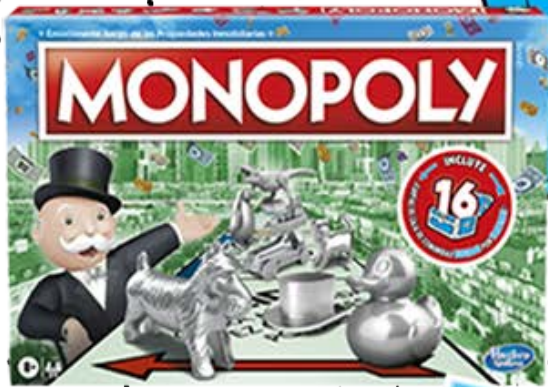


MONOPOLY BRAND



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THE CHALLENGE

In 2020, Hasbro was aiming to cement their category leadership amid a global board game boom. But the challenge for marketing Hasbro's flagship property, Monopoly – an 85-year-old brand beloved by fans across the globe – wasn't just about growth. It was also about finding a way to build deeper, more meaningful consumer engagement with a game that had started to lose some of its relevance. And we needed to make sure we didn't jeopardize the integrity of the brand.



THE INSIGHT

Have you ever been assessed for street repairs? Maybe you were lucky enough to have a holiday fund mature? Perhaps you came in second place in a beauty contest and won a life-changing \$10? Maybe all of these things have happened to you. But probably not. Monopoly's Community Chest cards were always intended to reflect daily life. The problem? The daily life they reflect is from 1935. And coming out of 2020, with the notion of community taking on greater significance for many people, we decided it was time for Community Chest cards to reflect both the meaning and value of community today.

THE BIG IDEA

Tap into the global Monopoly community to create new Community Chest cards, and change the game forever.



BRINGING THE IDEA TO LIFE

- Devised a consumer promotion to allow global Monopoly fans to vote for new Community Chest cards, giving them a voice in the actual play of the game.
- Developed a cohesive communications plan to ensure that our campaign would resonate in 37 markets globally, and drive big results for Monopoly and Hasbro.
- On World Monopoly Day, March 19, 2021, we announced our “Community Chest Challenge” with a video that led fans to a microsite where they could cast their vote. To keep consumers engaged throughout a several-week voting process, we created fun content to encourage voting and real-time content that allowed fans to see which cards were in the lead. We also got fans excited by letting them know this was their last chance to buy the Monopoly they grew up with.

- Following the release of the new cards, we hosted a star-studded online event: the first-ever Monopoly Charity Classic, with a \$350,000 Community Chest fund up for grabs. Fans tuned in on YouTube as Tiffany Haddish, Josh Gad, Ellie Kemper and Daymond John faced off in a no holds barred tournament, all in the name of helping charities of their choice and empowering communities around the U.S.

THE RESULTS

This was Monopoly’s biggest consumer promotion to date. We drove more than **6 million votes across 37 markets globally** (beating our goal of 4.3 million votes in comparison to a 2017 Monopoly global activation). Engagement increased by a whopping **80% on Facebook** (smashing our 50% target). Not to mention a staggering **1.3 billion media impressions** (destroying the 500 million impressions from the previous 2017 global campaign). Initial sales data is promising, with results showing Q2 sales of Classic Monopoly up **28% globally in 2021**.

