



CLUE

Research Guide





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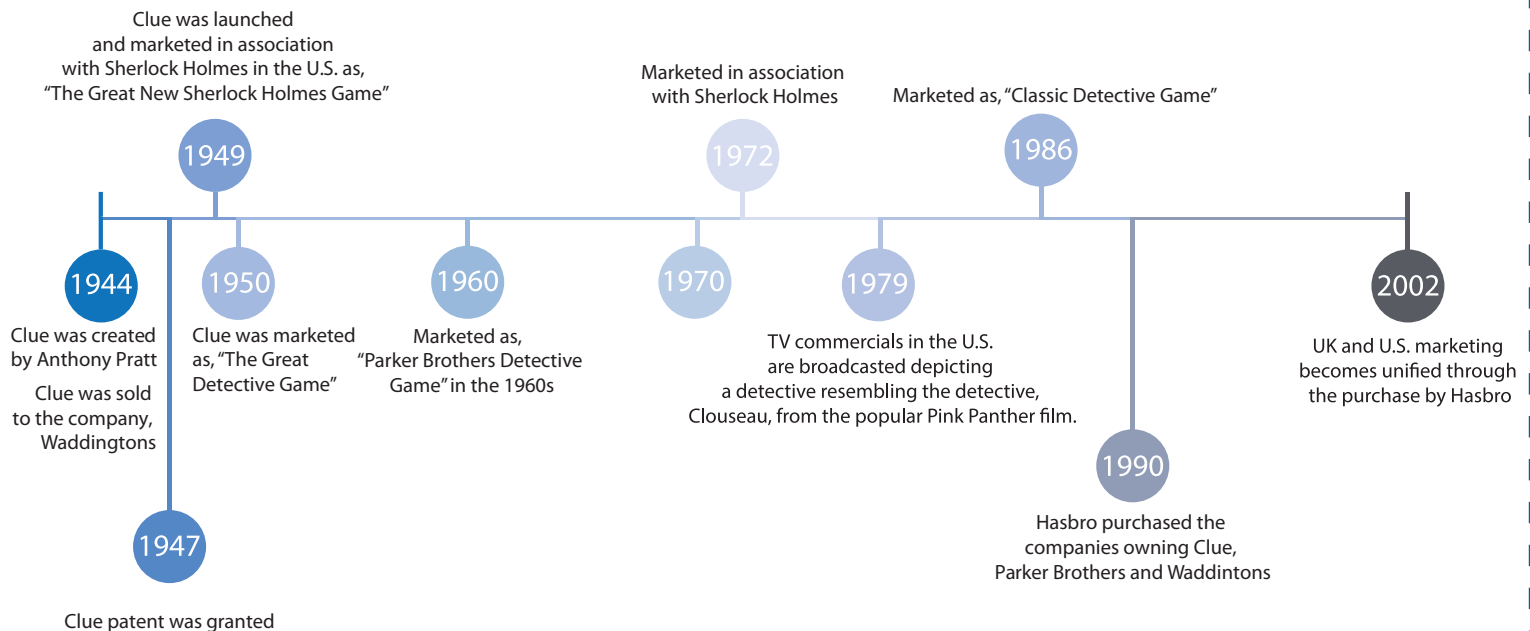
History of Organization

HISTORY

Cluedo was created in Leeds, England in 1944 by Anthony Pratt. It was designed as a game to play during lengthy air raid drills. He sold the game to Waddingtons and the game was launched in 1949.

Clue was brought to the United States by Parker Brothers but up until 2002 each company, Waddingtons and Parker Brothers, produced their own unique editions of the game.

Hasbro acquired both Waddingtons and Parker Brothers in the early 90s and kept the unique editions until 2002. In 2002 the game was made consistent across the globe.



Organization information



MISSION

“The heart of Hasbro’s business is making great games, toys, lifestyle and entertainment products that are enjoyed by people of all ages worldwide. Hasbro intends to be the number-one company in the toy and game industry; the leading provider of play; and the number-one marketer, pioneer and partner to all channels and all customers.”

