



Memories Included When it Comes to Hasbro Gaming

December 10, 2020

As communities around the globe went into lock down last March, we saw an immediate demand for Hasbro games increase. In order to get consumer insights to better understand this change in behavior, we quickly fielded global research. Using online surveys as well as hosting discussions with parents and kids in our proprietary online community, we learned more about the emotional connection consumers are having with board games given the stay-at-home world we are living in this year, and inspired the new "Memories Included" campaign, focused on Hasbro Gaming.

The insights showed that games offer unique benefits that other activities do not because they require presence, are inherently inclusive and foster authentic connections missing across generations. Ultimately, we learned that time spent over a game translates to quality time that is more meaningful than winning or losing because it results in long lasting memories across generations.

With these insights in mind, we launched a new campaign called **Memories Included**. It celebrates the fact that the true magic happens beyond the board, when people come together over a game. Narrated from the point of view of a child, the story illustrates that the real value is what those game moments make possible – human connection and long-lasting memories. The campaign was shot with real families to capture the true fun, energy and emotion that ensues when they get together to play a game.



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