaderboard: currently, some text is blue on blue, so you have to copy it into another document to read it. This will be fixed by changing the text color to white.
- The Next Round screen for the host is blinking, which makes it hard to click Next Round in a large lobby on an iPad. A single line of code will be removed to stop it from blinking.
- imprint

All of these changes were added to the game in the last update.