

GAME MASTER CORRECTION SHEET

✅ Correct logical matches:

Audience	Platform	Content Format	Justification
Youth (15–29)	TikTok	Influencer video	e.g. short, funny and authentic videos with familiar faces work great
Young parents	Facebook	Giveaway post	e.g. they are looking for offers and useful content – contests/raffles are engaging
Tech professionals	LinkedIn	Product demo video	e.g. they want a rational, informative presentation of the product
Eco-conscious shoppers	Instagram	Carousel photo post	e.g. they love beautiful, visual stories with a message (zero waste, nature look)

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How to use them in the game:

1. The Game Master gives the participants 12 shuffled cards (4 from each category).
2. They must make 4 correct triples (Audience + Platform + Content).
3. When they suggest an option, the Game Master confirms/rejects.
4. If arranged correctly, they receive the final envelope with the template for Phase C.