

# 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!

# Host

# Host Product Check

After you start the game, you are brought to the main menu.



## Game menu - host

THE ART OF SELLING NONSENSE

[View Stats](#)

[Launch Event](#)

[News](#)

[View Marketing Strategies](#)

[View Stats per Region](#)

[Leaderboard](#)

[Company1 - \\$0](#)

[the smashers - \\$0](#)

**Product idea of the smashers**

**Name:** The Coke Can Smasher

**Description:** The Coke Can Smasher is a small black metal device that can smash big empty coke cans into small slices, that makes empty coke cans easier to store and its a lot fun to use because its lout and you get to crunch and smash every coke can you want.

[Refuse Idea](#)

[Approve Idea](#)

Reason for refusal

[End Round](#)

# Host Main Menu Buttons

**View Stats**



NEVER CLICK THAT BUTTON (yet). If you click it, you will be sent to an unfinished page and cannot return to the main menu. If this happens, reload the page and start a new game.

**Launch Event**

**News**



The function is explained on the following page.

**View  
Marketing  
Strategies**



The function is explained on the following page.

**View Stats per  
Region**



The function is explained on the following page.

# Host Launch Event

Both the Event Title  
and Text will be  
posted to the news  
once the box is ticked.



Back

Create Launch / News Event

News text / article (shown to players)

Event title (shown in news)

AI Effects

Demand impact (%) Cost impact (%) 2

Target Regions

- Western Europe
- Nordics
- Anglosphere
- Southern Europe
- Eastern Europe
- East Asia
- China
- South & Southeast Asia
- Middle East
- Latin America

Target Companies

- The Smashers

Save Event

No regions should be ticked; that feature does not work yet

Select the companies that should be affected by the event, and once you have finished creating it, click Save Event.

Back

test

test

Effects round: 2

Demand: 0% • Cost: 0%

In the news

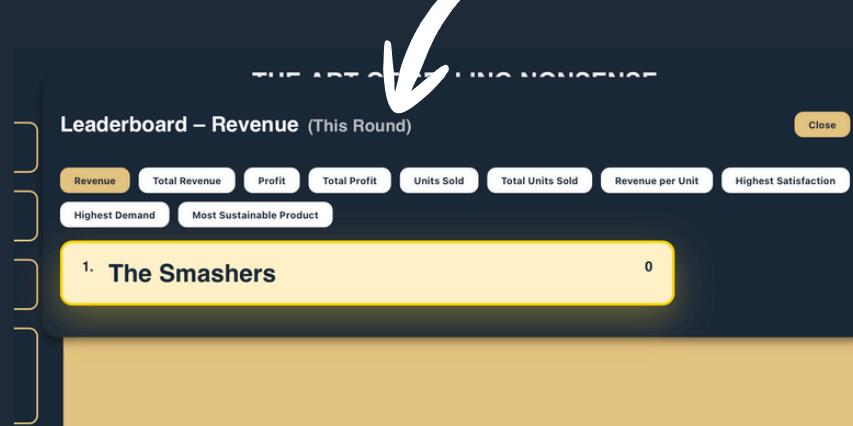
Create New Event

Tick the box in the news when you want it to be public, click Back to return to the main menu, and “Create New Event” for the next event.

# Host Leaderboard



You can now sort all players by the category you want to select.



# End Round

After the host pressed “End Round” in his main menu, he will be brought to that screen:



**Round Review**  
Review each company before AI calculation

**test**

**Product**  
Name: test  
Description: t3st

**Production**  
Quantity:  
Price / Unit: \$  
Region:  
Sustainability:  
 Approved

Host comment on production (realism, scaling, cost...)

Status:

Strategy Quality:

**Marketing**  
test  
Budget: \$1  
2  
 Approved  
Host comment on this campaign

Overall host note to AI

**Send to AI & Calculate**

After the Host finished with every company, he should click “send to AI & Calculate” to end the round

The host should reject a company if the input is to bad or if it has higher spending then the budget would allow them.

in that box the host can see marketing data from each company and the product name and description



Every comment should tell the AI the details it should pay attention to and thoughts of the host on the commented object

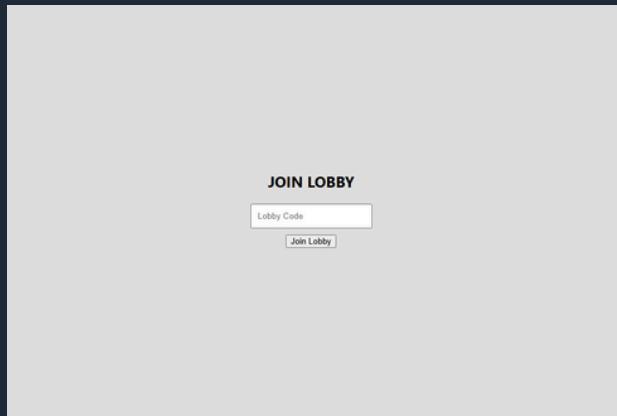
The host should comment every strategy and set the quality to prevent AI error.

