

2
0
1
7



NOVELTIES



TACTIC GAMES OY

For nearly fifty years – long before Angry Birds and Clash of Clans – the Finnish board game company Tactic has been known for its innovative, exciting and high-quality games that delight millions of families around the world.

Our mission is to produce board games that help families and friends spend quality time together. We have achieved our goal when our games are played time and time again.

Today Tactic Group is one of the strongest, most productive and fastest-growing designers, marketers and manufacturers of board and outdoor games in Europe. We are proud to be the market leader in Scandinavia, and we sell our products in over 70 countries around the world.

Our product portfolio covers a great variety of children's games, family games, outdoor games, party games, travel games, card games, dice games, poker games, as well as magic and craft sets.

Only the most exciting new game ideas meet our high development standards as we aim to bring the best possible entertainment for players of all ages. Together with well-chosen classic games, our products offer an outstanding price-quality ratio in games with the right balance of luck and strategy.

In addition to the strong Tactic brand, we manufacture and distribute everyone's favourite licenced games like Ty, Winnie the Pooh, Matt Hatter, Secret life of Pets, Moomins, Thunderbirds, Bin Weevils, and many, many more.

Our roots and board game factory is located in a Finnish town called Pori, where we manufacture close to five million board games a year. We value our clients' privacy, but a certain red-cloaked gentleman from the Arctic Circle is known to park his reindeers outside our factory regularly.



WE PROUDLY PRESENT THE NEW PRODUCT RANGE FOR THE YEAR 2017!

In this catalog, you'll find all the necessary information about all the new games for the year 2017, as well as short descriptions of the game play and the unique selling points for each product.



INDEX

6-19..... CHILDREN GAMES

- 6.....Kids' Party Alias
- 7.....3 Little Pigs
- 8.....Some Bunny's Hiding
- 9.....Coral Reef
- 10.....iKNOW Junior
- 11.....Choco
- 12.....Cars 3 Racing Game
- 13.....Cars 3: Kimble and Giant Easy Domino
- 14.....Lion Guard 3D Snakes and Ladders
- 15.....Lion Guard Giant Easy Domino
- 16.....Whisker Haven Adventure Game
- 17.....Disney Princess Party Game
- 18-19.....Available now!

20-26..... FAMILY GAMES

- 20.....Cheese, Please
- 21.....Emojito
- 22.....Armada
- 23.....Word Rush
- 24.....Touché
- 25.....It's a Deal!
- 26.....iKNOW Renewal
- 27.....Anniversary Alias

27-29..... PARTY GAMES

- 28.....I Am...? Alias
- 29.....It's a Perfect Match!

30-31..... OUTDOOR GAMES

- 30.....Banana Kick
- 31.....Bag it!

32-34..... TRAVEL, LOCAL, COLOUR-IN, TDA

- 32.....Travel and local products
- 33.....Colour-in puzzles and playing cards
- 34.....Mölkky Game Finder and Kimble App.



How to play?

ONE PLAYER EXPLAINS the picture from a card while the others guess. The explainer and the one who guesses the word right get to move their pieces forward. The Party Spaces turn all the players into animals! The first player to reach the finish wins!

Why to buy?

- **TRY TO** explain and guess words while pretending to be a frog or a monkey – the crazy tasks make this game something entirely new!
- **THE ENCHANTING** amusement park theme delights the players and brings an extra twist to the game through the 3D shortcuts on the game route
- **WITH MILLIONS** of games sold over the years, Alias has been considered one of the BEST Party games ever. Now we are proud to bring a Junior Party version!
- **JUNIOR PARTY** Alias brings any birthday or pyjama party alive!

KIDS PARTY ALIAS

Season	Fall
Ready to ship from warehouse	15th May
Category	Children
Age of Players	5+
Amount of players	3-6
Duration of a game	20+



How to play?

TRY TO BE the first to build a house of bricks and get your pig inside to safety. On your turn, roll the die to see whether you get to move on to the next material, put your pig inside, or use the huffing, puffing wolf to blow down another player's house!

Why to buy?

- **STEP INSIDE** the classic children's tale of three little pigs and the wolf, who wants to huff and puff and blow their houses down
- **COMES WITH** a plastic wolf's head, which really huffs and puffs
- **THE SIMPLE** rules are easy for young players to learn
- **LONG-LASTING SUCCESS** in many countries
- **GOOD PRICE** level and value for money

3 LITTLE PIGS

Season	Spring
Ready to ship from warehouse	4 months from ordering
Category	Children
Age of Players	4+
Amount of players	2-3
Duration of a game	20+



How to play?

ROLL THE DIE to see which bunny you can pick up. If the bunny has the right colour you can keep it, and if it doesn't, put it back. Ensure success by trying to remember the colours of the bunnies the other players put back! The first player to find all their own bunnies wins! The player who collects the most pieces wins!

Why to buy?

- **THE GAME** pieces are adorable plastic bunny figures!
- **CAN BE** played with two different rule variations
- **WITH THE** play-in-the box element, the game is easy to set up
- **GREAT VALUE** for money!

