

CREATIVE CLASH

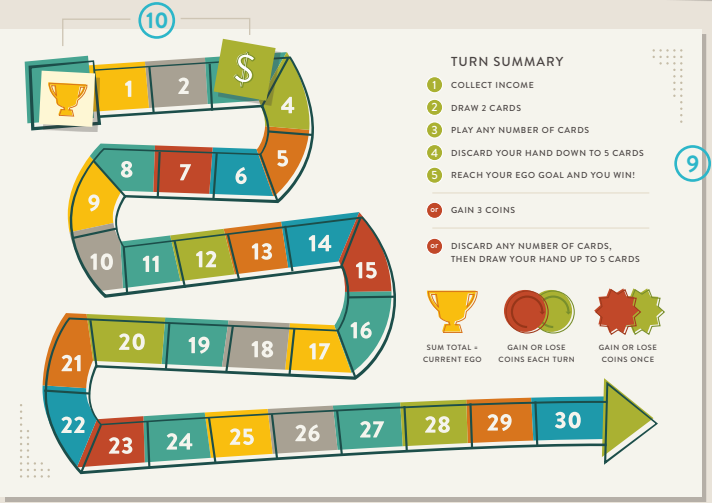
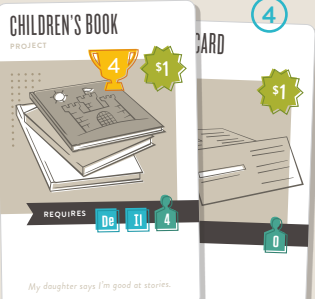
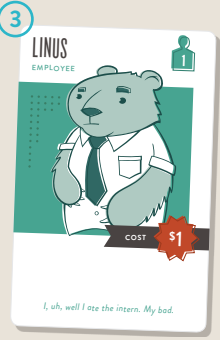
LEAD YOUR CREATIVE AGENCY
to VICTORY *in a HUMOROUS BATTLE*
for the BIGGEST EGO AROUND!



COMPONENTS

- 1 8 Principal Cards (gray deck)
- 2 117 Nine To Five Cards (black deck)
 - 3 20 Employees
 - 4 30 Projects
 - 5 16 Skills
 - 6 15 Stuff
 - 7 10 Persons
 - 8 26 Events
- 9 4 Player Boards
- 10 8 Tokens: 2 for each player to calculate Ego and Coins

SETTING UP THE GAME



Give 1 player board 9, 1 Coin token and 1 Ego token 10 to each player. Put each player's Ego token on "0" and their Coin token on "3". The player board and surrounding table area becomes each player's Studio for the game. Shuffle the Principal deck 1 and randomly deal one card to each player. Put the remaining Principal cards back in the box, they are not used for the rest of the game. Shuffle the Nine To Five deck 2 and randomly deal 8 cards to each player. Place the remaining Nine To Five cards in the middle of the table to form the draw deck. Players must then discard their hand down to 5 cards. Cards are discarded face down next to the draw deck. Form a "messy" discard pile to distinguish it from the draw deck.

STARTING HAND




OBJECT OF THE GAME

Creative Clash is a fast-paced game for 2-4 players. Players take on the role of Principal of their own creative agency. They hire Employees, complete Projects, play nasty Events on their competitors and buy great Stuff to win the greatest glory. Each Principal has special abilities and a unique Ego goal. Be the first to achieve your Principal's Ego goal to win!

STARTING THE GAME

The player who most recently won an award in real life goes first (or pick someone at random). Each player takes their turn by following the Turn Order. When their turn is finished, play passes to the player on their left (clockwise). If the Nine To Five deck is exhausted, reshuffle the discard pile to form a new draw deck.

TURN ORDER

- 1 COLLECT INCOME
- 

Calculate your income by totaling the sum of all your "Gain Coins Each Turn" icons.

- 2 DRAW 2 CARDS

- 3 PLAY ANY NUMBER OF CARDS
- Cards are played in your Studio (near your player board) or in another player's Studio.

