

## Guess My Product Game™

### Concept:

Players take turns coming up with a product and answering questions to help other players try and guess the product.

Players learn about marketing a product as they use marketing terms to think about products and guess products throughout the game. The game generates good conversations about products and business strategies.

Good game for a road trip, educational or edutainment activity at school or home.

Easy to play for players of all ages – if you have a favourite product – you can play this game.

### How to play:

1. Determine the order in which you start. Everyone will get a chance, so it doesn't matter who starts first. If you need a process to pick who starts, this can be done by forming a circle, put a number for each participant on small pieces of paper and draw numbers to determine the order.
2. The first player will think of a product for the others to guess. This player becomes the product manager who knows the product and will answer questions about the product. The product manager can write the product name on a piece of paper and turned it over, so everyone is clear if their guess was right or wrong.
3. The product manager tells everyone the category of the product, the target market and the price range. Other players may want to make notes on the hints provided throughout the game. This can be done on a piece of paper or on the game sheet provided.
4. Other players in the group will take turns asking questions to the product manager to try and guess what the product is. The questions should require a yes or no answer. Each player can ask a question and then can guess what the product is. The player who guesses the most number of products is the winner.
5. If the product is not guessed after an agreed upon number of turns, the product manager can give hints. The hints could help describe the product or an advertising tag line, jingle, or a use of the product.

## Guess My Product – Game Sheet

The following information is provided by the product manager

**Category of product:**

Sample categories: (provided by product manager)

Food

Clothing

Electronics

Toys

Automotive

Other categories can be added for products that interest the product manager.

**Target Market:** (provided by product manager)

Children/ male

Children/ female

Children/ both

Adults / male

Adults / female

Age range of target market

**Price Range:** (provided by product manager)

Approximate price the product is sold for. Example; under \$50.00.

**Participants can take turns asking the product manager questions such as:**

**Benefits:**

Ask questions to help you understand what is the benefit of this product? Why would I buy this product?

Examples of needs you may have for this product:

Is it a product I need?

Is it a product I want?

Is it for food and nutrition?

Is it for entertainment?

Is it clothing?

Think of other needs you have and if the product provides those needs.

**Packaging**

Is the product smaller than a football?

Does it come in a box?

Think of all the different things you notice on packaging – colour, pictures, etc.

**Distribution channels (the path from manufacturer to customers)**

Would I buy it at a supermarket?

Would I buy it at a department store?

Would I buy it at a sports store?

Is the product widely available (intensive distribution) – can it be bought at many places.

Does the product use exclusive distribution – is it only available in a small selection of stores.

Can I buy it directly from the manufacturer?

Think of ways and places you purchase products – is it available from these channels?

**Promotion:**

Should I have seen advertising recently?

Is the product actively promoted? Would I be familiar with a promotion of the product (coupon offering, contest, promotional event, sampling, sponsorship program, charity program?)

Think of ways you find out about and try products.

**A Simple example of how to play the game.**

Product Manager starts the game by choosing a product in their mind and writing it down on paper for others to see after the game.

The product manager tells the group the following;

“Category of my product is: Electronics”

“Target market (who I sell the product to): “Male and females – ages 13-50”

“Price Range of my product is: Under \$200.00”

Player 1

“Would I use this product to watch movies?”

Product Manager

“No.”

Player 2

“Would I use this product to listen to music?”

Product Manager

“Yes.”

Player 2

“Is it an iPod?”

Product Manager

“Yes.”