



New Blood Awards 2018



Brief set by
Hasbro

In collaboration with
Big Potato

Give an old game a 21st century makeover, with a fresh twist for today's young adults

Related Disciplines

Game Design
Product Innovation
Graphic Design
Packaging Design

Additional Prizes

The chance to work with Big Potato to hone your game and present it to Hasbro – and hopefully make your idea a reality.

Deadline

20 March 2018 5pm, GMT

Background

Hasbro is the home of some of the world's best-loved games, and at the forefront of industry innovation. More people than ever are buying games – and with 70% of new ideas coming from inventors outside the games industry, there's never been a better time to break into the game world.

The Challenge

There are many games that were big once but have fallen out of favour, or just drifted into obscurity. Think: shove ha'penny and bar billiards in pubs, hopscotch and marbles on the playground, old-timey parlour favourites like charades or I-spy, or simple card games like cheat and shithead.

Your mission is to find a forgotten old or traditional game and reinvent or reimagine it for a new audience and a new age. Create something relevant to adults looking for a fun, fast party game: aim for 2+ people, 2 minutes to learn and 30 minutes to play.

There's every chance your game will get made, sold globally and become an evergreen title for many years to come (with you raking in the royalties).

Who is it For?

16 to 26 year olds, men and women, who like games but have maybe forgotten how fun, cool and grown-up they are these days.

What to Consider

- This one's obvious (we'd hope): this isn't about appropriating someone else's idea and making it your own. That's not New Blood. Obviously you'll need to stay on the right side of any patents or copyrights, but it's more than that. The original game should simply be your starting point for **innovation**. You'll need to show fresh ideas and thinking to bring it to life for the 21st century.
- Check your game hasn't already been reinvented. Or if it has, that your take on it offers an unexpected twist, different direction, and completely distinct end product.
- Keep it simple; no one likes complicated rules.
- The game can be edgy but not so controversial that retailers would turn it down. Eg drinking games are a no-no (but maybe there's a classic drinking game with rules ripe for repurposing?).

- The idea doesn't have to feature a board – card-based games, action games and outdoor games are fine too. But make sure it's something that can be packaged and sold to offer a better player experience.
- The game must be self-contained: no app or screens needed to play. But you can explore digital extensions or complementary apps if you wish.
- You'll need to nail the idea, but there's room for craft here too. Strong graphic design, copywriting, branding and packaging ideas all help your cause.
- Once you've nailed your game – and tested it to make sure it plays well – think about how you'd sell it. How can the packaging stand out on the shelf? How could you create a buzz around your game without spending a fortune on advertising? Is there a game-changing launch concept that will bring your idea to life and grab attention?

What's Essential

- A video presentation showcasing your idea (gameplay and visuals), and any launch concepts – think of this as like an ad for your game. Initial judging rounds will **only** look at your presentation video, so make sure it does your game justice.
- Get across the details with a how-to-play video and, if possible, send in a playable prototype to help the judges get to grips with your idea.
- Document your research and development. Make clear which classic game you chose, show how you reinvented it – and crucially, why you made your decisions.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

- Your **presentation video** (90 sec. max.)
- Your demo: *either* a playable prototype with full instructions (submitted as **physical** supporting material) *or* a proof-of-concept **video** (2 min. max.)
- Your R&D: *either* **JPEG slides** (2 max.) *or* a **video** (30 sec. max.)