# Player

# Join a Lobby as a Player

1.

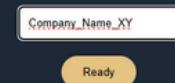
As a player, you will have to enter the code given by the host.



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.



# 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.

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 HDI: 0,94
B: Denmark, Norway, Sweden, Finland, Iceland
Minimum Wage: 15,45 Minimum Energy Price: 0,083 Minimum Warehouse Rent: 8,16 Minimum Factory Rent: 8,16 Impact of Made-in Label: 0,8 HDI: 0,90

B: Denmark, Norway, Sweden, Finland, Iceland
Minimum Wage: 15,45 Minimum Energy Price: 0,083 Minimum Warehouse Rent: 8,16 Minimum Factory Rent: 8,16 Impact of Made-in Label: 0,8 HDI: 0,90
C: United-Kingdom, United States, Canada, Australia, New Zealand

C: United-Kingdom, United States, Canada, Australia, New Zealand
Minimum Wage: 15,45 Minimum Energy Price: 0,106 Minimum Warehouse Rent: 5,77 Minimum Factory Rent: 5,77 Impact of Made-in Label: 0,65 HDI: 0,94
D: Italy, Spain, Portugal, Greece, Turkey

D: Italy, Spain, Portugal, Greece, Turkey
Minimum Wage: 14,07 Minimum Energy Price: 0,138 Minimum Warehouse Rent: 5 Minimum Factory Rent: 5 Impact of Made-in Label: 0,65 HDI: 0,94
E: Estonia, Latvia, Lithuania, Poland, Hungary, Serbia, Bosnia, Kosovo, Czechia, Slovenia, Slovakia, Liechtenstein

E: Estonia, Latvia, Lithuania, Poland, Hungary, Serbia, Bosnia, Kosovo, Czechia, Slovenia, Slovakia, Liechtenstein
Minimum Wage: 9,62 Minimum Energy Price: 0,138 Minimum Warehouse Rent: 5 Minimum Factory Rent: 5 Impact of Made-in Label: 1 HDI: 0,94
F: Switzerland, Hong Kong, UAE, Monaco, Singapore, Liechtenstein

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: 0,99 HDI: 0,96
G: Japan, South Korea, Taiwan

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 HDI: 0,92
H: China

H: China
Minimum Wage: 8,39 Minimum Energy Price: 0,096 Minimum Warehouse Rent: 4 Minimum Factory Rent: 4 Impact of Made-in Label: 0,3 HDI: 0,77
I: India, Indonesia, Vietnam, Malaysia, Bangladesh, Philippines, Thailand

I: India, Indonesia, Vietnam, Malaysia, Bangladesh, Philippines, Thailand
Minimum Wage: 1,2 Minimum Energy Price: 0,036 Minimum Warehouse Rent: 3,24 Minimum Factory Rent: 3,24 Impact of Made-in Label: 0,5 HDI: 0,8
J: Saudi Arabia, Qatar, Israel, Egypt, Morocco

J: Saudi Arabia, Qatar, Israel, Egypt, Morocco
Minimum Wage: 1,2 Minimum Energy Price: 0,078 Minimum Warehouse Rent: 1,18 Minimum Factory Rent: 1,18 Impact of Made-in Label: 0,5 HDI: 0,8
K: Brazil, Mexico, Chile, Argentina, Columbia, Peru

K: Brazil, Mexico, Chile, Argentina, Columbia, Peru
Minimum Wage: 2,35 Minimum Energy Price: 0,094 Minimum Warehouse Rent: 3,24 Minimum Factory Rent: 3,24 Impact of Made-in Label: 0,3 HDI: 0,81
L: Russia and surrounding

L: Russia and surrounding
Locked / Not Available
M: Pakistan, Syria, Afghanistan

M: Pakistan, Syria, Afghanistan
Locked / Not Available
N: Pakistan, Syria, Afghanistan

2.



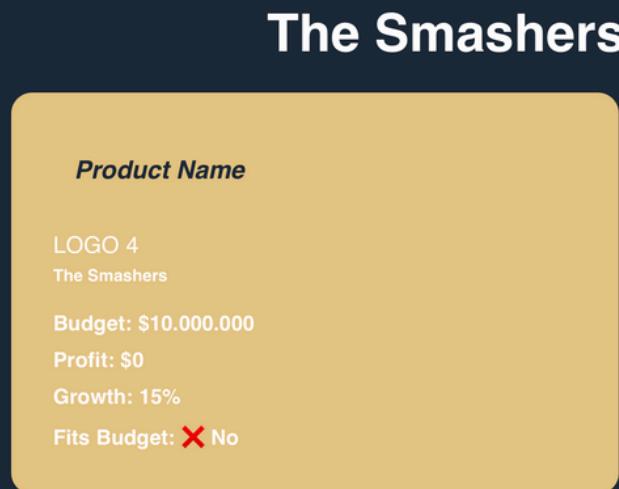
Once you have chosen your production location, you can continue with this region, but during the game, you can change it at any time.