It is the mission of Clue to provide a fun, family orientated activity. Our intriguing game will help entertain and unify families. This will bring happiness to families across the world one smile at a time.

GOALS

Clues goal is to be part of every home. We will keep this current by providing new and alternative gameplay.

Clue is a great way for families to spend time together. Clue is a simple game that will engage the whole family. Clue will provide joy while spending time together.

When families come together and play Clue they will bond and create stronger relationships while learning important critical thinking skills. Board games are rich in learning opportunities. Clue will help develop social skills, such as communicating verbally, sharing, waiting, taking turns, and enjoying interactions with others.

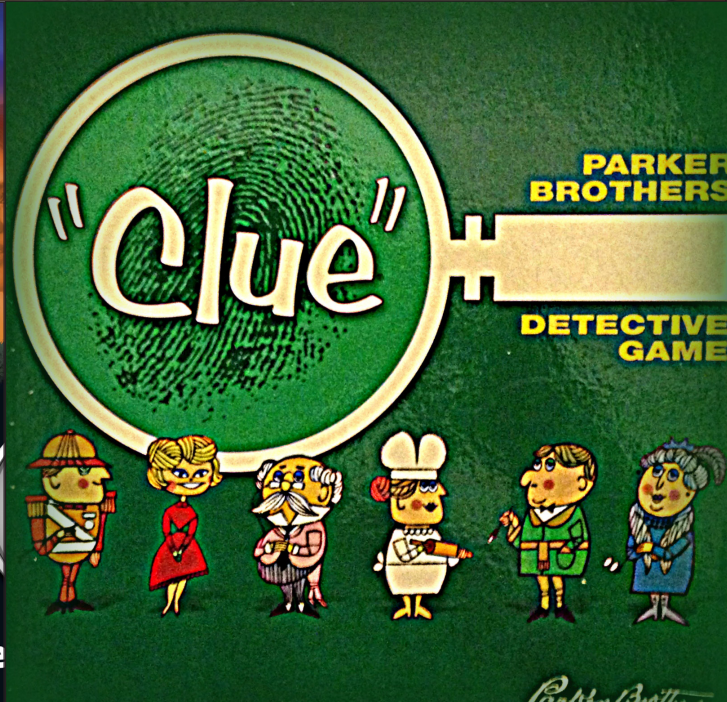
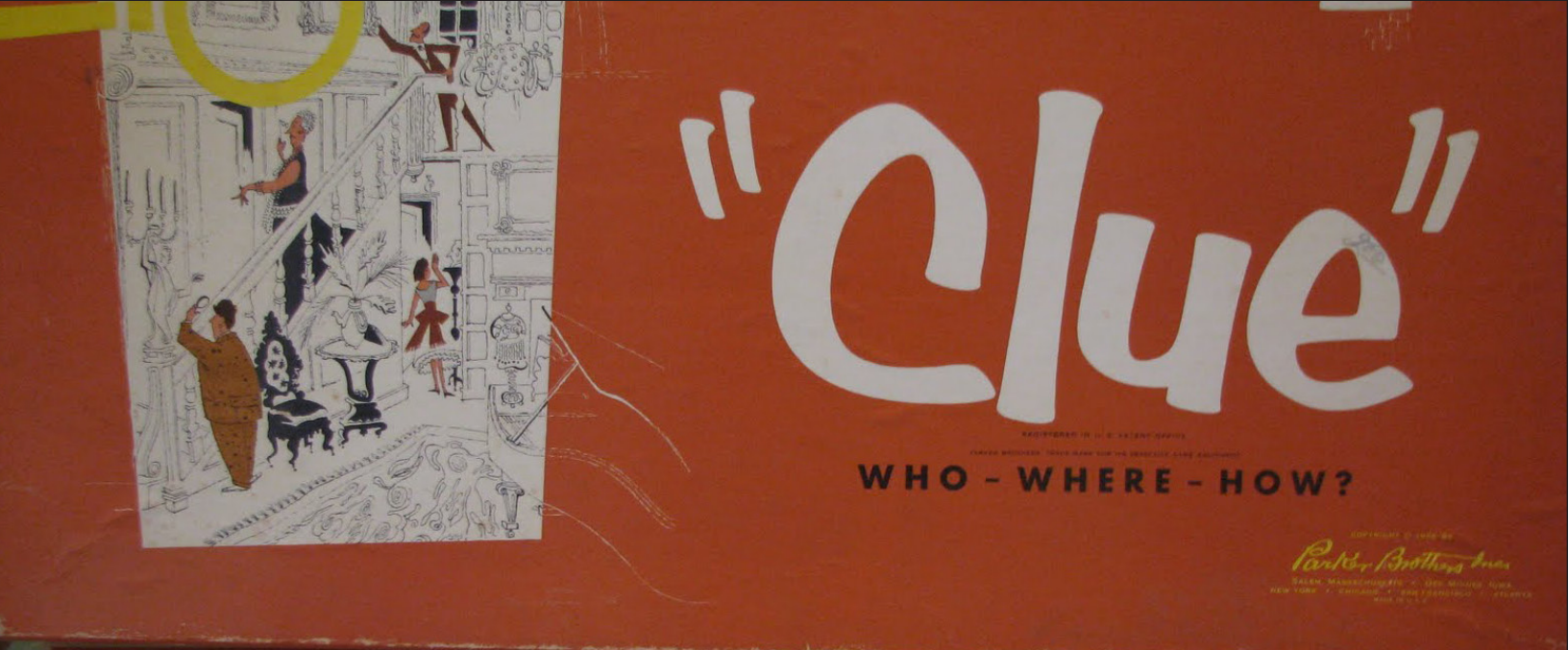
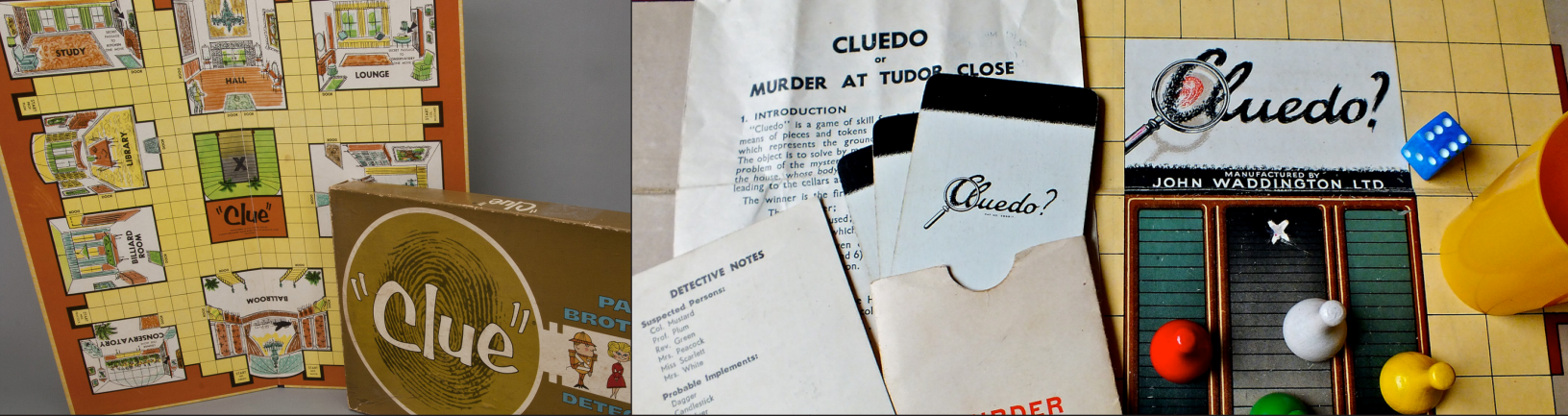
STRATEGIES

Make Clue available to most ages by providing a Clue Junior, which is simplified and target toward children ages 5 and older. The Classic Clue is targeted towards families with children who are 8 and older.

There are also many varieties of the game to appeal to different cultural trends such as, *Harry Potter* and making the games available on mobile devices, computers and tablets.

