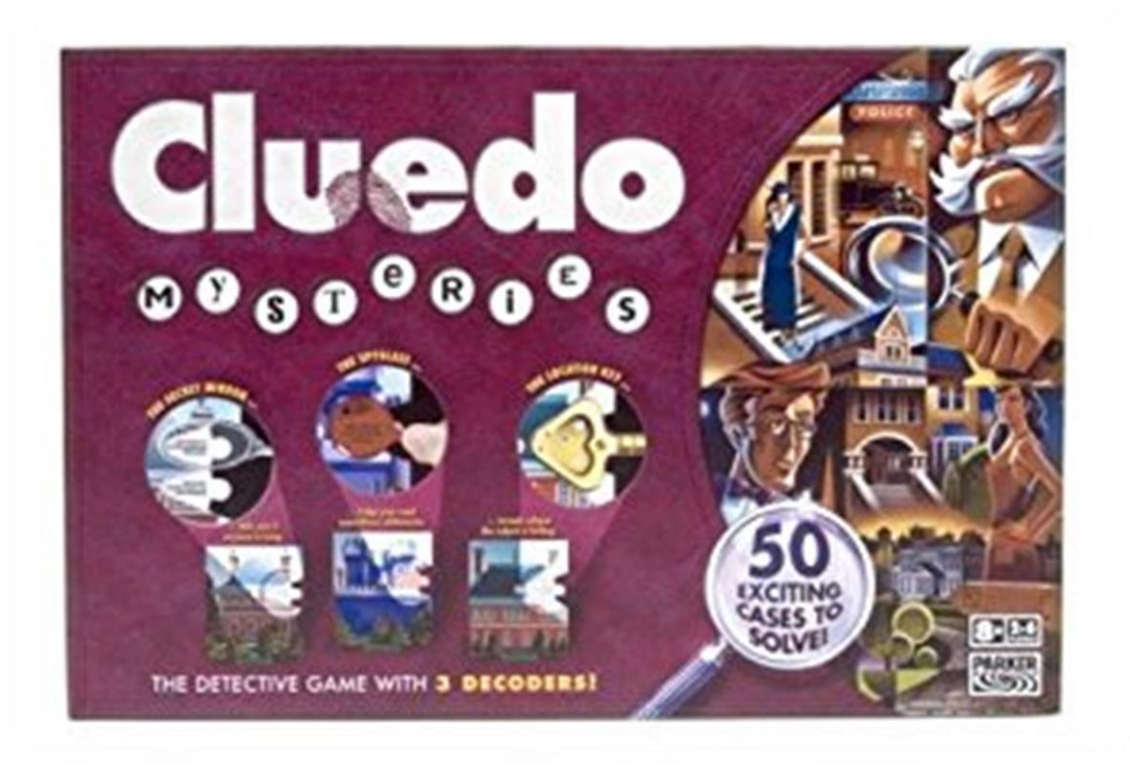
Let the Mysteries Begin…Cluedo Mysteries



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Brand Overview:

Cluedo Mysteries is a board game that differentiate from all the other Cluedos that exist. At this game the crimes take place in the summer of 1925 in a small town (Clue Mysteries, 2018). Every suspect has its own house in the board and a 3D version of it. Players can use the special equipment (spy glasses, secret mirror, and location key) to search the houses of the suspects and solve the murder (Clue Mysteries, 2018). The suspects of the game are Miss Josephine Scarlet, Colonel Michael Mustard, Mrs. Blanche White, Prince Philippe Azure, Rusty Nayler, Mrs. Patricia Peacock, Reverend John Green, Lady Su Sian Lavender, Professor Peter Plum, Miss Amelia Peach, Lord Alfred Gray, and Mrs. Jane Meadow-Brook (Clue Mysteries, 2018). And the characters of Dr. Black and Miles Meadow Brook, are always alive at every case and the ones that tell you the truth. Moreover, the Designer of the game is Michelle Duval and the publishers of the board game are Hasbro, Parker Brothers, and Parker Spiele (Clue Mysteries, 2018). Cluedo Mysteries is not so popular among children and teenagers in Greece at this moment. There is a lot of competition from other companies that produce board games. So, this campaign aims to increase awareness and change behaviors of its target audience.

Brand Positioning:

Cluedo mysteries is a board game that can give to the consumers a more “live” experience with the 3D houses of all the characters that exist on the board. It is a mystery board game that guaranties fun and excitement.

