

+ the brief

Hasbro would like to set students the challenge of designing a new 'Game'.

Games are an effective way of bringing family, friends and young and older people together. They help people communicate and have fun, 'have a 'laugh' at a relatively low outlay of cost.

The interaction and concept of 'play' in a game as individuals or teams can help break down barriers and help young people learn how to interact and participate in a role without the pressures of a 'real live' situation.

Choose one of the following market categories: You may develop your own theme or subject:

- + A family game for all ages
- + A game for girls only
- + A game for the lads
- + A mixed game for teenagers or students
- + A universal game for all cultures and languages

Your design must be 'new' and innovative, not a re-working of an existing game. It should be about an interaction between players to reach an outcome.

The primary packaging must be an integral part of the game ie the outer packaging must form part of the game and hold any components or elements that are essential to the game.

The 'Game' must be relevant to the target group or have an associated theme or subject area that would appeal. The outer packaging on shelf should not exceed 267mm square (you may not necessarily produce a square pack) and you may use segmentations. The game must be portable and easy to take around to friends. It should have 'great' shelf appeal and be easy for retailers to display.

+ helpline

For guidance with this brief and further information contact Steve Tester at steve.test@hasbro.co.uk

+ the prize

Hasbro are offering a prize of £500 to the winning entrant.

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new board game pack

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Hasbro

Hasbro was founded in 1923 by two brothers, Henry and Helal Hassenfeld, in a small office in Providence, Rhode Island.

Hasbro is a global leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. With an eye toward the future, Hasbro will continue to focus on growing its core brands and will develop new products that challenge convention and address lifestyles of children and families in the 21st century.

Students entering this brief will be subject to certain legal restrictions. These will be sent to the students on registration of their entry into this brief.

+ www.hasbro.com