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.



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

Factory Production

Marketing

Other Companies

News

★ Product Reviews

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

The Smashers

Region: A  
Min Wage: \$15.96  
Energy Price: \$0.187 per kWh  
Warehouse Rent: \$5.77 per m<sup>2</sup>  
Factory Rent: \$5.77 per m<sup>2</sup>  
HDI: 0.944  
Made-in-Impact: 1

Back to Main | Change Region

Product Name:

Salary per Worker (\$):

Products to Produce:

Price per Unit (\$):

Sustainability Level:

Calculate Production Cost

Production Cost Results

Category	Value
Labor Cost	319.20
Energy Cost	224.40
Factory Rent	268.50
Warehouse Rent	173.10
Sustainability Modifier	40%
Cost per Unit	1.41
Total Production Cost	1407.28

Calculate Production Cost | Confirm Production

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

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.

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

Factory Production

Marketing

Other Companies

News

★ Product Reviews

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

After pressing “Create New Campaign”:



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

Enter the amount you want to spend on that campaign.

A screenshot of a "Create New Campaign" form. It includes fields for "Campaign Name" (with "test" entered), "Type of Campaign" (checkboxes for TV, Newspaper, TikTok, Instagram, Facebook, Radio, Movie, Poster, and Advertising Screen), "Description" (a large text area with placeholder text), "Where to sell the product" (checkboxes for Supermarket, Online, Store, and Direct Sales), "Budget (\$ USD)" (a text input field with placeholder text), and a checkbox for "Let AI improve campaign (10% of budget)". A "Submit Campaign" button is at the bottom. A large white arrow points from the "Create New Campaign" button in the previous screenshot to this form.

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

Factory Production

Marketing

Other Companies

News

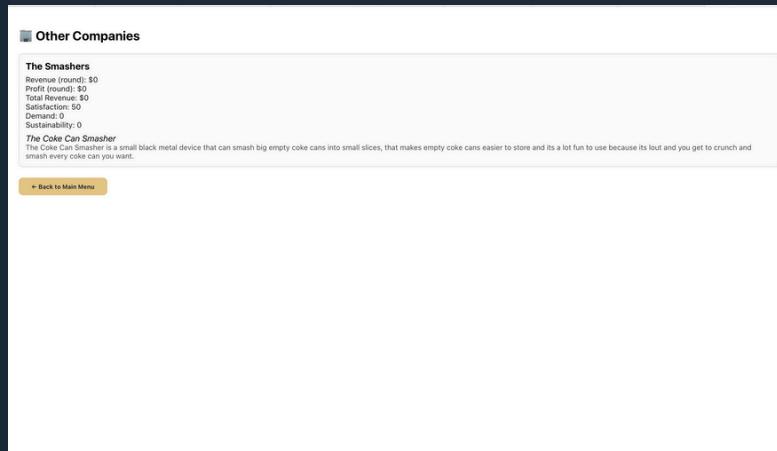
Product Reviews



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

Factory Production

Marketing

Other Companies

News

★ Product Reviews

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

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

Avg Marketing Sentiment: 0

The Smashers

\$ Finances

Factory Production

Marketing

Other Companies

News

★ Product Reviews

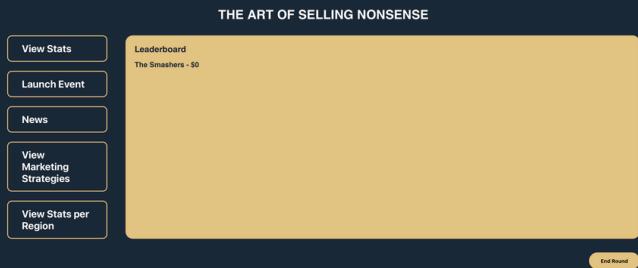
Product Name

LOGO 4  
The Smashers  
Budget: \$10,000.00  
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

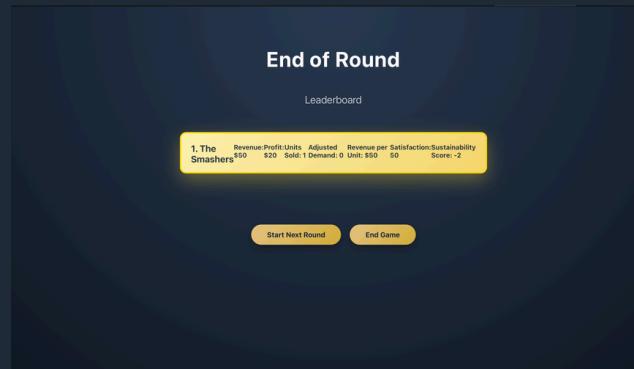
# End Round



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

BACK

## News – Round 0

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No news has been published.



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.