Target audience:

This campaign addresses children and teenagers from the age of 12 until 17, in Athens. We target children that already know the board game cluedo and the ones that do not know it. Many studies in the 1950s have shown that children take a huge part of the family consumptions practices

(Marshall, 2010). Children influence each other when they adopt a certain lifestyle, and they are building loyal buying models that can follow them in the whole mature life (Mohtar & Abbas, 2014). Children are turning as consumers at a very early age, and this is happening due to the desire to buy something or with the encouragement of their parents (Gupta, n.d.) So, teens who influence household buying and children who have their own money to spend, is our target.

Moreover, we target children and teenagers that heavily rely on media. This day's children and teenagers have created a very special connection with the world of media. Media have become the most powerful force in young people's life (Rideout, Foehr & Roberts, 2010). They tend to spend a lot of time in the media rather than any other activity, besides sleeping (Rideout, Foehr & Roberts, 2010). So, we target children that use the media and social media daily. We also target children that love to play mystery board games and love to challenge their mind by solving mysteries. Studies have shown that board games that are competitive, collaborative, and interactive, like cluedo mysteries, tend to motivate children and encourage them to participate in learning process (Milczynski, n.d.).

Main communication message:

Let the Mysteries Begin…Cluedo Mysteries

Proposed touch-points (online & offline):

- We will create a television advertisement that will introduce cluedo mysteries. This tv ad will be aired during hours that children watch television, which is after school and after 8 p.m.
- We will create a radio spot that will be played during hours that kids go and return from school. With this way we can target teenagers while they are with their parents.

- We will create print ads that will be distributed and advertised in places where kids can be easily exposed to. These posters will be advertised in bus stations near schools in Athens. With this way we can increase awareness about this type of cluedo in a creative and playful way.
- Moreover, we will create posters that will be placed in places where they sale board games, such as Plaisio, Public, etc. Also, we will advertise in cafeterias where they allow their customers to play board games from their huge variety, like Play House, PLAyCE, Toy Stories, and Play (Πλεει).
- Moreover, we will create a Facebook account where children can upload the number of the cases that they are playing, for example case 22, together with a picture that is associated with the case that they have selected to play. The picture can be as creative as they want and at the end of every two weeks, there will be a competition and select 4-6 users with the most creative picture. With this way children can be invited to the live experience of cluedo mysteries that will take place in Athens, and more specifically Texnopolis. This event will recreate the board of cluedo mysteries and the winners of the Facebook post can play and experience the world of cluedo.
- We will use famous teenagers' influencers in YouTube where they will advertise cluedo mysteries. With this way we can directly target our desired target group.
- We will also create a YouTube channel where we will pot videos and announcements about the events.
- We will create banners and pop ups and target teenagers where they have liked pages with board games, and by using cookies we can target kids that are searching to buy a new board game.

Executions:

Copy Platform:

Since cluedo mysteries is all about solving mysteries and choosing stories from the handbook, all the executions will be about narratives. All executions have the same tone of voice, style, and language which are informative storytelling. The creative elements enhance the imagination of the teenagers through storytelling and through challenging ads. Moreover, the main content strategy is to successfully target teenagers, and therefore engage them to create content in the social media and purchase the board game. This will be succeed through paying teenager influencers to promote to their social media posts the game, we will advertise in the websites of places that they sale board games like Plaisio and Public, and we will advertise the game in the social media profiles of cafeterias where teenagers gather and play board games, like Play House, PLAyCE, Toy Stories, and Play (Πλεει).

Branded Content:

The Facebook account will allow and encourage children to upload posts of the number of the case that they are playing, together with a picture that is associated with the case that they have selected to play. The picture can be as creative, as they want, but relevant to the case, and at the end of every two weeks, there will be a competition that will select 3 users with the most creative picture. The winners of the competition can bring a friend as a guest to play together cluedo mysteries live. The live experience will take place in Athens, and more specifically Texnopolis. This event will recreate the board of cluedo mysteries and the winners of the Facebook posts can play and experience the world of cluedo. With this way children will have a more interactive relationship with the brand.

Finally, the brand will create another competition where they will ask children to create their own mystery case. The winner of the story and pictures will be selected from the team of the brand and not from the users. So, the most creative and mystery case will be selected and played in the live experience, in Texnopolis.

