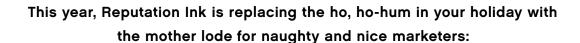


FA LA LA LA LA, BLAH BLAH,





CRIMES AGAINST CONTENT

THE CONTENT MARKETING & PR PARTY GAME





HOW TO MAKE YOUR OWN CRIMES AGAINST CONTENT GAME:



Painstakingly cut out all of the ScenarEOs, Play Nice and Santa's Sh*t List cards below along with these game rules.

How To Play:

It's like Cards Against Humanity, but with a content marketing spin.

- 1 Each player draws five answer cards (Play Nice, Santa's Sh*t List or a combo).
- 2 The person who cursed last is the CHIEF CONTENT OFFENDER (CCO) for the first round and flips over a marketing ScenarEO card. The other players address that question or fill-in-the-blank ScenarEO with their most (in)appropriate answer card, playing it face down on the table.
- 3 The CCO reads the other players' answers aloud and chooses the winner for that round, who hangs on to that ScenarEO card as a "point."
- The same drill goes around the table in a clockwise formation until one of the players has won a total of five ScenarEO cards, becoming the **SMOOTH CRIMINAL** and winner of Crimes Against Content.





SCENAREOS	SCENAREOS
I thought I was on mute, but accidentally said ————.	Keyword(s) that describe the person sitting to your left:
REP UTATION <mark>INK</mark>	REP UTATION <mark>INK</mark>
SCENAREOS	SCENAREOS
The perfect call to action is	My brand strategy is
Reputation <mark>ink</mark>	Reputation <mark>ink</mark>
SCENAREOS	SCENAREOS
The content marketing funnel reminds me of	Your Google search history is full of
REP UTATION <mark>INK</mark>	REP UTATION INK
SCENAREOS	SCENAREOS
Santa's elf wanted to after the press conference.	Twitter is replacing its 140 characters with
REP UTATION <mark>ÎNK</mark>	Reputation <mark>ink</mark>
SCENARE S	SCENAREOS
If someone leaves a negative comment on your company Facebook page, you should reply with	A qualified sales lead is one with
ReP UTATION INK	Reputation <mark>ink</mark>





SCENAREOS	SCENAREOS
I didn't know the buyer's journey included a trip to	Instead of ROI, you're getting this year.
I C T A T A T A T A T A T A T A T A T A T	I Crain in III
SCENARE S	SCENAREOS
My account coordinator accidentally distributed the press release.	the key to aligning sales and marketing teams.
Reputation <mark>ink</mark>	Reputation <mark>ink</mark>
SCENARE S	SCENAREOS
to get a ton of blog views.	According to best practices, websites should be mobile responsive and include
SCENAREOS	SCENAREOS
If I don't hit my sales goal this year I'll feel like	To spice up your blog's editorial calendar, include a series.
ReP UTATION <mark>INK</mark>	ReP UTATION INK
SCENARE S	SCENAREOS
The intern accidentally posts porn to your company Twitter page. You discipline him with	Your marketing campaign is guaranteed to go viral if it features
ReP UTATION INK	ReP UTATION INK



PLAY NICE	PLAY NICE
Donald Trump's toupee	"Whine About It" Wednesdays
REP UTATION INK	ReP UTATION ÎNK
PLAY NICE	PLAY NICE
Netflix and chill	Man bun
REP UTATION ÌNK	REP UTATION INK
PLAY NICE	PLAY NICE
REPUTATION INK (*we ain't scared)	The Most Interesting Man in the World
REP UTATION INK	REP UTATION INK
PLAY NICE	PLAY NICE
Dogshaming	Finding a typo in your e-blast
REP UTATION <mark>ÎNK</mark>	REP UTATION INK
PLAY NICE	PLAY NICE
Selfie sticks	Make the logo bigger
ReP UTATION <mark>INK</mark>	REP UTATION ÎNK





PLAY NICE	PLAY NICE
A never-ending website redesign	A brainstorming session that's actually a shitstorm
Reputationink	Reputation <mark>ink</mark>
PLAY NICE	PLAY NICE
A pointless rebrand	Native ads that aren't fooling anyone
ReP UTATION INK	REP UTATION INK
PLAY NICE	PLAY NICE
A 400-slide PowerPoint presentation	Being SOL on your KPIs
Rep utation ink	REP UTATION INK
PLAY NICE	PLAY NICE
Substituting a puppy for an actual idea	Someone who uses "marketing rockstar" as her title on LinkedIn
REP UTATION INK	Reputation <mark>ink</mark>
PLAY NICE	PLAY NICE
Mistaking a QR code for a big idea	The creep who uses LinkedIn to troll for dates
ReP UTATION INK	Rep utation <mark>ìnk</mark>











SANTA'S SH*T LIST	SANTA'S SH*T LIST
	Rudolph's red rocket
REP UTATION INK	REP UTATION INK
SANTA'S SH*T LIST	SANTA'S SH*T LIST
Santa's sack	Jeanjerking
REPUTATION <mark>INK</mark>	REP UTATION INK
SANTA'S SH*T LIST	SANTA'S SH*T LIST
End of my funnel	A long walk of shame
Reputation <mark>ink</mark>	Rep utation ìnk
SANTA'S SH*T LIST	SANTA'S SH*T LIST
The CEO's browsing history	Premature e-blast
ReP UTATION <mark>INK</mark>	Re PUTATION ÎNK
SANTA'S SH*T LIST	SANTA'S SH*T LIST
Yellow snow	T.H.O.T. leader
REP UTATION <mark>ÎNK</mark>	REP UTATION ÌNK