OBJECTIVES

- ① Increase sales
- ② Increase online (mobile, tablet, etc.) game interaction
- ③ Keep improving on the game to keep customers interested
- ④ Be part of every home



Financial Details



FINANCIAL DETAILS and EFFECT OF SALES

Hasbro is one of the largest companies in the \$21 billion domestic toy industry, developing, manufacturing and marketing global brands that include *Transformers*, *My Little Pony*, *Monopoly*, and *NERF*, among others.

The company operates a relatively differentiated business model thanks to its exposure to the digital and entertainment segment, in which we believe it has a healthy lead.

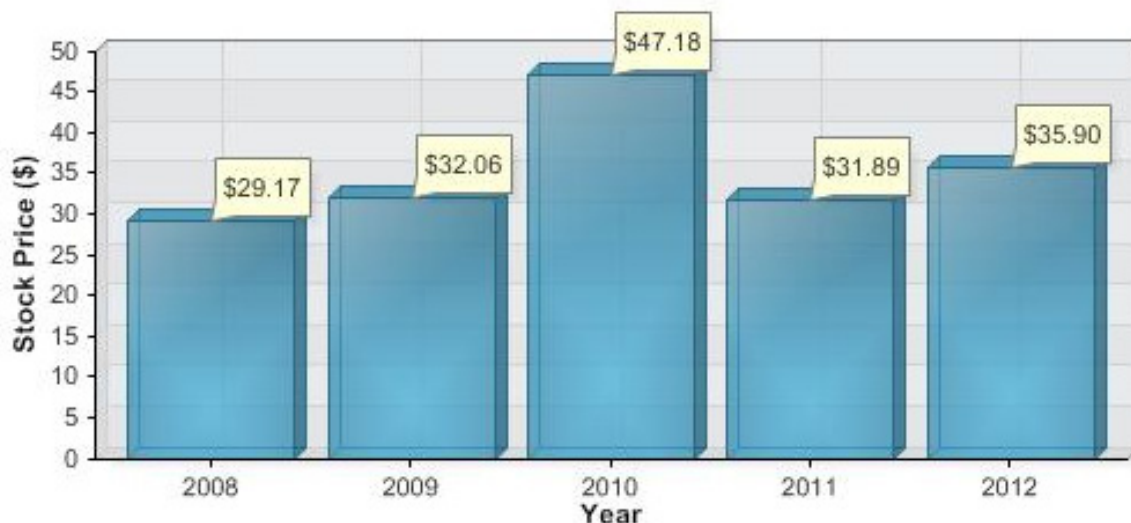
Business relationships with *Electronic Arts (EA)* and *Activision (ATVI)* have expanded Hasbro's presence in the digital arena, but more importantly The Hub, a joint venture with Discovery, brings Hasbro Studios productions to everyday television and helps the company's brands consistently connect with a wider audience.

In addition, Hasbro dominates in the big screen arena, building brand loyalty and generating new streams of revenues from its licensing businesses (Star Wars, Marvel).

We think Hasbro and the toy industry have a decent runway for growth ahead through international growth and acquisitions of small, strategic players that fit into Hasbro's overall portfolio, though we wouldn't expect many near-term acquisitions.

We believe Hasbro has a narrow economic moat, as the second largest toy producer with a differentiated niche in the media/entertainment space. We are aware that the strong ROICs that the toy industry generates will continue to attract competition, which will force Hasbro to continuously improve its business to maintain its leadership position.

Year End Stock Prices



Past Advertising

Clue's past advertising has been infrequent and inconsistent. This is particularly due to the fact that the UK and U.S. versions of Clue were owned by two different companies (Waddingtons and Parker Brothers) and was marketed separately.

When Clue was originally launched in 1949, it was given the slogan of, "The Great New Detective Game," but changed shortly after to, "The Great New Sherlock Holmes Game" in 1950. Despite the fact that Sherlock Holmes was used in the new slogan of the game, he wasn't included in any ads or on the box cover. Shortly after that, the slogan was again changed to, "The Great Detective Game," and stayed that way until the 1960's, when it was changed to "Parker Brothers Detective Game."