SOME BUNNY'S HIDING

Season	Spring
Ready to ship from warehouse	4 months from ordering
Category	Children
Age of Players	3+
Amount of players	2-4
Duration of a game	15+



How to play?

COMBINE THE PUZZLE pieces to build the game board! All the players look for the pictures shown on two cards from the deck, and the first player to place their index fingers on them scores a point. The special rounds bring extra excitement to the game!

Why to buy?

- **A BRAND** new concept for a children's searching game, Coral Reef takes the players on an underwater adventure
- **THE PUZZLE-LIKE** game board concept allows the players to make each new game different and challenging
- **COMES WITH** colourful plastic figurines
- **THE SAME** game with another theme was a Game of the Year competition finalist in Finland!
- **THE GAME** board can be assembled in literally millions of ways

CORAL REEF

Season	Summer
Ready to ship from warehouse	15th May
Category	Children
Age of Players	4+
Amount of players	2-4
Duration of a game	15+





How to play?

KIDS CO-OPERATE TO answer questions and solve puzzles together. For each challenge the players can choose to use a hint and score a lower, or to answer without a hint and score higher. If they are wrong, the game scores points. They try to beat the game to the finish line!

Why to buy?

- **THE HIGH** quality iKNOW range now expands to include an exceptionally different trivia game for children
- **THE QUESTIONS** support a STEM-based learning strategy (with an emphasis on Science, Technology, Engineering and Maths)
- **CLEAR ILLUSTRATIONS** and multiple question formats allow children to add to their knowledge of the subjects in a creative and interactive manner
- **TACTIC HAS** a strong position among learning games in Finland, where Junior Alias or Alias are used as tools in language learning. iKNOW Junior is a great addition to this group

iKNOW JUNIOR

Season	Fall
Ready to ship from warehouse	1st July
Category	Children
Age of Players	5+
Amount of players	2+
Duration of a game	15+



How to play?

POP THE DIE to find out whether you're looking for a cherry or peanut, and turn over one of the Choco pieces. If it's the right kind, take it! If it isn't, place it back picture side down. The chocolate bug means trouble. The player who collects the most Choco pieces wins!

Why to buy?

- **THIS CHILDREN'S** favourite comes with game parts that are durable like the game concept itself – now celebrating it's 38th birthday
- **THE RULES** are easy for young players to learn
- **THE GAME'S** classic design contains a unique Pop-o-Matic die
- **CHOCO'S SUCCESS** lies in the easy game play but also in its components. Now the chocolates will get a sumptuous milk chocolate colour, making the game even more attractive.

CHOCO

Season	Spring
Ready to ship from warehouse	15th January
Category	Children
Age of Players	3+
Amount of players	2-4
Duration of a game	25+



How to play?

SPIN THE SPINNER to find out how far your car can move forward and to see if you hit any of the special actions! Will you get a turbo boost or change places with another car? The first to cross the finish line is declared the winner!

Why to buy?

- **MEET ALL** your favourite characters from Disney's Cars franchise
- **THE SPINNER** contains fun game events that make the game that little bit more exciting
- **WITH A** double-sided game board and rules for both a normal race and a tournament, this game promises a fun race after another
- **MOVIE SLATED** for June 2017. Based on the earlier success stories with Cars, the Cars 3 movie is considered to be one of Disney's biggest animations for 2017. With the focus on racing, it will bring back the successful spirit of the first film
- **IN MANY** countries, Cars is still #1 purchased character among 0-5 year-old kids

CARS 3 RACING GAME

Season	Summer
Ready to ship from warehouse	1st May
Category	Children, License
Age of Players	5+
Amount of players	2-6
Duration of a game	20+
Territories available	Scan, Balt, NL, PL



NEW MOVIE JUNE 2017



CARS 3 KIMBLE

How to play?

POP THE DIE to see if you can get one of your cars onto the track or move a car that is already on it! If you land on another car, that car is sent back to their pit. The first player with all four of their cars over the finish line wins.

Why to buy?

- **A TRUE** Tactic classic, Kimble celebrates its 40th birthday in 2016, and together with Cars 3 by Disney, it's an unbeatable contender!
- **THE EXCITING** race to the finish line has captivated players for decades
- **THE DURABLE** plastic game board and game pieces make this game an enduring gift for anyone



