

GAME MASTER HINTS

1. Clearly defined target audience

What you are looking for: Participants have identified a specific group of people that fits the data from Phase B (e.g. "eco-conscious students" or "working mothers").

✓ – There is a clearly described target group with a rationale for why it was chosen.

✗ – The target group is too broad (e.g. "everyone") or not specified.

2. Relevant platforms selected

What you are looking for: The choice of platforms is in line with the group (TikTok for youth, LinkedIn for professionals, etc.).

✓ – There is a specific platform/s selected with a logical explanation or connection.

✗ – Platforms are chosen randomly or are not relevant to the audience.

3. Realistic engagement ideas

What you're looking for: Participants offer practical ways to engage – polls, challenges, questions, campaigns.

✓ – There are 1–2 clear ideas on how to activate the audience that are actionable.

✗ – Ideas are too abstract ("to inspire people") or missing.

4. Recognition of challenges

What you're looking for: They show an awareness that not everything will go smoothly – e.g. they may mention negative feedback, low interest, or a need for persistence.

✓ – At least one potential risk is mentioned and how they would respond.

✗ – The strategy is unrealistically idealised or does not include responses.

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5. Strategic alignment with brand values

What you're looking for: The tone and content reflect EcoRoots' cause – sustainability, ethics, community.

- ✓ – There is a mention of values, authenticity, the hashtag #LeadWithValues, or a similar ethical approach.
- ✗ – Lacks direction, the tone is too neutral, the marketing is “salesy” without a mission.

Example of Game Approval:

"You've clearly found your people, picked the right channels, and thought about how to engage them – plus, your plan shows you care about values.

The CEO is impressed.

 You may unlock the door!”

Sample line for a NOT APPROVED strategy (under 3 out of 5 criteria):

“Hmm... You're on the right track, but we're not quite ready to open the doors yet. You've identified some ideas – but your strategy still feels incomplete.

As CEO, I need to know exactly who we're speaking to... and how we'll make them care.

 Take 5 more minutes. Tighten your plan. Then try again. I believe you can get this right.”

 Additionally: You can note which 1–2 criteria the team has done well and which ones to focus on.

Example:

“Great platform choice – Instagram is perfect here. But I still don't see a clear tone or any plan for community interaction. Let's work on that.”