At any point in this phase you may discard a card from your hand to gain 1 coin.

DISCARD ANY NUMBER OF CARDS, THEN DRAW YOUR HAND UP TO 5 CARDS.

You may choose to skip your entire turn to discard any cards you do not want and draw your hand back up to 5 cards. DO NOT follow the Turn Order and ignore the effects of all of the cards in your Studio. You do not gain coins for these discards.

HOW TO READ THE ICONS

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EGO
Calculate the sum of the Ego points on all of your cards. The total is your current Ego level.
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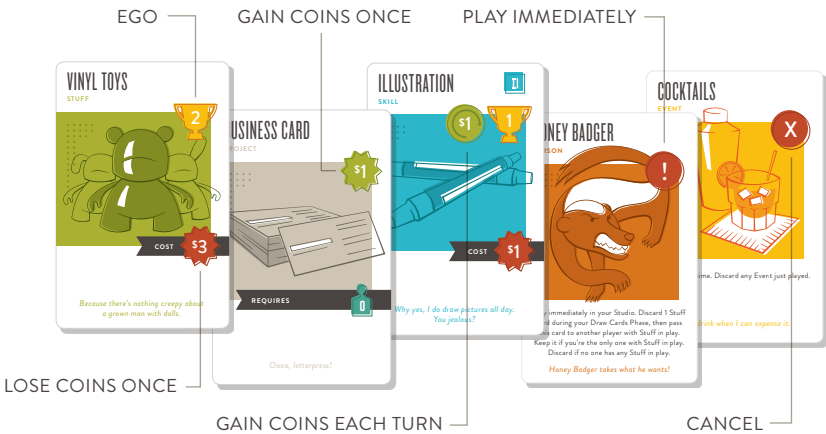
GAIN COINS ONCE
Gain the amount of Coins shown in the symbol only once. You can never have more than 30 Coins.
- 

LOSE COINS ONCE
Lose the amount of Coins shown in the symbol only once. You can never have less than 0 Coins.
- 

GAIN COINS EACH TURN
Calculate the sum of the Coins shown in these symbols to determine your income each turn.
- 

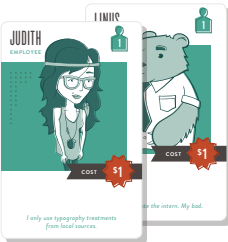
PLAY IMMEDIATELY
When a card with this icon is drawn, it must be played immediately.
- 

CANCEL
Play at any time to cancel the effects of a card just played. The text on the card will tell you what it will cancel.



HOW TO USE THE CARDS

Each card is either played face up in your Studio or in another player's Studio. Once played, you or the other players keep the card. The only cards that are played and immediately discarded after resolving their effects are most Event cards. Some Event cards also remain in your Studio and are clearly explained when they do so. At any time you can count the amount of Ego on all of the cards played in your Studio to determine your current Ego level. Sometimes Event cards will cause you to gain or lose Ego. Make sure you're always aware of how much Ego you have and recount as necessary.



PRINCIPALS

Each player is dealt a Principal at the beginning of the game. The Principal has special abilities—several of them have an ability that limits them—and becomes your persona during the game. He or she also defines your Ego goal. You never lose or change your Principal during the game.

EMPLOYEES

Employees are played in your Studio to help you complete Projects. Employees may also be upgraded with Skill cards to help you complete the best Projects. Each Employee has a cost that you must pay in order to play it.

NOTE: Employees are not considered Person cards.

SKILLS

Skill cards are played on your Employees to help you complete Projects, earn Coins and earn Ego. When a Skill is played on an Employee, it becomes permanently attached to that Employee unless specifically discarded or taken by another player. If an Event card causes an Employee to change Studios, any attached Skill cards go with the Employee as well. Skills are always discarded with an Employee if the Employee is discarded from play. Each Skill has a cost that you must pay in order to play it. Each Skill card also has an icon that corresponds to requirements on Project cards. A single Employee can have multiple Skills, but only one type of each Skill may be played on a single Employee.