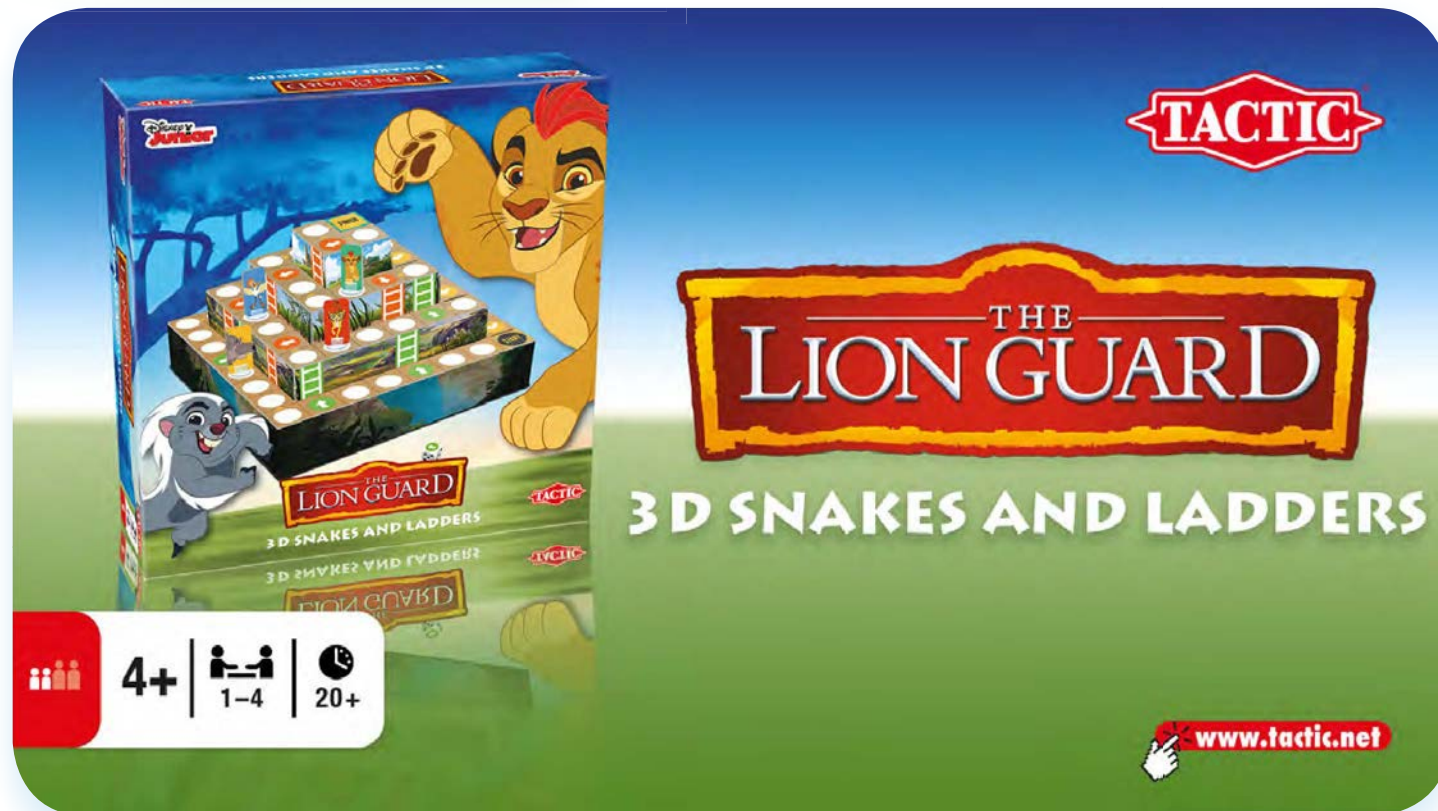
CARS 3 GIANT EASY DOMINO

How to play?

THIS GAME PLAYS just like classic domino, but the players match pictures instead of pips on the really extra large tiles. The joker tiles can be matched to any other tiles!

Why to buy?

- **WITH ITS** extra large domino tiles, this game was designed with the very youngest players in mind
- **LEARNING SIMPLE** matching skills with the familiar cast of Cars 3 is great fun
- **YOUNG CHILDREN** love to play with the big tiles



How to play?

ROLL THE DIE and move your game piece along the track. If you land at the bottom of a ladder, you can climb to the next level. If you arrive at the top of one, you'll slide down again. The first player to reach the finish space on top of the tower wins!

Why to buy?

- **WITH A** unique four-tiered 3D game board this children's game is a fresh twist on the classic Snakes & Ladders concept
- **THE RACE** to the finish line can see you climb to the top past the other players or tumble down the ladders
- **GREAT FOR** young and old players

LION GUARD
3D SNAKES & LADDERS

Season	Spring
Ready to ship from warehouse	15th February
Category	Children, License
Age of Players	4+
Amount of players	1-4
Duration of a game	20+
Territories available	Scan, Balt, NL, PL

**TV MOVIE AND EPISODES
WILL BE LAUNCHED FALL -17**



How to play?

THIS GAME PLAYS just like classic domino, but the players match pictures instead of pips on the really extra large tiles. The joker tiles can be matched to any other tiles!

Why to buy?

- **WITH ITS** extra large domino tiles, this game was designed with the very youngest players in mind
- **LEARNING SIMPLE** matching skills with the familiar cast of Lion Guard is great fun
- **YOUNG CHILDREN** love to play with the big tiles

LION GUARD
GIANT FLOOR GAME

Season	Spring
Ready to ship from warehouse	15th January
Category	Children, License
Age of Players	3+
Amount of players	1+
Duration of a game	20+
Territories available	FI, SE, NO, DK, IS, Balt, NL, PL



How to play?

