

Marketers Against Marketing:

THE EGO EDITION

A party game for marketers

INSTRUCTIONS

Marketers Against Marketing is simple!

Each round, one player asks a question from a blue card, and everyone else answers with their wittiest white card.

Basic Rules:

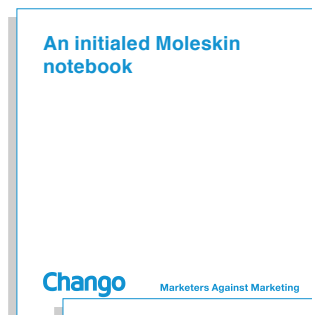
To start the game, each player draws 5 white cards.

One randomly chosen player plays a blue card. This player reads the question or fill-in-the-blank phrase on the blue card out loud.

Everyone else picks their wittiest card to answer the question and passes it face down to the “Chosen One”.

The “Chosen One” will then shuffle all of the answers and share each card combination with the group, re-reading the blue card out loud before presenting each answer. He/she will then pick a favorite, and whoever played that answer keeps the blue card as one point and a symbol of your wittiness!

After the round, a new player will choose the blue card and everyone draws back up to 5 white cards.



Chango



<p>A net worth of 2 million internet dollars</p> <p>Chango Marketers Against Marketing</p>	<p>A full page congratulatory ad in AdWeek</p> <p>Chango Marketers Against Marketing</p>	<p>That time you had your intern write your quote for AdAge</p> <p>Chango Marketers Against Marketing</p>	<p>Handing out your business cards at the movies</p> <p>Chango Marketers Against Marketing</p>
<p>Hiring Terry Richardson to take your company headshot</p> <p>Chango Marketers Against Marketing</p>	<p>Media All-Stars</p> <p>Chango Marketers Against Marketing</p>	<p>Snack hoarding coworkers</p> <p>Chango Marketers Against Marketing</p>	<p>Filtering any email with the subject URGENT to your assistant</p> <p>Chango Marketers Against Marketing</p>
<p>Fireside chat</p> <p>Chango Marketers Against Marketing</p>	<p>Dropping the mic after a keynote speech</p> <p>Chango Marketers Against Marketing</p>	<p>Keeping an OOO response up for weeks at a time</p> <p>Chango Marketers Against Marketing</p>	<p>A CMO wearing a shirt of his favorite CMO wearing a shirt of him</p> <p>Chango Marketers Against Marketing</p>
<p>Setting up Google alerts for yourself</p> <p>Chango Marketers Against Marketing</p>	<p>Sending out a press release</p> <p>Chango Marketers Against Marketing</p>	<p><i>Lean In</i> by Sheryl Sandberg</p> <p>Chango Marketers Against Marketing</p>	<p>Corner office with a sliding glass door</p> <p>Chango Marketers Against Marketing</p>
<p>Bringing your yappy dog into work everyday</p> <p>Chango Marketers Against Marketing</p>	<p>An initialed Moleskin notebook</p> <p>Chango Marketers Against Marketing</p>	<p>Refusing to write anything without your monogrammed Montblanc pen</p> <p>Chango Marketers Against Marketing</p>	<p>The new Hootsuite Owl</p> <p>Chango Marketers Against Marketing</p>



<p>Self-published powerpoints</p> <p>Chango Marketers Against Marketing</p>	<p>Bob Garfield's Super Bowl Commercial reviews</p> <p>Chango Marketers Against Marketing</p>	<p>500+ LinkedIn connections</p> <p>Chango Marketers Against Marketing</p>	<p>Your Klout score</p> <p>Chango Marketers Against Marketing</p>
<p>A backpage ad marriage proposal</p> <p>Chango Marketers Against Marketing</p>	<p>Cultural differences</p> <p>Chango Marketers Against Marketing</p>	<p>Pretentious body language</p> <p>Chango Marketers Against Marketing</p>	<p>Advertorials</p> <p>Chango Marketers Against Marketing</p>
<p>Sponsoring your selfie on Instagram</p> <p>Chango Marketers Against Marketing</p>	<p>Marketing summit selfie</p> <p>Chango Marketers Against Marketing</p>	<p>Knowing Seth Godin personally</p> <p>Chango Marketers Against Marketing</p>	<p>Any "top marketer" list</p> <p>Chango Marketers Against Marketing</p>
<p>P&G Marketing Directors</p> <p>Chango Marketers Against Marketing</p>	<p>P&G Brand Directors</p> <p>Chango Marketers Against Marketing</p>	<p>Name dropping</p> <p>Chango Marketers Against Marketing</p>	<p>A brilliant new campaign but sorry we can't talk about it</p> <p>Chango Marketers Against Marketing</p>
<p>Listening AND Engaging</p> <p>Chango Marketers Against Marketing</p>	<p>Conference socks</p> <p>Chango Marketers Against Marketing</p>	<p>Running out of food/ alcohol at your company summit</p> <p>Chango Marketers Against Marketing</p>	<p>Branded chapstick</p> <p>Chango Marketers Against Marketing</p>



<p>#reallylongconferencehashtag2014</p> <p>Chango Marketers Against Marketing</p>	<p>Cards Against Marketing Madness</p> <p>Chango Marketers Against Marketing</p>	<p>Endorsing your own skills on LinkedIn</p> <p>Chango Marketers Against Marketing</p>	<p>A firm handshake</p> <p>Chango Marketers Against Marketing</p>
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<p>My boss invented a new metric to track _____.</p> <p>Chango Marketers Against Marketing</p>	<p>Sponsored post brought to you by _____.</p> <p>Chango Marketers Against Marketing</p>	<p>Our next case study will be about the success of _____.</p> <p>Chango Marketers Against Marketing</p>	<p>_____ just really wasn't in our budget this year.</p> <p>Chango Marketers Against Marketing</p>
<p>_____ proudly congratulates _____ for outstanding dedication, work ethic, and for being named one of the 2014 Marketing All-Stars!</p> <p>Chango Marketers Against Marketing</p>	<p>Who forgot to order the _____ this week?</p> <p>Chango Marketers Against Marketing</p>	<p>CMOs prefer _____, while CTOs prefer _____.</p> <p>Chango Marketers Against Marketing</p>	<p>Using your title to get _____.</p> <p>Chango Marketers Against Marketing</p>