

Variants:

Tagjacking Variant: The Host is allowed to see the Image Card before choosing a Hashtag for the round. The Host must then choose a Hashtag within 10 seconds of seeing the Image Card.

Remix Variant: For a more challenging game, instead of using one Tag, the Host may select two that must be applied to the Meme, even if at first they do not seem remotely compatible.

Grass Roots Variant: For a simpler game, play without the Hashtags. Each player can come up with any caption for the image without any limitations.

Visualizer Variant: The Host is allowed to provide an image from outside the game to use in place of an Image Card.

Wordsmith Variant: The Host is allowed to write his/her own Hashtag for the round.

Share!

We would love to see some of the funny memes that you generate while playing Say What You Meme! Share your memes with us at:



<https://www.facebook.com/UltraProInternational/>



<https://twitter.com/UltraProIntl>



www.instagram.com/ultrapro/

When sharing your memes with us, make sure to tag:

#SayWhatYouMeme

#KnowWhatIMeme

#PartyGame

@PlayroomEnt

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AW20470



For 3 to 8 Players, Ages 8 to Adult
Playing Time: Approx. 30 Minutes

What is a Meme?

A meme (noun: /'mi:m/; meem) is an idea or element of social behavior that spreads within a culture from person to person. Internet memes often take the form of images or videos accompanied by clever text, and are spread via social networks, blogs, text messages, or email.

Object of the Game:

Players will have the chance to create their very own memes, similar to the internet memes that are created, posted, shared, or "liked" on popular social networking websites. To do this, players will need to use a combination of creativity and wit, as they try to score points by writing the funniest caption for the various images provided. The first player to create 5 memes which "go viral" wins the game!



Contents:

150 Image Cards
25 Hashtag Cards
8 Dry-erase Boards
8 Dry-erase Markers
This Rulebook

Setup:

Place the Image Cards face down in the center of the table, and supply each player with a Dry-erase Board and a Marker. Players will be using these boards each round, so you may also want to have some paper towels or napkins handy to wipe them off between rounds.

Shuffle the Hashtag Cards and place them face down, next to the Image Cards.

Game Play:

The player who most recently posted something on a social media site serves as the first Host. The Host then draws a random Hashtag Card, selects one of the six Hashtag options on the card and announces it as the Hashtag to be applied to the Meme this round. (It's a good idea for players to also write the Hashtag at the top of their boards as a reminder to themselves.) Alternatively, if the Host would like to make a random selection, he/she may use any 6-sided die and announce a Hashtag that corresponds to the value rolled.

Once the Hashtag has been announced to the group, the top Image Card is flipped over so that it is visible to all players. All players (including the Host) now write captions on their boards to create a funny meme when paired with the picture from the Image Card. **Remember:** the Hashtag must be included in every caption!

Once players finish writing their captions, they will pass their boards to the Host, **face down**. Once the Host has collected all of the boards, he/she will then read each caption aloud, including his/her own. The Host should be careful not to identify who wrote each caption.

Note: It's a good idea for the Host to read each Dry-erase Board silently first, to be sure the text is clear. If there are any questions, he/she can then ask the author to clarify privately before it is read aloud.

Voting:

After all of the captions have been shared, the Host will announce which caption is his/her **least** favorite and eliminate it from the round. The player who wrote that caption identifies himself/herself and he/she now judges the remaining captions.

The Host then reads all of the remaining captions aloud (so that no one else can see the other players' handwriting), and the new judge will eliminate **his/her least** favorite caption. The player who wrote that caption now takes over the role of judge, and the process continues until just one player's caption is left. It's possible that the Host will vote twice! When only two captions are left, the current judge will declare the winner. That meme is considered to have "gone viral" and the writer of that caption takes the Image Card as a point.

The player who was **first** eliminated in this round takes over the role of Host, and begins a new round of play by selecting a new Hashtag and revealing a new Image Card.

Example: In this round, Derek is the Host. After announcing that the Hashtag for this round will be "#epicfail," Derek flips over the top Image Card and places it in the center of the table. Rachael, Alex, Joshua, and Derek all write down their captions for the meme on their respective Dry-erase Boards, making sure to include the Hashtag "#epicfail" and/or relate the text in their captions to the Hashtag "#epicfail".



Once finished, Rachael, Alex, and Joshua pass their boards to Derek, face down. Derek quickly reads each board silently to himself, making sure that he doesn't have any questions, and then reads all of the captions aloud to the group. Once all of the captions have been shared, Derek announces which caption was his least favorite. Rachael identifies herself as the author of that caption and becomes the new judge. Derek then reads all of the remaining captions aloud again, and Rachael announces which one is her least favorite. This time Derek was the author, which means that he will now judge again. After reading the final two captions aloud, Derek identifies which of these is his least favorite. This time it was Joshua's caption, which means that Alex's caption is his favorite and he is the winner of the round. Alex is given the Image Card for the round as a point, and Rachael becomes the Host for the next round since she was the first player eliminated in the previous round.

End of the Game:

The first player to have 5 of his/her memes go viral (collect 5 Image Cards) is the winner of the game!