TRY TO COLLECT all the pets' toys before the rain. The players roll the die and move their pets along the game route. The spinner in the center of the board opens up shortcuts for the players, but watch out for those water puddles!

Why to buy?

- **A CLASSIC** board game with matching elements and plenty of adorable details
- **THE GAME** turns into a fun race to discover all the items belonging to your character. Who makes it back to the start first?
- **CONTAINS SURPRISE** elements that keep the players on their toes
- **NEW AT DISNEY!** Following the success of Palace Pets, Whisker Haven will be one of the strongest girls' brands from Disney. New animated short movies slated for autumn 2016.

WHISKER HAVEN
ADVENTURE GAME

Season	Fall
Ready to ship from warehouse	1st July
Category	Children, License
Age of Players	4+
Amount of players	2-4
Duration of a game	20+
Territories available	Scan, Balt, NL, PL



How to play?

TRY TO BE the first player to move your game piece around the board. On your turn you might get to explain, draw, act, or guess and take a step towards victory! Both the player in turn and the player who guesses correctly move forward!

Why to buy?

- **INVITE DISNEY'S** beloved princesses to your party! The game features one of the most successful global licences
- **WITH FOUR** different tasks, there is plenty to do and experience!
- **THE GAME** contains clear picture cards, making it perfect for younger children who haven't yet learned to read
- **PARTY GAME** for any princess party! Over 50% of all girls want a Princess themed birthday party in some point of their childhood.

DISNEY PRINCESS
PARTY GAME

Season	Fall
Ready to ship from warehouse	1st July
Category	Children, License
Age of Players	5+
Amount of players	3-8
Duration of a game	30+
Territories available	Scan, Balt, NL, PL

AVAILABLE NOW!

CHILDREN

Disney
FROZEN



NOTE: NOT FINAL DISNEY STYLE GUIDE

18

AVAILABLE NOW!

CHILDREN

ILLUMINATION PRESENTS

THE SECRET
LIFE OF
PETS



DVD RELEASE 28th
NOVEMBER 2016

S.L.O.P. 2
MOVIE RELEASE
2018



19



How to play?

COVER THE MICE on the game board with the transparent cheese cards. When you manage to cover a whole mouse, you get to take a scoring token. The player with the highest score at the end of the game wins!

Why to buy?

- **TRAP THE** mice under the cheese by using simple spatial awareness skills
- **COMES WITH** unique, transparent plastic cards
- **PLACE YOUR** cheese carefully, because you can never be sure who will snatch the cheese in the end!

CHEESE PLEASE

Season	Fall
Ready to ship from warehouse	1st July
Category	Family
Age of Players	6+
Amount of players	2-5
Duration of a game	15+



How to play?

PLAYERS CAN COMPETE or play co-op! On your turn, draw the top card and imitate the facial expression on it. Shuffle 7 cards and show them to the others. Now all other players try to guess which the original card was. Score positive points for correct guesses and bad points for wrong ones.