Although there were frequent slogan changes made throughout the years no major advertising campaigns have been implemented. In the early 1990s Hasbro purchased both companies involved with Clue, Waddingtons and Parker Brothers. It wasn't until 2002 that the game was unified and made consistent across various nations.

A 1979 TV commercial portrays an Inspector Clouseau-like character, the famous Pink Panther detective, hopelessly trying to solve a mystery. He is the opposite of everything that the voice over is saying a good detective needs to be. "A detective has to be observant, cautious, and cool."



Merry Christmas to the Family!

MONOPOLY Parker Brothers' trademark name the real estate trading game. Evenings at home are always fun for the family that plays Monopoly! In the world's most fascinating game, every player is a big-time operator. You'll make a fortune on "speculation" — or go bankrupt! \$3.95, \$4.95

CLUE Here's your chance to be a real detective, and solve an exciting mystery — with a handful of clues and 6 suspects. \$3.

HYMERS Best Covered Board Game. A renowned game with very exciting! Fast play and 5 minutes to become old time. \$2.95, \$3.95

GOOSE You never know who the winner is until the last Goose call is played! \$2.50

FEUD Everybody of every age would love to see Feud! \$1.50

THE CROSSWORD GAME Call the lady. Every minute of Mom's own game is fun! \$3

FAMOUS PARKER GAMES
at all leading stores

Send to the fascinating instant! How to have family fun, parties, with Parker Brothers' illustrated pages. With name and address, send to Parker Brothers, Inc., Salem, Mass.

Past Advertising



At one point, the robber sneaking behind him makes a noise directly at him, but the detective doesn't even notice. The commercial then turns to a demonstration style, with young children playing Clue at a table.

A 1986 TV spot is a startling visual commercial with extreme close ups of the board game and players. In the background there is a roll of thunder and halloween esque music. The commercial is an opportunity to display the board game, pieces and cards.

The commercial ended with a voice over stating, "Who done it?" with a Mrs. Scarlet card thrown down on the board. Then the question "Where?" was stated with a Study card thrown down on top of the Mrs. Scarlet card. "And how?" was the final question asked to solve the mystery when a Wrench card was thrown on top of the Study card. An extreme close up of a player holding the Clue checklist was shown with a voice over of, "Clue, solving this mystery and the murder."

In 1995 there is a television spot portraying the Clue characters acting out who committed the murder. There is the roll of thunder, followed by the discovery of a dead body. "Oh he's dead, he is." screams Ms. Peacock. It's a classy game of Clue. They ask the viewer the "who done it?", "where did they do it?" and "with which weapon did they do it?"

They use this opportunity to display the game board, pieces, and the iconic weapon pieces. The players around the game board demonstrate the answer to the three above questions. Several players make their accusations presented with a tone of humor. They make the call to action to play Clue. They then promote Clue Mystery Puzzles. Solve the puzzle to solve the murder mystery.



Who's the murderer? Every player a detective! The game that's different!

'CLUEDO' — THE GREAT DETECTIVE GAME

Games... more popular for Christmas than ever... and the great thriller game 'CLUEDO' will be the favourite!

WHY CRIME DETECTION FASCINATES so many people nobody knows, but it does! 'CLUEDO' is a game of skill completely different from any other game. The winner is the detective who, by sheer detection, discovers the murderer, the place of the crime, and the instrument used by the murderer.

For 2 to 6 players, a delight for the whole family. The game that's so different! Price 25/-

Give games and delight the whole family
Make your Christmas gift selection from
WADDINGTON'S GAMES
at all stationers and stores

'SORRY' — Screamingly funny; for 2, 3 or 4 players. 15/-

'TOTOPLY' — Horse-racing and racing game. 25/-

'MONOPOLY' — The real estate game. 21/-

'LEXICON' — The wonder game, suitable for all ages. 2/6

'PIT' — All the thrills and excitement of the American Card Exchange. 8/6

'WINO' — The amazing family card game. 2/6

WADDINGTON'S — The only Circular Jig Saw Puzzles. Over 500 pieces; fully mounting; and handily boxed. Many other Series—2/-, 3/-, 5/4 each.

