



Adverteasing™

Object of the Game:

To successfully answer a series of questions and challenges and move up the Adverteasing Career Ladder to become President of the Agency.

Contents:

160 Adverteasing Question Cards (480 questions, blue cards), 40 President Challenge Cards (240 questions, orange cards), 6 colored pawns, 1 sand timer, 1 game board and 1 instruction sheet.

Set Up:

1. Place game board in center of play area.
2. Each player selects a colored pawn and places it on the Start space at the bottom of the Career Ladder.
3. Separate the card decks into two piles: Blue Question Cards and Orange President's Challenge Cards.
Note: The Orange cards are used only when players arrive at the President's Challenge on the game board.
4. Before starting the game players must decide as a group to choose from among the questions/challenges labeled #1, #2, or #3 on the Blue Cards.

The Blue Question Cards are divided into categories including:

CLASSIC- Questions selected from previous editions of Adverteasing and are considered classics.

SUPER BOWL- Ads that aired during a Super Bowl.

BEFORE THEY WERE STARS- Celebrities in commercials before they became famous.

AS SEEN ON TV- Products that have appeared in Infomercials.

GOODS & SERVICES- Memorable ads for everything from cars to insurance.

FILL IN THE BLANK- Fill in the blank with either a product or a part of a product's slogan.

Game Play:

The youngest player goes first. S/he is the Guessing Player. The player to the left of the Guessing Player begins as the Card Reader. The Card Reader draws a blue card and reads a question to the Guessing Player.

Guessing Player has two choices:

1. Answer the question...if the player answers correctly, move two spaces up the corporate ladder. If player answers incorrectly, player does not move up the ladder and remains on same space.
2. Ask for multiple choice answers...Card Reader then reads all 4 possible answers. If Guessing Player answers correctly, move one space up the ladder. IF Guessing Player answers incorrectly s/he does not move and remains on same space.

Play then continues clockwise.

Winning the Game:

1. Space #22 on the Career Ladder is the President's Challenge. When a player lands on this space or has a count to pass it by, s/he must stop on the President's Challenge and wait for their next turn.
 2. On that player's next turn, the Card Reader selects the top card of the President's Challenge card stack and reads Clue #1. If Guessing Player answers correctly, s/he moves three spaces up the ladder, becomes President of the Agency, and wins the game.
 3. If Guessing Player answers incorrectly or does not know the answer, then Card Reader reads Clue #2.
 4. If Guessing Player answers correctly, s/he moves 2 spaces up the ladder. If incorrect, then Clue #3 is read. If answered correctly, Guessing Player moves one space up the ladder. If incorrect, then Guessing player does not move and it's next player's turn.
- Player to get to President's office first wins and game is over.