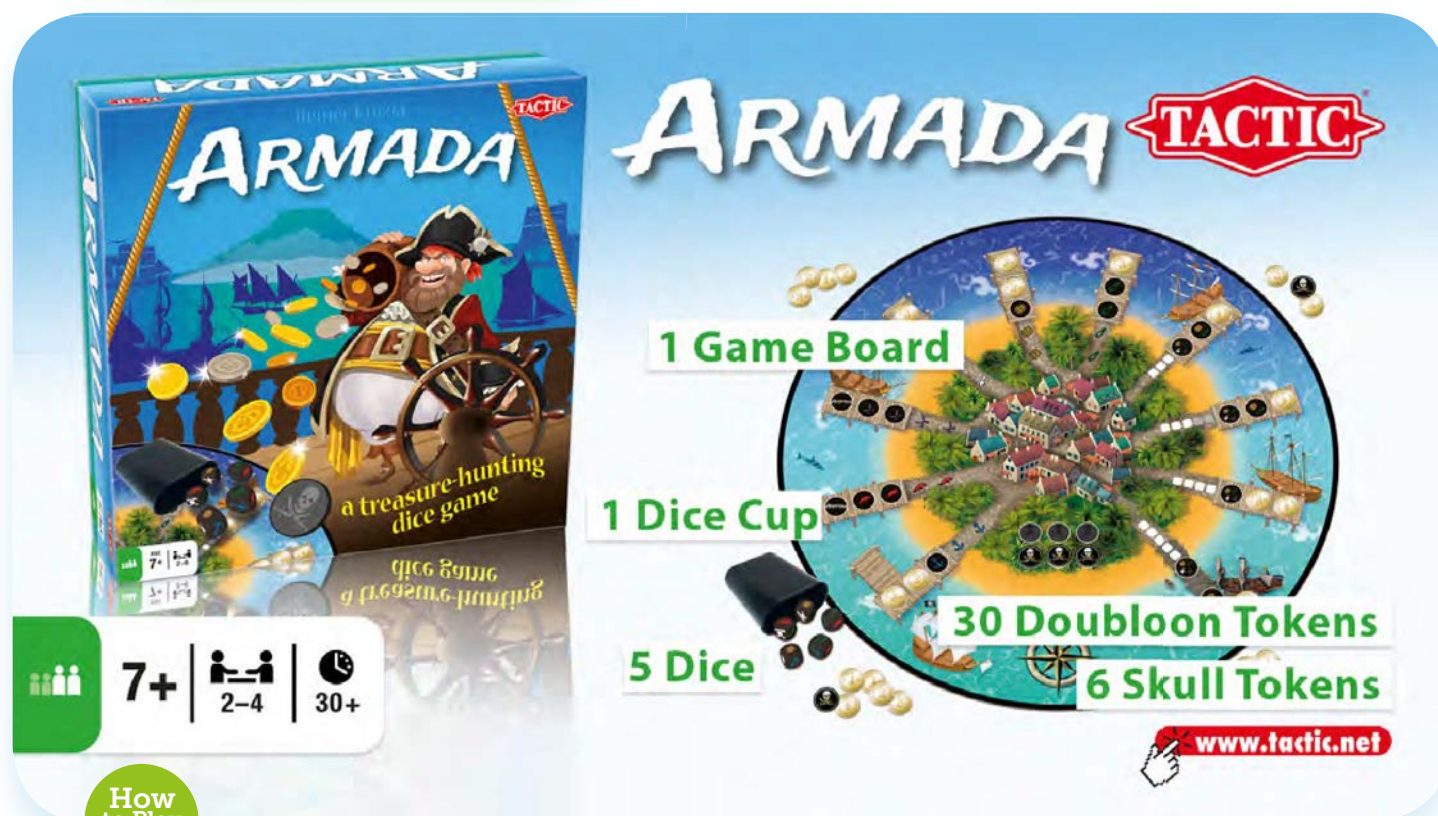
Why to buy?

- **EACH CARD** features an expression or emotion for the players to act out
- **THE GAME** features exquisite illustrations throughout
- **PLAY AS** a co-op game, with the players pitched against the game, or as a conventional competition between the players

EMOJITO

Season	Spring
Ready to ship from warehouse	15th February
Category	Family, party
Age of Players	8+
Amount of players	2-7
Duration of a game	20+





How to play?

ROLL THE DICE as in Yatzy and try to match one of the combinations on the board. When successful, collect a doubloon, revealing a new symbol for the combination. If you fail, you have to collect a skull for negative points. The player with the biggest pile of doubloons wins!

Why to buy?

- **COLLECT THE** pirates' bounty and claim victory in this inventive variation on the classic Yatzy game
- **THE SITUATION** on the game board changes all the time, raising the stakes for each new round
- **THIS SIMPLE** game is easy to play but it provides a great challenge to players of all levels

TV
AD

How to play?

REVEAL A CATEGORY card, come up with a word that fits the category and starts with one of the letters visible on the board, and start the timer. The next player does the same and turns the timer again. If you can't come up with a word you lose the round, and three lost rounds cost you the game.

Why to buy?

- **COMING UP** with words while the sandtimer flows makes the game a thrilling race of wits
- **HAS AN** ever-changing game board, consisting of the letter cards, and changing time limits imposed by the sandtimer

TV
AD



How to play?

THE PLAYERS PLAY cards from their hands, marking the matching spaces on the board. When a player has marked all the spaces of a specific formation, that formation is locked and a new round is played. The first player with the set number of locked formations wins!

Why to buy?

- **WITH ITS** easy-to-learn rules, Touché is a family game classic that appeals to players of all levels
- **COMBINES A** traditional board game with the excitement of card games
- **COMES WITH** durable, stackable plastic game pieces

TV
AD

TOUCHÉ

Season	Fall
Ready to ship from warehouse	1st July
Category	Family, strategy
Age of Players	8+
Amount of players	2-6
Duration of a game	30+



How to play?

ROLL THE DIE and move your pieces along the track on the game board. By buying stocks you gain advantages that make it easier to make more money and buy more gold. The player who ends up with the most valuable fortune wins.

Why to buy?

- **DIVE INTO** the world of stocks, bonds and money with this new family game, full of surprise elements and clever tactics
- **ALLOWS THE** players to employ light strategy to maximise their profits
- **THE SURPRISE** cards may steer you off-course or send you straight to victory!
- **WE ALL** know the great success of Monopoly that has sold over 250 million copies over the years. We have created our own challenger to Monopoly and it holds endless potential!

