WICKED

As designers we are told that we should design to do good. Doing good for the environment, doing good for society and doing good for mankind in general.

Wicked is a role playing game that encourages you to use that creative brain of yours for evil instead because, let's be honest, being evil is so much more fun.

Anything, really anything, goes. Clients seek you out because they know you can deliver on anything they desire.

A charity struggling for funds? No problem, you think of a way to have small children empty their piggy banks for your client. A tobacco producer sees it's sales decline? You come up with effective subliminal advertising that flies under the radar of all legislation.

The end justifies the means. The only question now is, who is the most wicked designer of all?
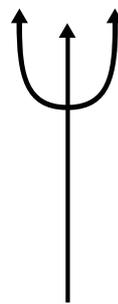
HOW TO PLAY WICKED?

To play Wicked properly, make sure to grab plenty of pens and paper and that all players open their minds to all that is wicked and evil.

For each round, one player will assume the role of the client, while the other players will be designers. Beginning with the first round, the oldest player will be the first client.

- Deal both decks of cards evenly between the players.

- All players will now have 3 minutes to choose one card from each deck and think of a short, concise brief incorporating the desired target audience and product. The more desirable you make your brief, the more havoc the designers can create.

- Put the unused cards aside.

- After time has run out, the client will present his design briefing to the designers. Afterwards they will have a short window of time to ask the client questions about the briefing, product and target audience.

- Once the client says the word "Go!", the designers will have 3 minutes to devise a strategy, marketing campaign, advertisement or any output they deem appropriate for the briefing.

- Anything goes, there are no limits, as long as they feel it's effective.

- After those 3 minutes are up, all designers put down their pens. The client will now select the first designer to pitch his idea.

- Once all designers have pitched their ideas, the client will have the ability to ask each individual designer to defend their idea. As a client, ask questions like "Why do you feel your idea is the most effective?" or "How do you see your idea evolving over time?" "What extra steps could you take to make it that much more effective?".

- The client will choose the pitch that he feels fulfills his needs best and rewards the designer with the job.

The player to the left of the previous client will now assume the role of the client and a new round starts. Once every player has played the role of the client, deal the two decks of cards again and start over.

The designer who is the first to win 4 pitches wins the game and is to be crowned the most Wicked of all.

FOR EXAMPLE

You choose "Obese people" as your target audience and "Fast food" as a product.

You introduce yourself to the designers as the CEO of a well-known chain of fast food restaurants, and your business is suffering. Suffering because of the environmental damage your business is creating, suffering because you are being blamed for the obesity epidemic in the Western world.

The restaurant seems to be losing it's grip on it's main customer base, obese people.

Considering the state the market is in these days and thus barring any major overhauls to the restaurants or changes to the products being sold, you ask the designers to come up with ways to boost your profits once more.

Single moms	Foreigners	Animal lovers
Pensioners	Ex-addicts	Children aged 5-10
Singles 40+	Teen moms	Women 30+

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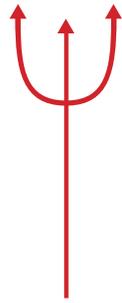
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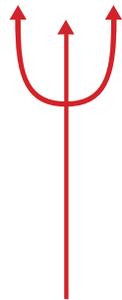
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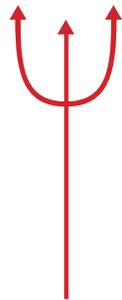| Unemployed people	Obese people	Vegetarians
The elderly	16 year olds	Young entrepeneurs
Men in a mid-life crisis	Nature lovers	Devout believers

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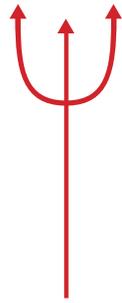
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Graduates	Low-skilled workers

Anti-fungal creams	Lottery tickets	The anti-profanity league
Supermarket couponing	**Top clothing brand**	

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Anti-aging creams	Diet pills	Gym memberships
Animal charities	Electronic cigarettes	Energy bars
Bottled water	Gossip magazines	Cheap loans

Online gambling	Renewable energy	Hybrid cars
Life insurances	Ready-made cocktails	Adult diapers
Vitamine supplements	Online dating	Budget airliner

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Tobacco	Fast-food	Free-to-play games
Fruit juices	Shower gel	Self-help books
Daily deal websites	Smartphones	Safe sex

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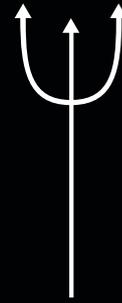WICKED

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