

## 1/2 Invent new Pub Game

Invent new and challenging pub game especially for the Büble brand

### Solution


Are you great beer fan? And do you enjoy having your favourite beer in a good beer-house? If so, perhaps you know many of the great and funny pub games the real beer fans know? All they are easy, but need some concentration, so the ones of you who are getting drunk easier will fail easier. These games always require circle of friends and are source of enjoyable experience the people love to repeat.

What is your task? Create unforgettable and viral pub-game, focused on the spirit of Büble. It should be original, not repeating the current ones and making the fans love it and spread it! If you do your job well, you'll be part of the beer history!

For additional information and inspirations:

[http://en.wikipedia.org/wiki/Pub\\_games](http://en.wikipedia.org/wiki/Pub_games)

<http://www.youtube.com/watch?v=oEFJKsXBNwU&feature=related>

and of course  a bottle of Büble before starting with the task!

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Creative's profile



**land\_of\_dreams** PRO

Product development consultant

Creative's top 5 skills

Communication Concept