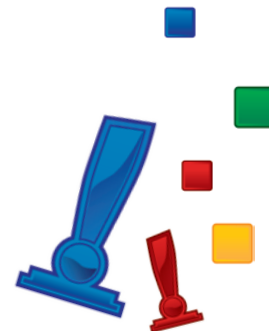




# CONCEPT™



Communicate without speaking!  
Give clues about your secret word by using related icons.

In teams of two, choose a word, title or expression for the rest of the group to guess,  
then strategically place pawns over icons on the board.  
Guess and make others guess as many words as possible to get as many points as possible.  
After 12 cards, the person with the most points wins the game.

## SETUP

- 1 Place the board in the middle of the table.
- 2 Shuffle the cards and make a facedown deck on the reserved space on the board.
- 3 Place the Point tokens near the board.
- 4 Place all of the pawns in the bowl.
- 5 Choose two people sitting next to each other to be the first team.



Learn the rules  
in this video!



Contents: 1 board • 110 cards • 47 plastic pawns (1?, 4!, 42 cubes) • 60 Point tokens • 1 storage bowl • 3 player aids • 1 rulebook • 1 example sheet



# GAME OVERVIEW

The game plays over a series of turns.

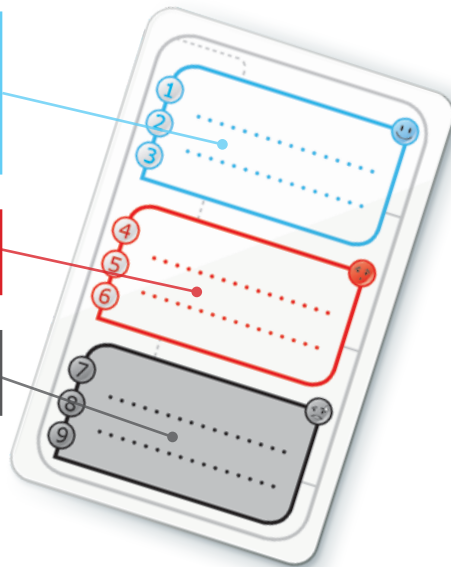
## TURN OVERVIEW

The first team draws a card and chooses one word, title or expression from the list for the rest of the group to guess. Each card has **3 difficulty levels**. You are free to choose whichever level you want:

**Blue: easy**  
Perfect for your first game

**Red: difficult**

**Black: most difficult**



Place pawns on icons on the board that will help the other players guess your word. Work discreetly with your teammate to decide where to place them.

You can place as many pawns as you want, but the order in which you place them can matter!

**Note:** The player aid offers a non-exhaustive interpretation of icons shown on the board. For your first games, feel free to read the descriptions to become familiar with them.



## Main Concept

First place the **?** pawn to show the other players the **nature** of your word.

**Example:** You want to make guess the word *Bee*, which is an animal.



You can then place **■** cubes (clues) to give **more information on the Main Concept**.

**Example:** Your animal flies and is yellow and black.



## Sub-Concepts



You can also use Sub-Concepts by placing **!** **!** **!** **!** pawns and cubes in the matching color to **add more details**.

**Example:** Your animal flies around flowers.



Your animal is connected to an edible, yellow liquid (honey).



While you place pawns on the board, the other players can make **as many guesses as they want**.

You can respond “**Yes**” when the correct answer is declared, or when players are on the right track, but you **cannot communicate in any other way**.

## END OF THE TURN

The first player to guess the word correctly gains **2 Points** and each member of the team giving clues gains **1 Point**.

Now, the next two players make a new team and draw the next card, choosing a new phrase for the other players to guess.

### Notes:

- *If the other players are having trouble guessing the word, feel free to take pawns off the board and give new clues.*
- *After a while, if the other players haven't guessed the word, choose a third person to join your team to help or choose another word. If they still can't guess the word, end the turn and do not gain any Points.*
- *Feel free to change teammates during the game.*



## END OF THE GAME

The game ends after 12 cards have been played.

Each player adds up their Points.

The player with the most Points wins the game.  
In case of a tie, those players share the win.



During our many playtests, we noticed that the Points system wasn't used all the time. Feel free to play without Points so you can simply enjoy the fun of giving clues and guessing words.



Get creative with your clues!  
Every idea, no matter how silly, can work.  
The important thing is that you're understood.

## SOME ADVICE

The order in which you place the pawns matters!



The house of the job that fights fire:  
**fire station!**

≠



The job that fights fire in houses:  
**firefighters!**

A single icon can have different meanings!



A medical tool that listens to the heart:  
**stethoscope!**

≠



A fictional character that's dead and alive:  
**zombie!**

The number of cubes on a single icon is important!



An object for eyes with one circle:  
**monocle!**

≠



An object for eyes with two circles:  
**glasses!**



### CREDITS

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Full credits: [www.rprod.com/en/concept/credits](http://www.rprod.com/en/concept/credits)

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