

NOTE FROM DANNY DOURADO

*Why was this piece written?*

*This was a copy challenge from Marmalade Game Studios as part of an interview process.*

*The challenge was to write a Product Description for their Monopoly app that met SEO standards while championing their family-friendly values and sense of humour.*

*This is the copy I delivered, balancing an abundance of brand-based lexicon with top gaming keywords like 'royale' and 'tycoon'.*



## Monopoly - The Popular Family Board Game

The Hasbro board game classic. The worldwide phenomenon with over a billion players. And the only game where a dog can bankrupt a battleship.

Everyone knows Monopoly! This real-estate family staple adored for generations is now THE perfect package for a mobile game – try Brand New Modes, go Online with Friends or gather Four Players around one phone.

Play on a living board of the city that will soon be home to a Property Royale between you and your fellow magnates. It's intuitive, family-friendly fun. You can even add the House Rules you used to argue over on games night!

PLAY IT YOUR WAY

**Become a Single-Player tycoon** and best the scheming AI...

**Play Online Multiplayer** against dogs, top hats and dinosaurs from around the world...

**OR Pass & Play** on *one* offline device with up to Four Players!

THE OFFICIAL MONOPOLY APP FEATURES:

**The Premium Experience.** No ads, no interruptions. Play how you want and where you want.

**The Classic Experience.** The original Hasbro board game as you remember it from family game nights. Roll the dice, buy your property empire and bankrupt your besties. Guilty conscience not included!

**Quick Mode.** Blaze through from rags to riches in as little as 20 minutes.

**Optional House Rules.** Play with the most popular custom additions like cash on Free Parking, Only Auctioning and many more.

**Pick Your Local Board.** Who got Boardwalk in your Mayfair? Choose from more localised boards than any digital Monopoly game before.

#### LAUGHING ALL THE WAY TO THE BANK

Monopoly lives on as a unique experience even as the decades roll by: where else can you participate in such shameless joy from tongue-in-cheek greed? Go for gold! Send friends to Jail! Watch your family's real-estate empires crumble! It's all part of the Monopoly experience.

Wheeling and dealing for those winning colour sets, surprise last-place surges from the Community Chest and the heart-stopping hit of a hotel's rent. All that drama and glory is here.

Plus, you can finally trust the Banker.

The official Monopoly App is intuitive to use, fun for the whole family and safe for children to play. Private online rooms mean no strangers. The whole app is free of adverts, so you will never get an inappropriate pop-up.

Download Monopoly right now and start rolling digital dice in minutes!

#### MINT CONDITION

Complete your classic board game collection with The Game of Life, Battleship and Cluedo, now available in digital form to fit in your pocket.

Brought to you with the same care and creativity from Marmalade Game Studio.