



# Monopoly Planet

*Partners: Hasbro Online Media Group, Promotions.com, Enter the Studio*

Monopoly Planet is a digital evolution of the iconic board game. Designed for the next generation, this platform combines entertainment, education, and charity, offering a unique experience that resonates with both kids and parents.

# OBJECTIVE

- ▶ Our mission was to transition Monopoly into the digital realm. We envisioned a platform that entertains, educates about money management, and integrates a charitable component through the SOS partnership.



# Process - Overview

- ▶ Monopoly Planet is more than just a digital game; it's a comprehensive experience. We've crafted a space where kids can dive deep into the Monopoly brand, acquire essential money skills, and contribute to a charitable cause. By integrating various Monopoly editions and a charitable component, we've modernized Monopoly for today's tech-savvy generation while retaining its core values.



## Process - Discovery

- ▶ Our research phase was enlightening. We recognized the need for a platform that captivates kids while offering parents peace of mind. The challenge was blending fun with educational elements, ensuring that as kids navigated their virtual financial journeys, they absorbed essential skills seamlessly.



Properties

3

# MONOPOLY

## CRAZY CASH



685

Round 4 Complete!

## Process - Design

- ▶ The design phase was about integration and innovation. We incorporated elements from various Monopoly editions, from the excitement of Cars 2 to the tech-savvy Electronic Banking. For parents, we embedded insights and tools to bridge the gap between playtime and practical financial education, ensuring a holistic experience.

Next Round

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## Process - Play

- ▶ Monopoly Planet is not just about games; it's about experiences. Kids can simulate real-world financial decisions, understand money's value, and witness the consequences of their choices. The platform's highlight is the option to donate virtual earnings to real-world causes, adding a layer of social responsibility to their play.

# Key Takeaways

A dual-purpose platform: While kids enjoy a captivating gaming experience, they're also introduced to the fundamentals of financial management.

Bridging the digital and real world: Through the SOS charity integration, kids can see the tangible impact of their virtual decisions in the real world.

A modern twist on a classic: Monopoly Planet retains the essence of the iconic board game while introducing elements that resonate with today's generation.

MONOPOLY PLANET. This is a ticker space that can be used for a message to c

BLUEHAT2

RANKINGS & ACHIEVEMENTS

53

LOCAL RANK

312



| TIMES PLAYED | HIGH SCORE | LOCAL RANK | PLANET |
|--------------|------------|------------|--------|
| 3            | 23,897     | 21         |        |
| 3            | 23,897     | 22         |        |
| 3            | 23,897     | 10         |        |



Don't forget, the more you play the more you could be helping us build for SOS Charity. [Click here](#) to get more details.

CHARITY

SHARE

## Results

- ▶ Positive Trend: Monopoly sales witnessed an upward trajectory post-launch.
- ▶ Charitable Impact: The SOS charity integration led to significant virtual-to-real donations, highlighting the platform's social responsibility aspect.
- ▶ Engagement Metrics: The platform saw high engagement rates, with users spending an average of 30 minutes per session, indicating its captivating nature.