Blog Post:

Let the Mysteries Begin…Cluedo Mysteries.

Imagine being in a town full of beautiful houses, flowers, and trees. The flowers smell like spring. The sun is so bright that you feel your skin burning. The birds are singing. Kids are playing in the streets. People are walking in the stone alleys, and the city is full of life. Suddenly, grey clouds cover the blue sky, screams are taking over the city, and people start crying. You stand speechless in the middle of the streets not knowing how to react. A murder has occurred, and the killer is hiding in plane sight. The town has transformed from a peaceful city to a darker and more mysterious one. You feel your stomach kicking you from the inside and the fear has taken over you. The killer is hiding somewhere in your neighborhood, and you start looking at everyone very suspiciously. You don't know who to trust. You start asking yourself Who can it be? Who could do such a terrible thing? Why? And most importantly were did the murder occurred and with what weapon.

Cluedo Mysteries will offer you and your friends the most unique and unforgettable experience. You will feel the urge to solve this crime. You will experience the adrenaline, agony, anxiety, and fear of the game from the first moment. Cluedo Mysteries take place in the summer of 1925, with Dr. Black and Miles Meadow Brook, to be still alive and tell you the only and one truth! The 12 other mysterious characters are your suspect. You can choose one out of the 50

different murder cases from the special design murder cases handbook and move around in the city and try to catch the killer. This Cluedo gives you the opportunity to use your spy glasses, secret mirror, and location key to the houses of your suspects and report your clues at your notebook. Inspector Brown will tell you if someone is lying and Dr. Brook will reveal where the murder took place.

You are the one who must solve the mystery and bring the killer to justice!

Don't lose time... Every minute counts!

Let the Mysteries Begin…Cluedo Mysteries.

Moreover, we can create many blog posts like this one, where we will write a story with a lot of details like a fairytale from the 50 mystery cases that exist in the handbook of the game. And we will do the same thing with the stories that have won from the competition.

Radio Script:

The ads that will be created for this campaign will be a series of mini stories relevant to the board game. The first radio spot, which is the one bellow, will introduce the board game whereas all the following radio spots will be dedicated to the characters of cluedo mysteries.

Mystery music playing on the background of the entire radio post. The announcer of this radio post will be a woman. The tone voice of the announcer will be soft and calm like reading a fairytale. The noise effects will help the listeners create an image of the situation on their minds.	**Announcer:** Imagine living in a beautiful town full of life. **Background:** Birds singing in an exotic place. **Announcer:** It's a summer in 1925 and you are walking on the stone allies of the city. **Background:** Footsteps of people walking. **Announcer:** Everyone looks so happy and innocent on the outside but on the inside they all hide a big secret. A secret worth killing for. **Background:** The noise of a shotgun being fired. **Announcer:** But this time it is your turn to take justice on your hands. Cluedo Mysteries is a board game where it will offer you a 3D experience where you can become a detective and solve up to 50 mystery cases. Let the mysteries begin. Cluedo mysteries **Background:** Sound of a bell.