1949 Newspaper ad show the new Cluedo after the "The Great Detective" marketing.

1979 TV 30 sec spot Script

Client: Clue

Job: 30-Second TV

Title: Inspector

Person, and Demonstration

OPEN WITH
MEDIUM SHOT OF
DETECTIVE WITH
ROBBER WALKING
AROUND WITH
LOOTING BAG IN
THE
BACKGROUND.



SXF: MUSIC
VO: A detective
has to be
observant,

TIGHT SHOT
OF LOCATION
CARDS.



VO: and
scenes from
a crime.

DETECTIVE TRIPS
AND MAKES A
LOT OF NOISE.



VO: cautious,

TIGHT SHOT
OF BETSY
HOLDING
DAGGER.



BETSY: Mr.
green...

TIGHT SHOT.
SNEAKING
AROUND, THE
DETECTIVE TURNS
AROUND AND
LOOKS INTO A
MIRROR AND
SHRIEKS WHEN HE
SEES HIS OWN
REFLECTION.



VO: and cool.

TIGHT SHOT OF
STUDY WITH
PIECES. BETSY
PLACES
DAGGER ON
GAMEBOARD.



BETSY:
...did it in
the study
with a
knife.

WIDE SHOT.
KIDS SITTING
AROUND
TABLE
PLAYING
CLUE.



VO: When
you're playing
Clue, you have
to figure out
who did it,

WIDE OF ALL
KIDS
PLAYING AT
TABLE.
TOMMY
HOLDS UP
CLUE CARD.



TOMMY: Nah
uh! I got a Clue
card!

TIGHT SHOT OF
SUSPECT
CARDS.



VO: there are
suspects,

MEDIUM OF
BOBBY MAKING
GUESS. PICKS UP
CONFIDENTIAL
FOLDER AND
PULLS OUT
CARDS.



BOBBY: I
know! It was
Ms. Scarlet, in
the
conservatory,
with a
candlestick!

TIGHT SHOT
OF WEAPON
PIECES.



VO: weapons,

TIGHT SHOT OF
BETSY.



BETSY: WOW!

Competitors



MONOPOLY- HASBRO

MONOPOLY has launches on seven platforms in 27 countries, and is localized into 20 languages with nearly 10 million worldwide mobile phone game downloads.

In 2008, MONOPOLY fans around the world united to set the world record for the most people playing MONOPOLY at the same time to commemorate the launch of MONOPOLY Here & Now: The World edition. Nearly 3,000 people “passed GO” at events around the world.

“Best Mobile Game Award” at the 2008 Mobile Excellence Awards (MONOPOLY Here & Now on feature phone)

“Best Dice Game” at the 2009 Best App Ever Awards (MONOPOLY Classic on iPhone)

“Best Game inspired by a Board Game” at the 2009 AppAdvice App Awards (MONOPOLY Here & Now on iPhone)

In 2009, MONOPOLY and Google partner to launch MONOPOLY City Streets. The 3 month game had more than 1.4MM registered players, from across the world generating 17 million visits and nearly a

billion page views while purchasing nearly 9 million streets and constructing more than 175 million buildings.

More than six billion little green houses and 2.25 billion red hotels have been “constructed” since 1935.

Since 1935, more than one billion people have played the game.

Over 20 tokens have been cast since the MONOPOLY game was introduced in 1935 such as the horse, dog, car, elephant, purse and lantern.

More than 275 million games have been sold worldwide and it's available in 111 countries, in 43 languages.



Competitors cont.

SCRABBLE- HASBRO

Over 100 million games have been sold in 121 countries around the world.

Scrabble is now produced in 30 different languages and there is also a Braille version.

