

**THE QUICK THINKING
MEMORY GAME FROM
HASBRO**

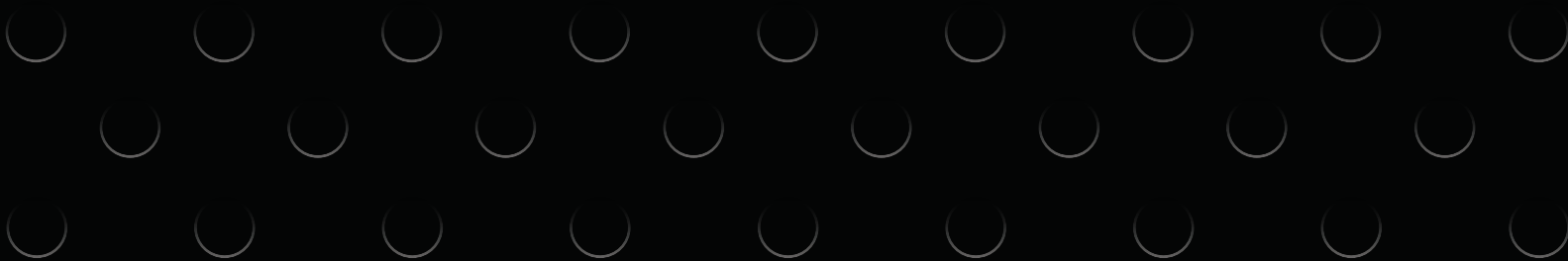


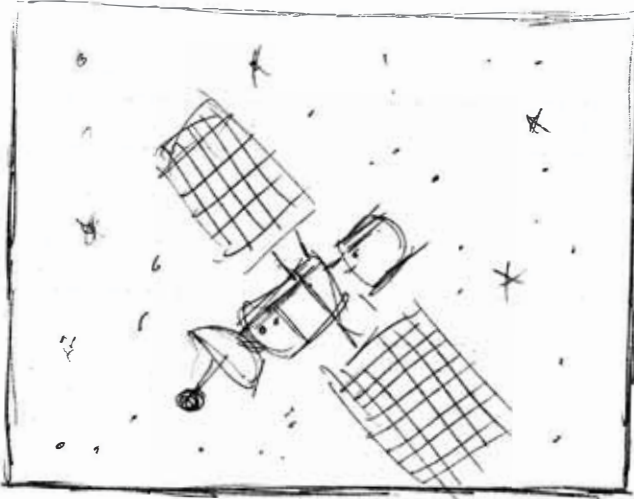
simon®

12



**PROTOTYPE
SKETCHES
AND MOCKUP**

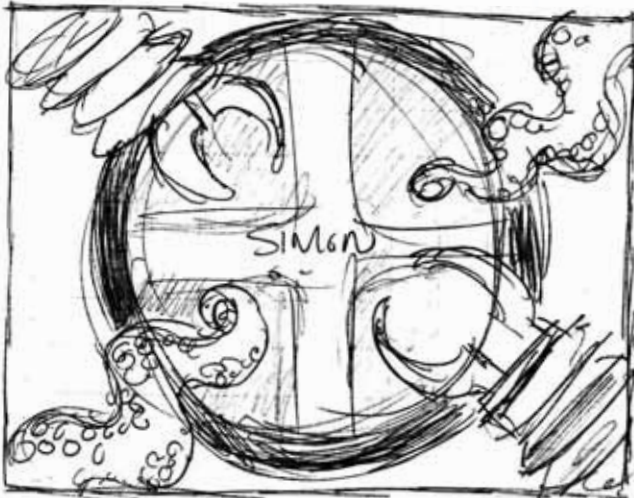




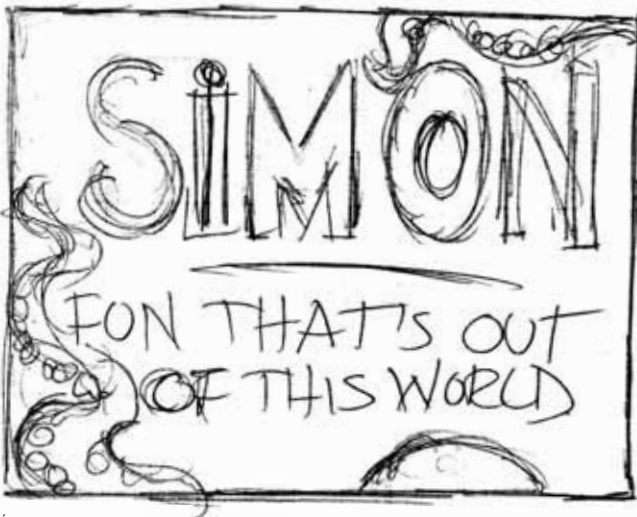
outerspace scene with floating satellite.