IT'S A DEAL

Season	Fall
Ready to ship from warehouse	1st July
Category	Family, business
Age of Players	8+
Amount of players	2-6
Duration of a game	45+



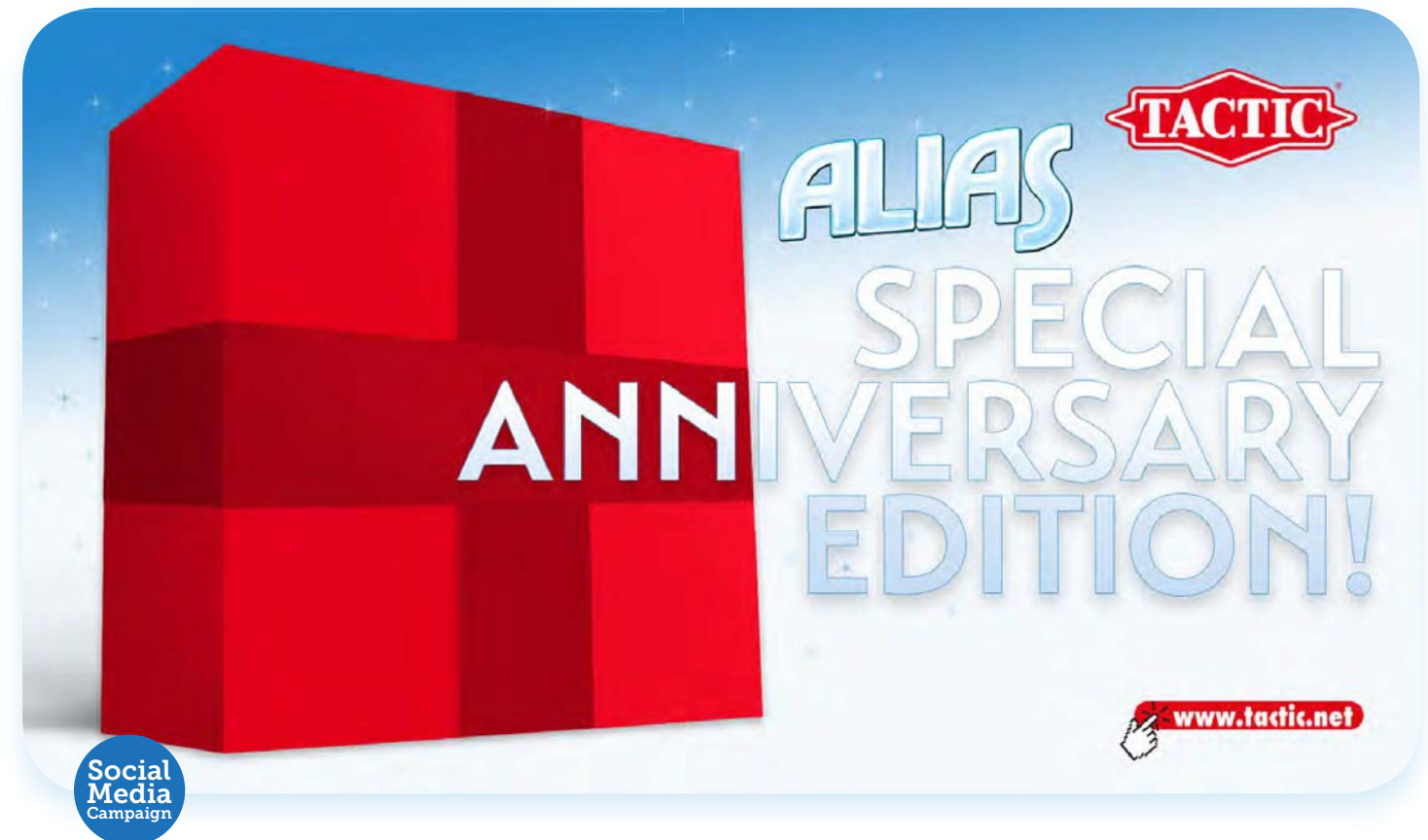
Why to buy?

- **TO BUILD** on the success of the iKNOW brand, we are bringing you an updated edition of the original game!
- **ALL NEW** questions and categories make the game more entertaining than ever, while keeping true to the existing game mechanic
- **WE'LL BRING** you the most interesting trivia from the world of entertainment, sports and more!

iKNOW RENEWAL

Season	Fall
Ready to ship from warehouse	1st July
Category	Family, trivia
Age of Players	15+
Amount of players	2-6
Duration of a game	45+

**THE GAME
IS STILL PLAYED
LIKE BEFORE!**



Why to buy?

- **ALIAS IS** a unique Tactic game concept that is taking over the world with over 5 million units sold and counting!
- **ORIGINAL ALIAS** is receiving a luxury make-over in celebration of Tactic's 50 years of success. Special effects will be used in the game's packaging to create a wonderful special edition!
- **A FAMILY CLASSIC** with enduring appeal – use Alias to have fun with your friends, to expand your vocabulary or even to learn new languages!

ANNIVERSARY ALIAS

Season	All year 2017
Category	Family
Age of Players	10+
Amount of players	4+
Duration of a game	60+



How to play?

THE PLAYERS WEAR a headband with a card they themselves cannot see. On your turn, explain to each player who they are and score points for each correct guess! The player with the most points at the end wins.

Why to buy?