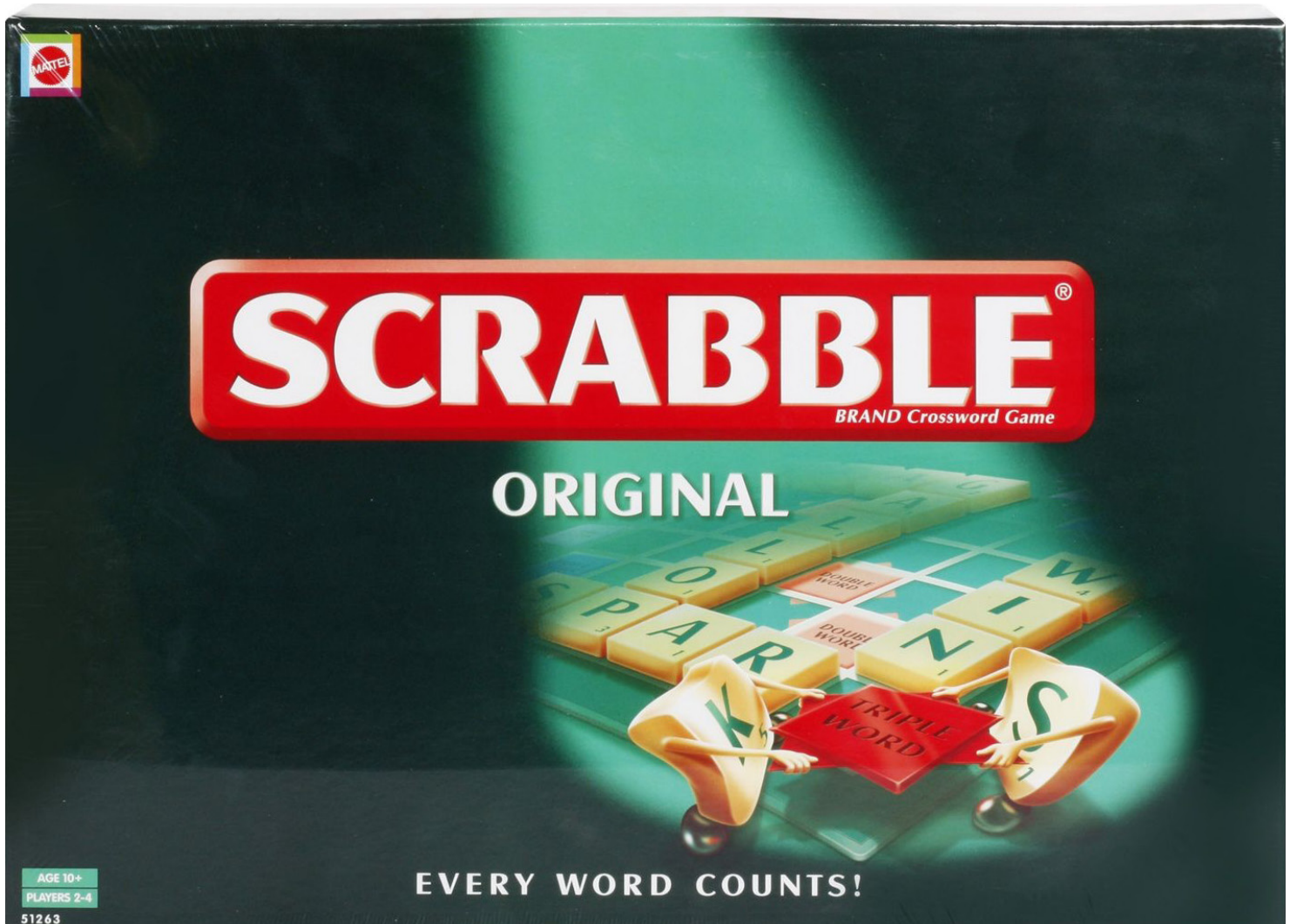
Scrabble was invented in 1948.

The original name for Scrabble was 'Lexico'.

If all the Scrabble tiles ever produced were placed in a line they would stretch 50,000 miles - that's twice around the world.

It's not possible to play Scrabble in Japanese or Chinese, but they play in English with a rule book in their own language.

There are 109 permissible two-letter words containing every letter in the alphabet except V.



Competitors cont.



RISK- HASBRO

It was previously owned by Milton Bradley.

In 1957, French filmmaker Albert Lamorisse created a game he called, *La Conquête du Monde*, which translates to “Conquest of the World. The Parker Brothers bought the game two days later and renamed it RISK. RISK was absolutely unique because it introduced groundbreaking game concepts.