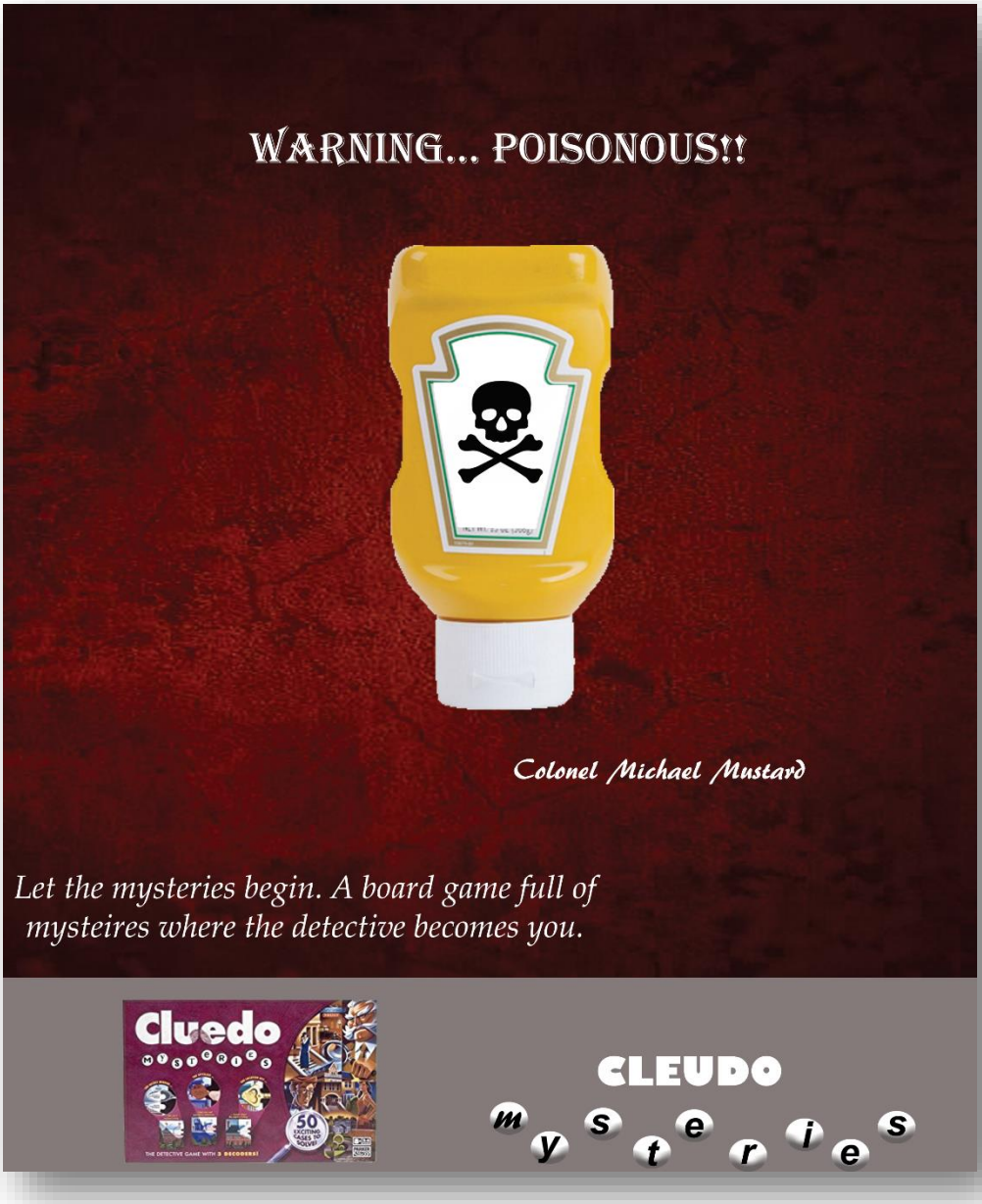
Print Ads:

Both printed ads have the same background that is similar with the color of the board game cluedo mysteries. The reason that I chose this color was to have consistency throughout my whole campaign. Out of the 12 suspects I chose Colonel Michael Mustard and Mrs. Patricia Peacock because I wanted to use a picture of a peacock and a picture of a bottle of mustard to create a metaphor between the characters and the objects. Since this is a big campaign and we will need more than these two posters, all the characters can be used for the design of the poster, even the ones that do not have a surname associated with an object or animal. For example, the character