- **STRAP ON** a headband and character card, and try to explain your way through multiple personalities and crazy celebrities
- **A BRAND** new Alias game full of extra fun and silly situations, I Am... Alias allows everyone to play at the same time
- **A TRULY** interactive, rib-tickling game concept

I AM...? ALIAS

Season	Summer
Ready to ship from warehouse	15th April
Category	Family, party
Age of Players	12+
Amount of players	3-6
Duration of a game	20+



How to play?

THE PLAYERS FORM theoretical 2-player teams with all the other players. One player takes a card and makes the 50/50 choice, while the others try to guess what they chose. All teams whose answers match score a point. The two players with the most matching answers after three full rounds win!

Why to buy?

- **A STRAIGHTFORWARD**, easy-to-learn party game that makes for memorable conversations and hilarious situations
- **CONTAINS 200** cards with funny and teasing scenarios to answer
- **ANY TWO** players may turn out to be the perfect match!

IT'S A PERFECT MATCH

Season	Summer
Ready to ship from warehouse	15th April
Category	Party
Age of Players	15+
Amount of players	3-6
Duration of a game	20+



How to play?

MARK THE PLAYING field with a post in each of its four corners and start playing like football. The team that scores the most goals wins, and you can't touch the banana!

Why to buy?

- **A PLAYFUL** variation on the great game of football
- **COMES WITH** a uniquely fun banana "ball"
- **FULL OF** action and activity
- **THIS GAME** concept is easily relatable across the globe

BANANA KICK

Season	Spring
Ready to ship from warehouse	15th February
Category	Outdoor
Age of Players	6+
Amount of players	2+
Duration of a game	10+



How to play?

EACH TEAM TRIES to transport their own bean bag into the basket at the opposite end of the playing field. But when you hold your team's bag you cannot move, only pass it on. Catching the opposing team's bag sends them back to the beginning.

Why to buy?

- **A SPORTY**, active and awesomely fun outdoor game played in two teams
- **COMBINING ELEMENTS** of ultimate frisbee and handball, Score is a great mix of fun
- **EACH TEAM** tries to score simultaneously with their own bean bags

SCORE

Season	Spring
Ready to ship from warehouse	15th February
Category	Outdoor
Age of Players	6+
Amount of players	4+
Duration of a game	15+

NOVELTIES -17

A **GOOD TRAVEL** game is not only compact, it also has captivating content and shows great quality. With thought out point-of-sale marketing, the games will find their buyers.



TRAVEL



NEW CATEGORY

COLOUR-IN

COLOUR IN WHOLE NEW COLOURING PRODUCT RANGE



A DECK FULL OF UNIQUE PLAYING CARDS

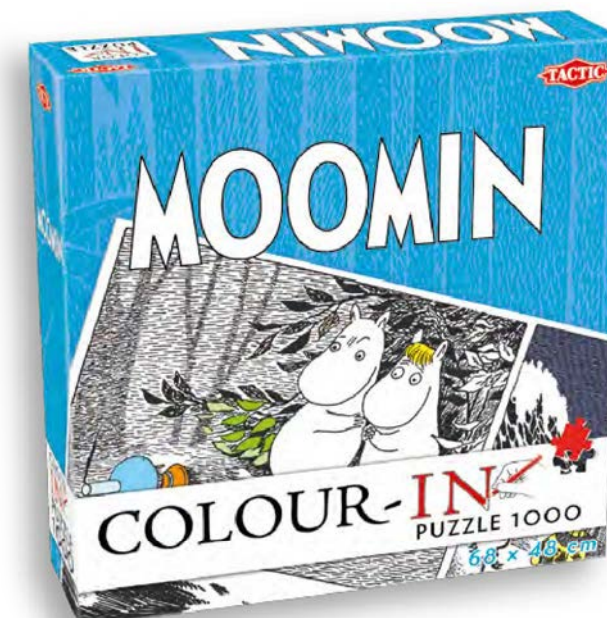


NOVELTIES -17

ACHIEVING SUCCESS IN local markets can be tricky but with the right products, the potential is tremendous. Flexible manufacturing processes and good marketing measures can take an excellent game and make it stand out.



