

TACTIC



ALIAS

GAME CONCEPT

**OVER 5 MILLION
GAMES SOLD
WORLD-WIDE!**



ALIAS CONCEPT

The Alias product family consists of games for kids, grown-ups, families and friends, but the core concept remains the same across the range – these games bring people together to have a great time. There's no test for one's vocabulary and imagination quite like a game of Alias: explain words from the cards to the other players and move forward for each correctly guessed word. Alias is one of the most beloved Tactic concepts, which is also evident in its sheer success.

ALIAS in other words



The fast, furious and fantastically fun family game!



Over 5 million Alias games sold worldwide



The top-selling board game in Northern Europe for the past 25 years



Top 5 seller wherever published



Most sold board game per capita in Iceland



HUGE POTENTIAL in unconquered markets

ALIAS Game Idea

Alias is a fun word explanation game that is played in teams of 2 or more people. The aim is to make your teammates guess the word you are explaining by giving them hints and tips. For each correct guess the team moves forward on the game board, and the team that reaches the Finish space first wins the game!

ALIAS History



Entry to market in 1989



Developed and made in Finland by Tactic Games Oy



Exported widely: Sold in over 40 countries worldwide



Easily adaptable to any language environment, over 20 language versions available now



Winner of international game competitions



ALIAS Versions

Over the years, Tactic Games has produced several different versions of Alias:

Original Alias, Junior Alias, Fame Alias, Music Alias, DVD Alias, High School Musical Alias, Party Alias, Family Alias, Crazy Alias, Genius Alias, Travel Alias, Take Away (pocket-sized) Alias, Moomin Alias, My

First Alias, Outdoor Alias, Dice Alias etc. Local adaptations include several versions of dialect-based Alias, Rähinä Alias (rap version with local Finnish artists)...

Target Groups for ALIAS

The target group is large, as the different versions of Alias games are aimed for both families and groups of friends of all ages. The first purchasers of Alias games are usually active and social adults who want to play board games with their families and friends. Once Alias becomes popular among the first target group the word will spread and new potential consumers will become aware of Alias games...

Motivation to BUY AND PLAY

People want to spend time with their family or friends – they sincerely want to do something together. Alias offers consumers a positive, active and cheerful way to do this!

Alias celebrates togetherness!

Elements of the ALIAS USP

(unique selling proposition)



Fun for all ages



Quality time together with friends and family



A game in which you can use your communication skills and wit!

ALIAS : Superior Play Value promise

Play Value gives the player the image of a valuable product and one that is particularly valuable when *used in play*.

A game/play product may have **SUPERIOR PLAY VALUE** because of different qualities; it may have great (awarded) mechanics, amazing editorial content, be exceptionally entertaining, visually and thematically strong and intriguing or uniquely combine the aforementioned dimensions.

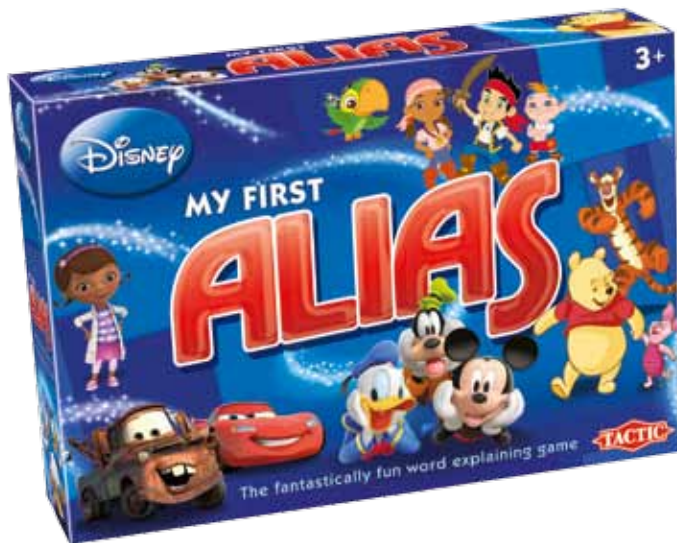


ALIAS,

key arguments = SPV promise

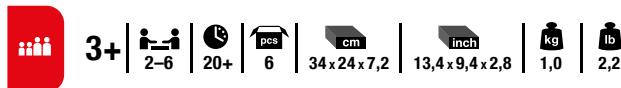
- Simple game idea
- Addictive game play
- Great variation in content
- Easy and challenging at the same time
- Develops your vocabulary
- Truly social game experience
- Fun for *everyone*!

ALIAS PRODUCT RANGE



Contents:

A game board, 192 giant-size cards, 8 playing pieces + plastic stands, spinner arrow + base, a sand timer and game rules.



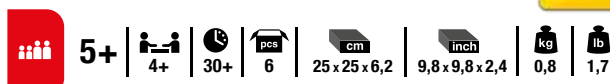
My First ALIAS

- This is word explanation fun for the youngest of players. Explaining from the distinctive word cards is easy and moving on the game board is quick!
- Everyone plays at the same time!
- Contains wonderful and unique illustrations and large, kid-friendly giant-size cards.
- The element of luck is just right for a game for small children.
- Easy to adapt for any character license!



Contents:

Game Board, 300 Cards, 6 Game Pieces, Sand Timer and Rules.



Kids ALIAS

A FUN, FAST AND FANTASTIC WORD JUMBLE!

- There is no better way to expand your vocabulary, and practice simple interaction than Junior Alias! Each card has a word and a picture to make explaining easier, but remember that the time never stops running!
- Turn over the sandglass, pick a card and start explaining! Junior Alias is a fun picture and word explanation game for children! Explain, guess and move forward on the game board! The first player in the finish space wins!



