

RULES

LEARN HOW TO WRITE LIFE-CHANGING ADVERTS WITH THIS ONE SIMPLE TRICK!

YouTube

How to play Clickbait



AIM

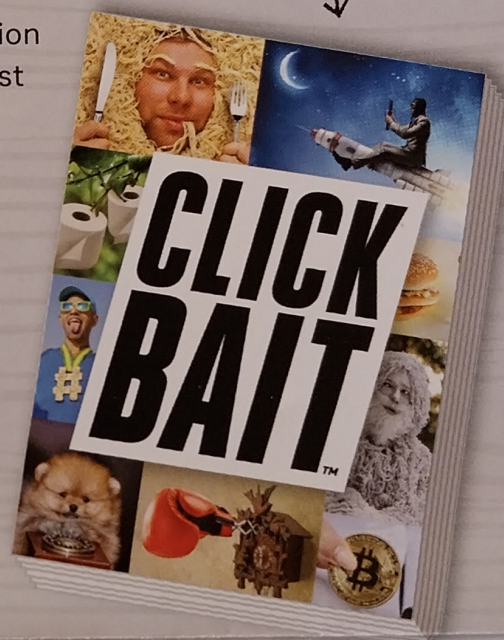
To be the first player to earn three cards by writing attention-grabbing, awe-inspiring clickbait for some of the weirdest products on the internet.

SETTING UP

Place the deck of Product Cards on the table and hand each player a pad of paper and a pencil. Next, choose a judge for the first round – this is the player you’ll be trying to impress.

The judge must now pull out a Product Card at random and show it to the rest of the group. Soon, these players will each have to write a one sentence advert for this product.

Product cards



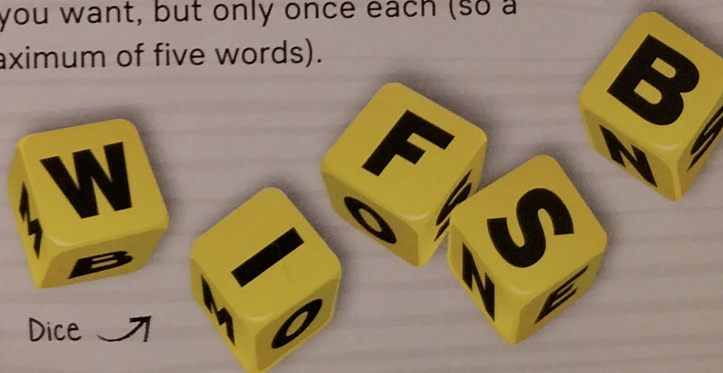
Pad of paper and pencil

PLAY

To start the round, have the judge roll the dice so they display five letters for all the group to see. Each player must now think of a sentence to advertise this product, using the five letters to start each word.

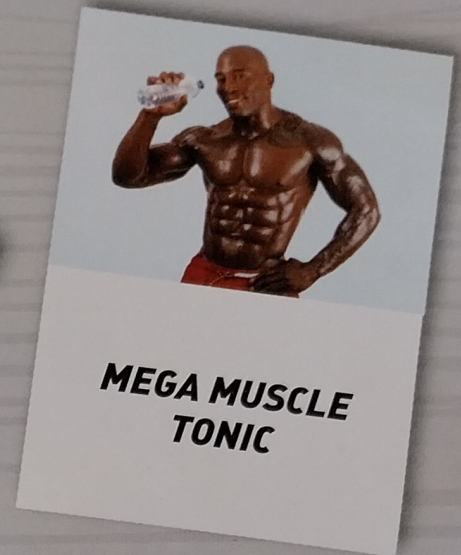
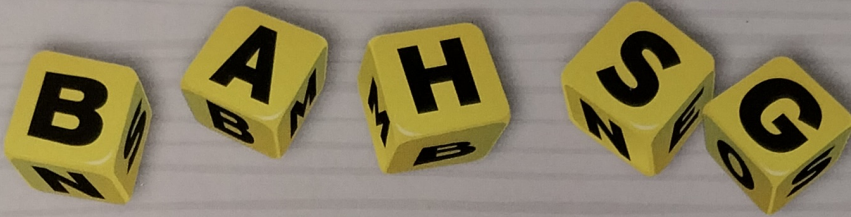
You can use as many (or as few) of the letters as you want, but only once each (so a maximum of five words).

Dice



EXAMPLE

The product is: Mega Muscle Tonic
The dice rolled are: B, S, G, A and H



PLAYER 1

Skinny Guy?
Become A
Hulk!

PLAYER 2

How About
Some Giant
Biceps?!

PLAYER 4

A
STRONG
BEVERAGE

PLAYER 3

Get
Huge
And
Bulky
Scientists

Each answer is folded up and handed to the judge, who shuffles them and reads them all out at random. The judge then picks out their favourite answer.

The author of the winning card reveals their identity and wins the card (and the round).

WINNING

Pass the Product Cards to the player who wrote the winning answer – they are now the judge for the next round. Now, pull out a new Product Card, roll the dice and do it all again.

The first player to collect three cards is the winner and the true champion of Clickbait. Good luck!

Collect 3 cards to win