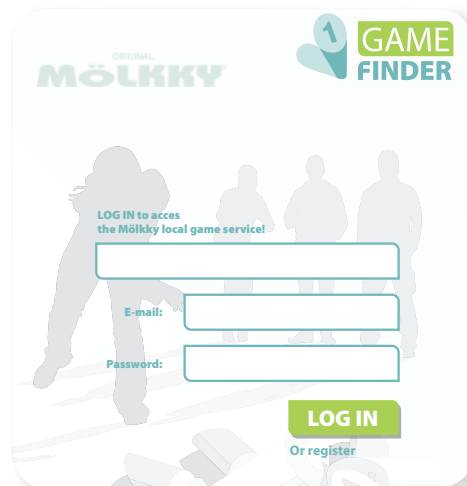
LOCAL



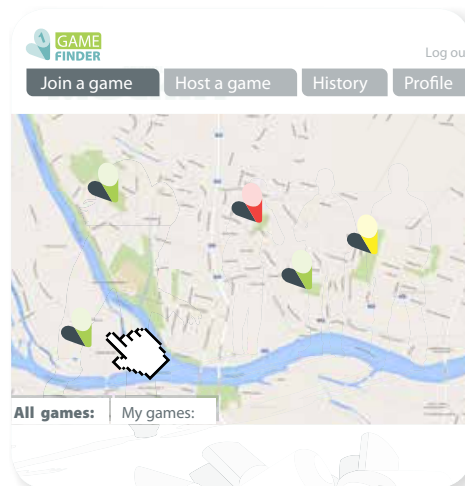
HIGH QUALITY PUZZLE THEMES



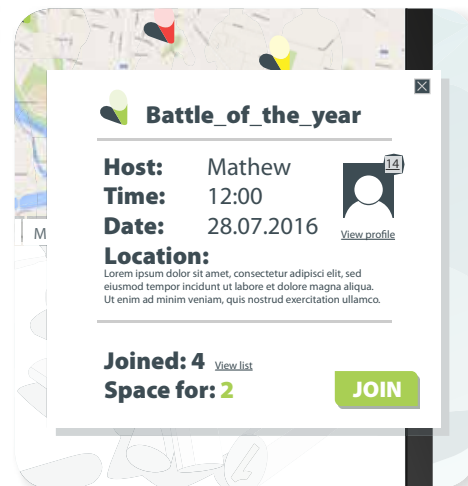
Find a game and unite players with this great web app!



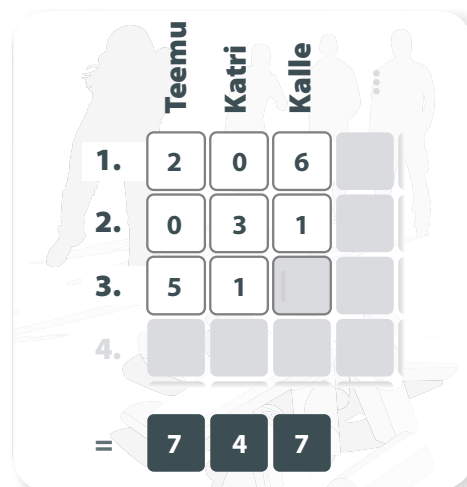
Create a user account.



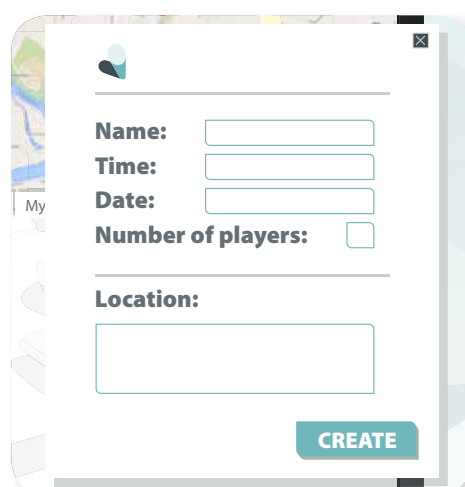
Find a game.



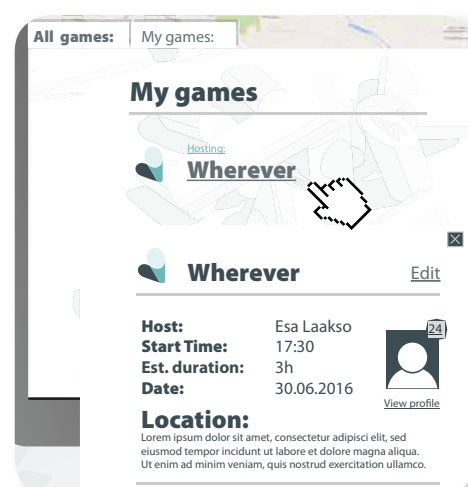
Join a game and play.



Keep track of the scores.



Set up your own game.



Keep track of your games.



TDA
PRESENTS

COMPETITION SUCCESS

2016 HAS CREATED success stories with different games, different countries and different game categories.

TENSION WAS SELECTED as the game of the year in the Family Game -category in Denmark and a finalist in Finland.

IN SWEDEN, VEM VET MEST was nominated in the Game of the Year Competition in the Adult's Game category.

OUR CHILDREN'S GAME Moomin Jungle Adventure was a Game of the Year finalist in Finland.

Sweden	Vem vet mest	Nomination	Adult's Game
Finland	Tension	Finalist	Party Game
Finland	Muumi Suuri viidakkoseikkailu	Finalist	Children's Game
Denmark	Tension	Winner	Family Game



- Play Mölkky
- Keep track
- Share result
- Expertise level
- Game archive
- Edit profile
- Unites players

ALSO AVAILABLE

KIMBLE DIGI APP



available
JAN -17

CELEBRATING
50th ANNIVERSARY



NOVELTIES 2017
COLLECTION