- maybe satellite passes once in distance for 1 second.
- comes back again and stops in middle of screen.

- zoom into window in satellite



- Pan in
- Simon on screen
- ① coloured panel comes on
- a ~~robot~~ ^{hand} reaches in to press button
- the colored panel comes in and the hand repeats
- ② A new light comes on and a tentacle comes in and presses button
- ③ Repeat steps ① + ② with different angle and different arms.



← Fade out of game & zooms.

- fade in of Simon text and tagline

"Fun that's out of this world"

? maybe octopus tentacle?



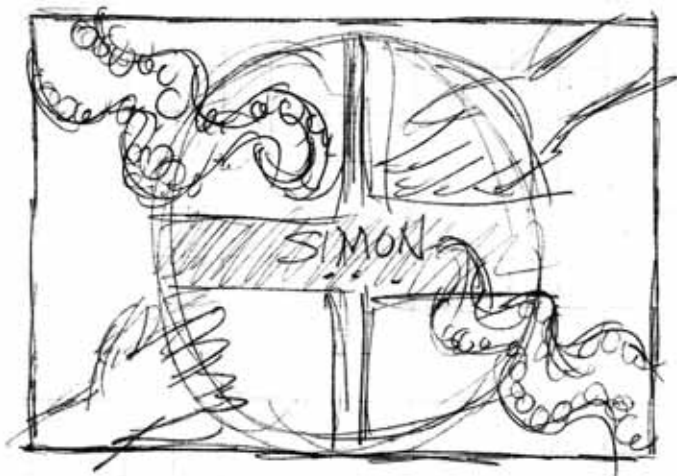
Fade out Simon text

- fade in and end on Hasbro logo.

space background with reverse logo.



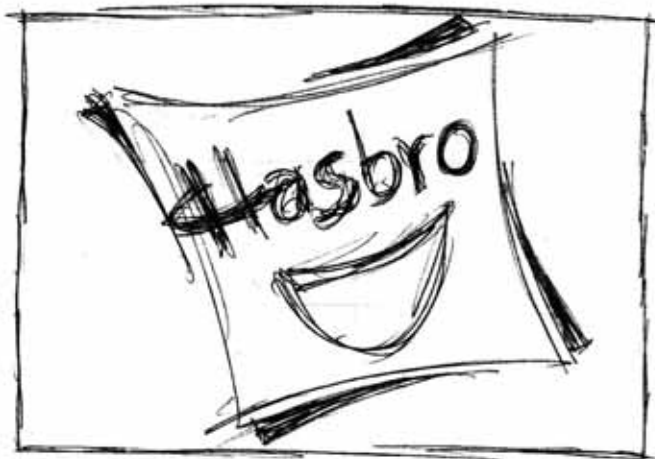
- Simon logo
- centered screen
- background in a house or in a dining room table.