It was the first board game to offer non-linear movement.

Strategies are required to win the game.

SETTLERS OF CATAN

First published in 1995 in Germany by Franckh-Kosmos Verlag (Kosmos) as *Die Siedler von Catan*.

Players assume the roles of settlers, each attempting to build and develop holdings while trading and acquiring resources.

The Settlers of Catan was one of the first German-style board games to achieve popularity outside of Europe.

By 2009, over 15 million games in the Catan series had been sold. The game has been translated into thirty languages from the original German.



Target Audience

DEMOGRAPHICS

Clue's target audience includes white women between the ages of 25 – 54, living in the suburbs of the Midwest. 35% fall in the upper class, making between 75K-150K in professional and related occupations. These women have received a college degree and/or higher education. They are married with children between the ages of 6-11.

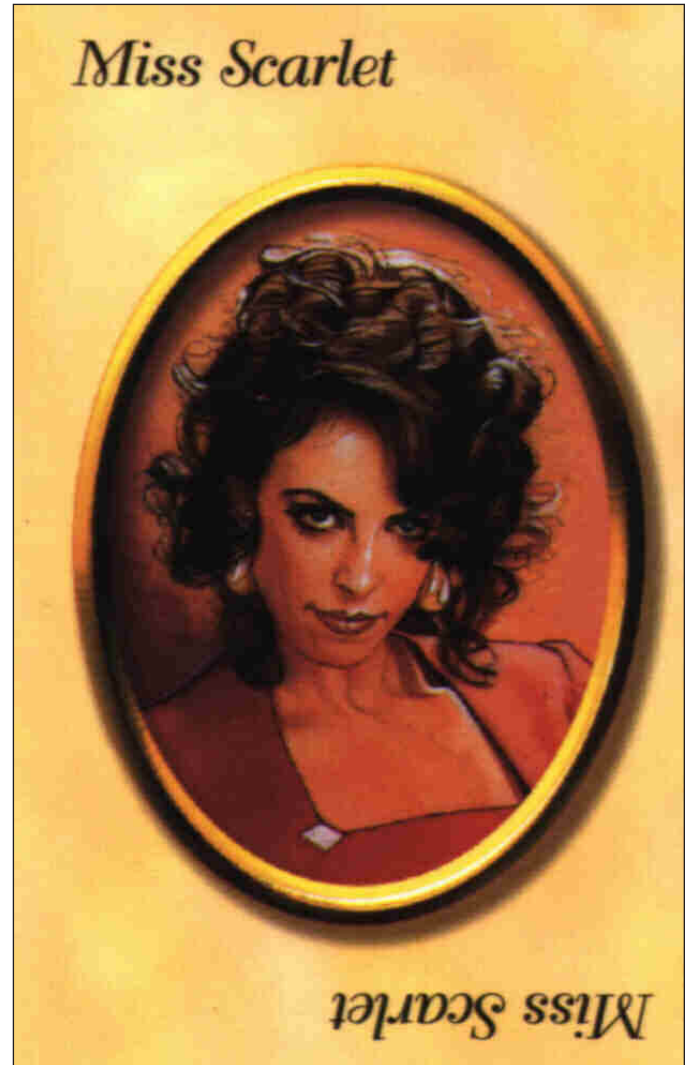
**See Appendix for more numbers*

PSYCHOGRAPHICS

Mrs. Scarlet holds a managerial position at State Farm Insurance Cos. located in Bloomington, IL, where she makes a solid six-figure salary.

She graduated from Brown University with a Masters of Business Administration. She lives in the suburbs with her husband and three children. During her free time she enjoys reading Family Fun Magazine and Every Day With Rachel Ray.

She enjoys watching entertainment specials, gymnastics and prime time game shows on Hulu and NBC.com. After catching up on her online viewing she looks for good deals on shopping and traveling. On the weekends she spends her morning listening to the radio cooking for her family and friends.





A large rectangular area defined by a dashed blue border, intended for writing the Target Audience and Positioning Statement.