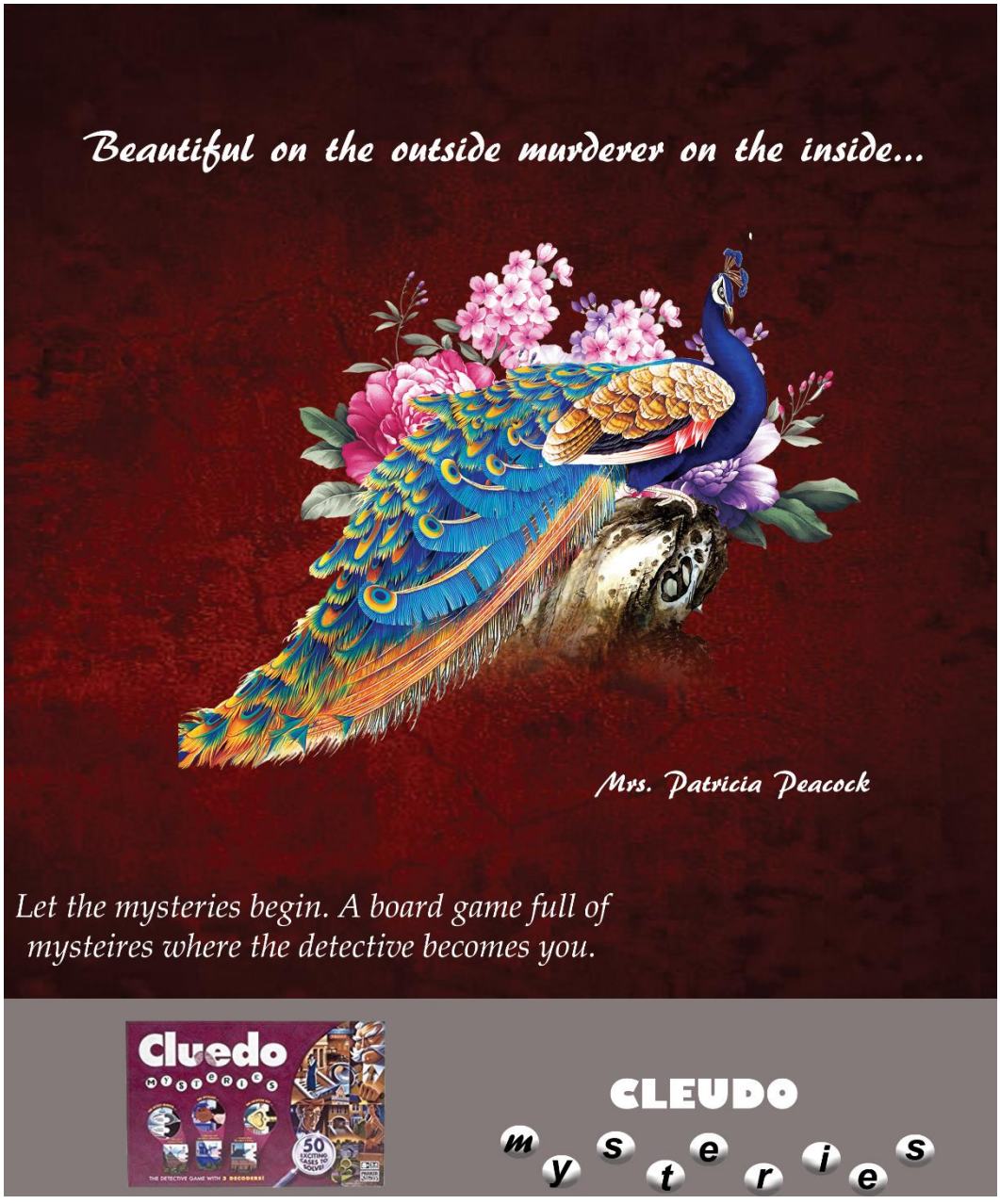
Miss Josephine Scarlet is always wearing a red max dress with expensive jewelries. Therefore, we can create an ad with only a red max dress or with a pair of expensive earrings or neckless.

Moreover, both ads have the same main message and body text with the same font. This will help us again to create consistency through all the posters that will be created. Since I could not find anywhere the logo of the company and more specifically the logo of this board game, I had to recreate it from the beginning. I tried to use the same font and bubbles that appear on the cover page of cluedo mysteries. Furthermore, in order for the consumer to recognize the product immediately in the market I added a grey box at the bottom of the ad where I have placed a picture of the board game right next to the logo. Also, the headlines of both poster when associated with the visual images are expected to be perceived from the consumers as a metaphor. The font of the headline from the mustard post is different from the font of the peacock ad. The reason that I did not keep the same font was that I wanted a sharper font for the mustard ad. Since we target people that already know the board game cluedo and those who do not know it, I had to have a short body text that explain what type of board game is cluedo mysteries. This body text was placed right next to the main message. Since there are a lot of different kind of Cluedos in the market, I wanted to repeat as many times as possible the word mysteries which is included on the name of the board game. With this way consumers that will be exposed to these print ads may easily recollect and remember the name of the game. Finally, under the images of the peacock and the mustard I have incorporate the actual names of the characters.

Print Ad No. 1:


WARNING... POISONOUS!!
Colonel Michael Mustard
Let the mysteries begin. A board game full of
mysteires where the detective becomes you.
Cluedo
CLEUDO
mysteries

Print Ad No. 2:


Beautiful on the outside murderer on the inside...
Mrs. Patricia Peacock
Let the mysteries begin. A board game full of mysteires where the detective becomes you.
Cluedo
MYSTERIES
50 EXCITING CASES TO SOLVE!
CLEUDO
mysteries

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