

BRIEF FOR INVENTED FOR & LESS GAME COMPETITION

COMPANY BACKGROUND

1) What is INVENTEDFOR

- Online market place for special, well designed promo gifts.

2) What do we do?

- We source, develop & sell carefully selected business gifts to commercial clients, mostly used for advertising purposes.

3) How do we do it?

- Direct sales – sales to end clients,
- Established distributor network.

4) For who do we do it?

- Final clients are international companies of different sizes, that wish to provide their business partners or employees with unique gifts. Companies are known to only give out gadgets, or apparel stamped with their logo,
- Typical clients come from various industries such as Telecommunications, Healthcare, Food & Beverages, Automotive, Energy,
- The decision makers are marketing, event or HR managers.

5) Why do they buy it? (product attributes)

- Its unique,
- Visually appealing,
- It has a story behind it,
- Goes along with the companies' message.

Read more at <http://www.inventedfor.com>

YOUR CHALLENGE – DESIGN BACK TILES & BOX FRONT OF LESS BOARD GAME

6) Rewards

- We are giving away Money prize & licensing fee to the artworks we like: **1 Winners + up to 5 individual rewards.**
- **NOTE:** Each time Less would be sold with your artwork on it you would be rewarded with additional fee of 0,20 EUR/ unit.

7) What is Less?

- Less is a simple strategy board game for two or four players. It's a simple game which can be set up in seconds and the rules can be learned in less than a minute. Just take the nine board pieces, place the game pieces and you're ready to go! The goal is to move your four pieces to the opponents starting corner before he moves them to yours.

Read more at <http://www.less-game.com>

8) What are the parts of Less game?

- Cardboard Packaging Box
- 18 cardboard tiles

- 16 wooden figures

9) What do you need to design? 2 elements are mandatory, 1 is optional

Important:

It's very important that you own the rights for using these graphics or photos for commercial use or that you provide information where these could be purchased within the budget limitation provided. Please note that these designs will be used by global companies, which take intellectual property very seriously.

- Our mission is to create products with feelings. Using special graphics, we are creating messages that are closely related with stories that companies wish to communicate.
- Graphics should reflect messages that different industries want to communicate. Please see the script below.
- Since clients originate from various language backgrounds, it is desirable to tell their story using graphics and symbols, instead of written information. If you have to write out words, please use the English language.

a) 1st Mandatory: Back of the board tiles

Here are the options you can choose:

- Design every board tile individually (**recommended**)
- Have 6 OR 9 different motives and repeat them.
- You can have one or two graphics and cut it on 18 pieces. Like a jigsaw.
- Same artwork applied on all board tiles

b) 2nd Mandatory: Box front

Imagine packaging (cover) as a gift box. If somebody would give you this box (game) what kind of graphic would impress you, when you first look at it.

c) Optional: Front of a board tiles (playing field).

- Change the color of the lines, to go along with your design.
- Design special graphic for playing field. For example, "walls/lines" can be gas pipes, cracks, roads, fences on a field, etc. You can check some examples in the Examples file.

To summarize:

Valid entries are the one that include

MANDATORY = A + B

OPTIONAL = A + B + C

See examples in Attachment 1 – Design examples.

TOPICS AND CATEGORIES FOR DESIGN CONCEPT

To be able to sort graphics in one of our sections, the graphic should be related to one of the below stated topics:

- **Ecology**
Tips for saving the planet, facts, signs, scenes from nature, extinct animals, biology, etc.
- **Energy**
Electricity, gas, water, wind, alternative sources of energy, facts about energy, physics behind, different forms of energy, etc.
- **Health & Fitness**
Brain and body exercises, ideas, facts, food, etc.
- **Tech and science**
Circuit boards, chips, physic, science facts, chemistry, famous scientists, etc.
- **Food & Beverage**
Recipe for cocktails, food, etc.

We look forward to seeing your artwork.

Have a fun. 😊

InventedFor Team

ATTACHMENT 1: DESIGN EXAMPLES

Category: Travel

Note: companies that buy Less as promo gift will put their logo on the back side of the box (white area on the right picture)



Category: Ecology



Category: Energy

Note: Full customization



Category: Energy

Note: Full customization