ALIAS PROD



Contents:
Game Board, 400 Cards with 3200
Words to Explain, 6 Game Pieces,
1 Sand Timer and Rules.

Original ALIAS

A GAME THAT MAKES PEOPLE TALK!

- Pick a card, check the word, turn over the sandglass and start explaining – your partner tries to guess which word you are looking for. The idea of Alias is to explain as many words as possible to your teammates. The more words they guess right, the further you get to move on the game board. Original Alias contains words from every thinkable category and difficulty level!
- The hugely popular Alias game contains 3 200 words to explain and to guess. Let's have some fun – together!
- Abundant word content from categories such as Objects and things, People and professions, Adjectives and Verbs.
- Also words from the world around us, sports and recreation, entertainment and culture etc.
- Continuously updated word content!



10+



4+



60+



6



25 x 25 x 6,2



9,8 x 9,8 x 2,4



0,9



1,9



Contents:
300 Family cards, 180 Adult cards, 20 WILD!
Cards, 1 Sand Timer, 8 Game Pieces, Game
Board, Spinner Base + Arrow and Rules.

Family ALIAS

TONGUE-TWISTING FAMILY FUN!

- With two types of cards, Family Alias is equally challenging to both children and grown-ups. Spin the spinner to see who your partner is for that round, and start to explain! For the grown-ups there are special explaining styles that make the game even more hilarious!
- The hugely popular word explanation game Alias is now also Family Alias, a totally new game with different challenges for adults and kids. Explain and guess the words and you could be the winner.



7+



3-8



45+



6



25 x 25 x 6,2



9,8 x 9,8 x 2,4



1,1



2,4

PRODUCT RANGE

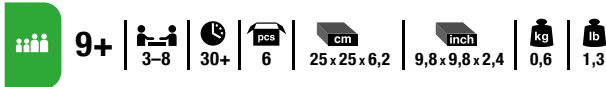


Contents:

Game Board, Dice Bowl, 7 Letter Dice + 1 Blank Joker Die, 19 Category Discs, 8 Pawns, 8 Coloured Tokens and Rules.

Dice ALIAS

- This brand new version of Alias is an exciting variation of the original game, where the words are formed from letters on the dice.
- Everyone plays at the same time!
- Tactile game experience: comes with high quality letter dice and dice bowl.
- Has simple rules and a practically infinite content!



Contents:

Game Board with a Built-in Spinner, 6 Game Pieces, 400 Cards, Sand Timer and Rules.

Party ALIAS

- Party Alias is a hilarious word explanation game that tops all evenings! Explain words using expressions, movements and hilarious body positions. Your friends try to guess the explained word but the main thing is to have fun together!
- Explain the words as normal, but look out for the party spaces – when you arrive in one of them, special styles are used for extra points. Two new explaining categories also mix up the game!
- The content is more colourful and challenging than in any other Alias game!
- There is great variety in the word cards. Perfect for grown-up game nights.



ALIAS PRODUCT RANGE



ALIAS Travel

TRAVEL VERSION OF THE WORD EXPLANATION GAME!

- This version of Alias can be taken along on all trips! Try to explain words using synonyms and clues while the sand timer measures time. Your teammates try to guess the words you explain. For each correct answer, you get to cross out one space on the game board pad. The first team to cross out Finish wins!

pcs 12 | cm 11 x 18 x 3,6 | inch 4,3 x 7,1 x 1,4 | kg 0,2 | lb 0,4



ALIAS Take Away

- This pocket-sized version of Alias can be taken along anywhere! Try to explain words using synonyms and clues while your teammates try to guess the words you explain.
- Alias Take Away echoes the game idea and experience familiar from the original Alias but comes in a compact format with a simpler game play pattern.

7+ | 2-4 | 15+ | 12 | pcs 6 x 9 x 1,8 | cm 2,4 x 3,5 x 0,7 | inch 0,1 | lb 0,2

Also available in a compact, smaller size!



pcs 6 | cm 22 x 22 x 5,2 | inch 8,7 x 8,7 x 2 | kg 0,7 | lb 1,5

MARKETING TOOLS

Leaflets for Retail

These leaflets can be translated to your language and be used as sales material.



Advertising

We have 20-second “ready-to-use” TVC’s for Original Alias, Family Alias, Party Alias and Junior Alias. All you have to do is localize them and add voice-overs in your own language. We can also provide you with various print advertisement templates.



You can find Alias-TVC’s also from [Youtube.com/TacticBoardGames](https://www.youtube.com/TacticBoardGames)

In-Store Promotion

A huge banner can also be used at toy fairs. All sizes of posters also available.



Media-PR and Partnerships

One way to make these games known and popular in your country is through available media contacts (TV, radio, newspaper, magazines). We have discovered that many commercial radio channels are interested in playing Alias with their listeners. A co-operation or partnership with these kind of channels could be a good and a cost-efficient way to promote Alias.



In-Pack Promotion

You can use the in-pack promotion for showcasing other versions of Alias.



Alias for Mobile

Enjoy a totally new Alias experience on your smart phone or tablet. Alias for Mobile introduces three new game modes: single player time trial, team vs. team and an engaging duel.

Alias for Mobile follows the latest Alias brand book and supports the Alias family of products overall. The app itself serves as marketing platform for Alias products with references to global and local marketing content.



LETS PLAY
ALIAS
TOGETHER!



TACTIC GAMES

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