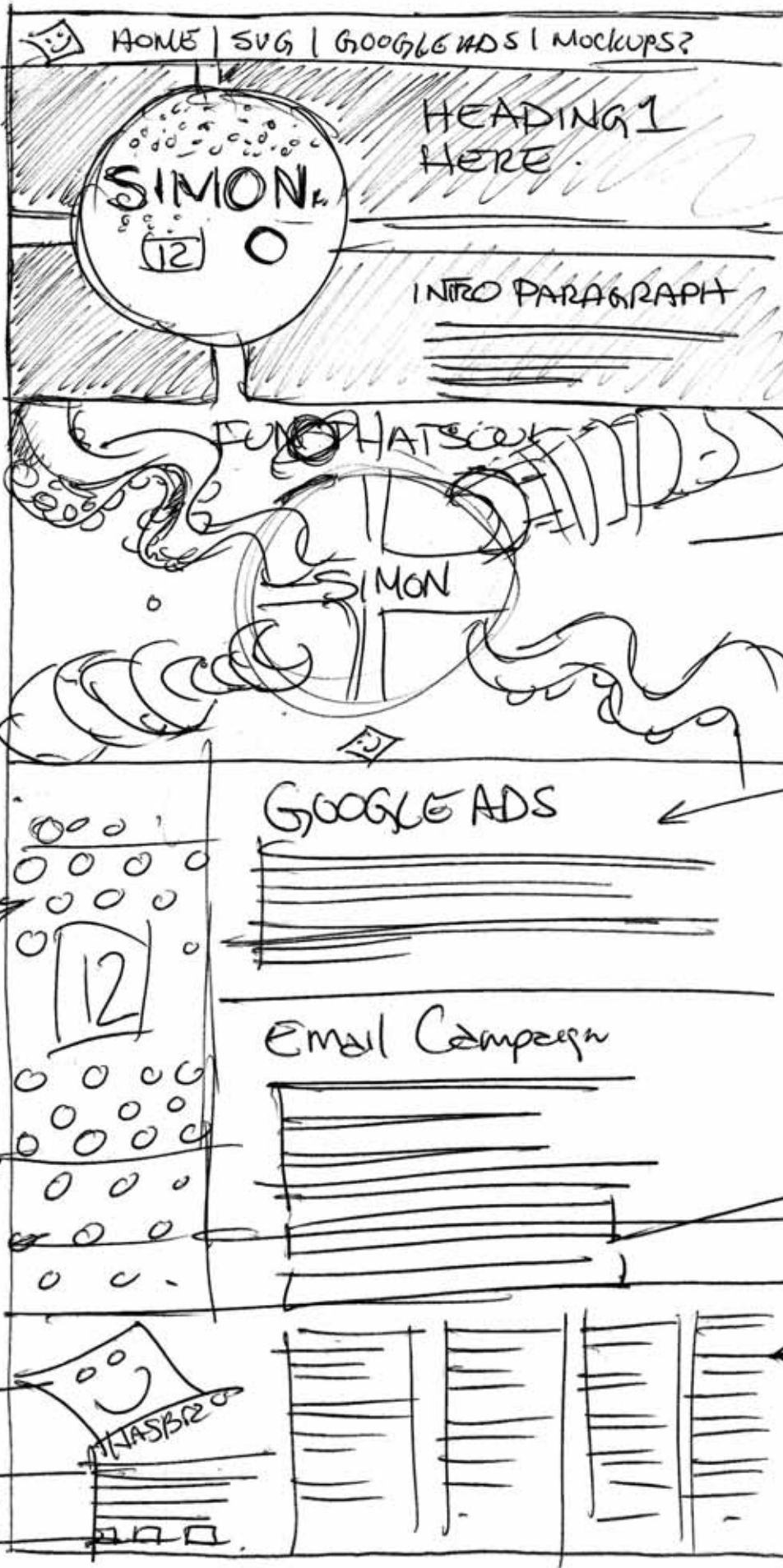
- Simon game in middle of screen.
- lights come on and hands or tentacles come in to pass the corresponding colours.
- fade out.



- fade in text.
- "Fun for you and your little monsters"
- fade out to next cell.



- fade in Hasbro logo.



Nav.
Head
Section

Animated
SVG.

Googleads
to show
2 different
campaigns

Sketch
to look
like part
of the
Simon
game

Form
item
for Name
+ Email

Hasbro
logo
small
copy
social media?

links to
relevant
hasbro
brands +
products.

[Redacted text block]

BACKGROUND IMAGE

[Redacted text block]

ANIMATED SVG

SIDEBAR
SPEAKER
IMAGE

[Redacted text block]

[Redacted text block]

NAME

EMAIL

LOGO

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]



simon®

12



THE GAME THAT TESTS YOUR SPEED AND MEMORY

Simon is the electronic memory game originally created in 1978 that has become a hit worldwide. Launched at Studio 54 in New York, its popularity is based on its simple premise of random visual color cues and sounds that players have to match in the correct order. The longer the game progresses the harder it becomes as the playtime gets faster. Take Simon home or to a party, it's sure to create fun and make your get together an instant hit.

OUT OF THIS WORLD FUN!

simon®

12



GOOGLE ADS USING ADOBE EDGE ANIMATE

In creating our marketing concepts for SIMON®, our advertising creatives came up with two fun advertising concepts. Our [“Out Of This World”](#) campaign focuses on adult consumers & science fiction while the [“Little Monsters”](#) campaign is a Halloween campaign for family fun.

12

SPECIAL OFFERS CAMPAIGN

By signing up with our newsletter, you will receive periodic specials, e-coupons and the most up to date information about new products from Hasbro as well as any special news about Simon® products. Hasbro will maintain your privacy and not allow your email to be used for any other purpose.

NAME

EMAIL



WORLDWIDE | WHERE TO BUY
CORPORATE | SITE MAP
© 2015 Hasbro
Terms & Conditions | Accessibility
This site contains advertising.

OUR TOYS AND GAMES BY CATEGORY

Action Battling
Action Figures & Collectibles
Arts & Crafts
Creative & Pretend Play
Dolls & Plush
Electronic Toys & Games
Games
Parts & Refills
Sports & Outdoor Play
Vehicles

OUR TOYS AND GAMES BY GENDER

Girls
Boys
Both

HASBRO BRANDS GAMING

Monopoly
Twister
Scrabble
Yahtzee
Clue
All Hasbro Gaming

HASBRO BRANDS PRESCHOOL

Play-Doh
Playskool
Sesame Street
Playskool Heroes
Elefun and Friends
All Preschool Brands