PROJECTS

Projects represent the bread and butter of your Studio. The easiest ones can be completed by your Principal (0 Employees), but you'll need the right combination of skilled Employees to complete the biggest ones. Projects earn you a mix of Coins and Ego. You can only play a Project if you're able to meet its requirements, which is typically a mix of Skills and a number of Employees. You simply need to have the required number of Employees and Skills in your Studio to play the Project. **For example,** the Children's Book Project requires the Design and Illustration Skills as well as 4 Employees. You could have 3 Employees with no Skills and 1 Employee with both the Design and Illustration Skill to complete it (or any combination you like). You always keep a Project card once played in your Studio, even if at some point you lose the Employees and/or Skills that were necessary to complete it.

STUFF

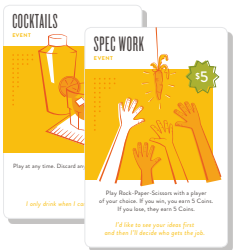
Plain and simple, Stuff is all about Ego. Spend your Coins on Stuff to quickly reach your Ego goal. Each Stuff card has a cost that you must pay in order to play it.

PERSON

Sometimes helpful and sometimes not, Person cards offer special bonuses to your Studio or hurt your opponents. Some Person cards are immediately put into play, others are free to play but cost Coins each time you want to use them, and still others require a cost to put them into play. Read the directions on the cards carefully to understand how each one works.

EVENT

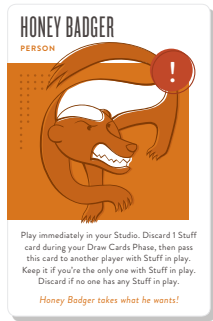
Event cards represent the odd and often bizarre things that occur in the typical creative studio. Read the directions on the cards carefully to understand how each one works. Most Events are played and immediately discarded after resolving their effects.



GAME END

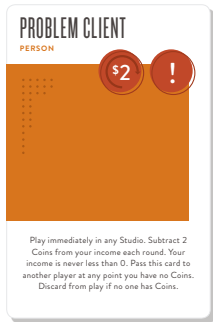
The first player to reach their Ego goal at any point during their turn is the winner! You cannot win the game if it's not your turn.

ADDITIONAL RULES AND CLARIFICATIONS



HONEY BADGER

Play this card in your Studio as soon as you draw it, then immediately discard one of your Stuff cards in play. If you don't have any Stuff cards in play, then you suffer no effects (lucky you). Now you get to keep the madness going and hand this card to another player with Stuff in play! That player must now discard one of their Stuff cards in play during their Income Phase. Then they pass Honey Badger to another player with Stuff in play, and so forth. Honey Badger basically eats up Stuff cards until there are no longer any in play. You must keep Honey Badger if you're the only one with Stuff in play, discarding one Stuff card in play each turn until you have none left. Honey Badger is finally discarded if no one has any Stuff in play. If no one has Stuff in play when you draw Honey Badger, immediately discard it and draw a new card.



PROBLEM CLIENT

Much like Honey Badger, Problem Client travels around from Studio to Studio. The player that draws it must immediately put it into play in the Studio of his or her choice. That Studio must then subtract 2 Coins from its income each round, although its income is never less than 0. The Studio may pass Problem Client to another player at any point it has no Coins. Discard Problem Client from play if no one has Coins. In the rare instance that you draw Problem Client and no one has any Coins, discard Problem Client from play and draw a new card. If Problem Client is drawn in your starting hand, discard it from play and draw a new card.

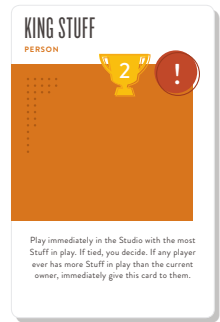


DEAD WEIGHT

This card doesn't cause a Studio to have less than 0 Ego. It simply subtracts 2 from a Studio's total Ego once it actually acquires Ego.

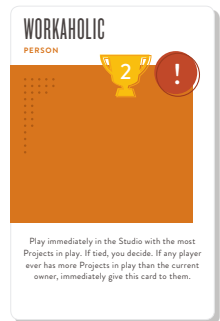
KING STUFF

Play this card as soon as you draw it. Play it in the Studio that has the most Stuff cards in play. If there is a tie, you decide who gets it. At any point in the game when another player has more Stuff in play than the current owner, give this card to them. Whoever currently has King Stuff earns 2 extra Ego. If no one has any Stuff in play when King Stuff is drawn, discard it and draw a new card.



WORKAHOLIC

Play this card as soon as you draw it. Play it in the Studio that has the most Project cards in play. If there is a tie, you decide who gets it. At any point in the game when another player has more Projects in play than the current owner, give this card to them. Whoever currently has Workaholic earns 2 extra Ego. If no one has any Projects in play when Workaholic is drawn, discard it and draw a new card.



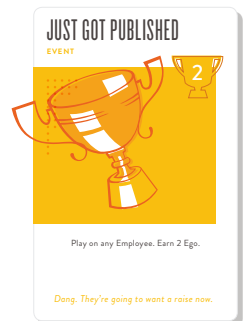
ASSISTANT, GATEKEEPER, & JACK OF ALL TRADES

These cards are free to play in your Studio. You pay their costs each time you use their Abilities.



JUST GOT PUBLISHED

This is a special Event card that acts in a similar way to Skill cards. Play it on any Employee in play. It is now attached to that Employee and moves with the Employee if it changes Studios. Discard it if the Employee it is attached to is discarded.





COCKTAILS, VACATION, & ROUND OF GOLF

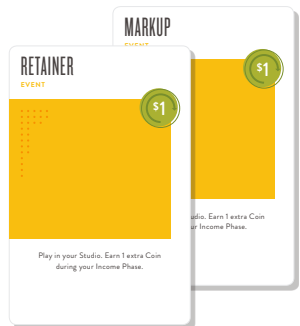
These cards are used to cancel out the effects of any Event card just played. It's possible for one "cancel" card to cancel out another "cancel" card.

For Example, Matt gleefully plays Creative Coup, hoping to win the game in one fell swoop. Katie hates this idea so she plays Vacation to cancel the effects of Creative Coup. Matt really wants it to happen so he plays Cocktails to cancel out Vacation to keep the Creative Coup on. James is in agreement with Katie's point of view, so he plays Round of Golf to cancel Matt's Cocktails, which means Katie's Vacation is active again and Creative Coup is canceled. Discard all Event cards when this madness is over!



HANGOVER & X-ACTO WOUND

Play on any Employee in play. These cards essentially make an Employee unable to function. The Employee earns no Coins and cannot help the Studio meet Project requirements. They become attached to that Employee (like Skill cards) and move with the Employee if it changes Studios. Discard them if the Employee they are attached to is discarded. **NOTE:** these cards do not void the Ego points on the Skill cards attached to the affected Employee. Discard these cards by paying 3 Coins during the Discard Phase.



RETAINER & MARKUP

These special Event cards are played in a Studio and remain in play unless specifically discarded by another Event card. They add 1 Coin to the owner's income.

THANK YOU!

We want to thank all of our family and friends for supporting this endeavor. Creating this game was no simple task. Without your help, we wouldn't have been able to bring this game to life.

KICKSTARTER

Thanks to everyone who funded us during our Kickstarter campaign. Your support has provided us the opportunity to finally share this game with the world.

SPECIAL THANKS TO OUR BEST BACKERS

YOUR NAME COULD BE HERE!
Back our project for \$100 or higher and we'll put your name in this rulebook and on the Creative Clash website.



THE INFANTREE

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