



**FEED THE PIG<sup>®</sup>**  
**GAME DESIGN CHALLENGE**  
**HAVE AN IDEA FOR A DIGITAL GAME THAT  
CAN HELP PEOPLE SAVE MONEY?**  
**ENTER NOW! WINNER RECEIVES  
A \$10,000 CASH PRIZE!**

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## FEED THE PIG CHALLENGE

The Ad Council, the AICPA and Games for Change (G4C) will award a prize of \$10,000 to one winner and \$5,000 to each of two finalists for the creation of a digital game that engages Americans to think differently about savings, debt and financial security. The game will be developed for use by and in collaboration with the AICPA and the Ad Council's *Feed the Pig* campaign. Visit [FeedThePig.org](http://FeedThePig.org) for more information about the campaign. Submit your game idea [here](#).

The design challenge invites designers of all levels to propose a game experience that encourages young adults ages 25-34 to make saving part of their daily lives.

Two finalists will each receive a \$5,000 prize and the winning entry will receive a \$10,000 prize and, if they are selected to develop the game, up to \$40,000 for a production budget to develop the game.

Game concepts should target audiences with varying levels of game play experience and promote players to take action in their offline lives to improve their financial futures. No development experience necessary to apply!

## KEY DATES

- **Feb 9, 2016 – Challenge Launched and Submissions Open**
- **Mar 10, 2016 – Deadline for Submissions**
- **Apr 18, 2016 – Winner Selected by Live Jury**

## CHALLENGE GUIDELINES

**The Problem** – Young working adults, ages 25-34, who are in the midst of establishing their saving and spending habits, aren't saving because they don't feel an urgency to save. Saving feels impossible, overwhelming, and they don't mind putting it off since "no one else is doing it."

**The Solution** – A social game to teach audiences about spending and saving, without making the subject matter too heavy or inaccessible. Research indicates that the most motivating trigger for young adults to start saving is witnessing others successfully saving.

**Key Themes** – The game should allow players to learn more about saving and to start creating tangible, healthy saving habits. Game tone should be intriguing, real, relevant, inspiring and non-preachy.

**Submissions** – This is a conceptual challenge: **Participants do not have to be able to develop the game idea proposed.** The winning game may be developed with a professional game design studio if the winning team is not selected to do so. Submission requires only a written proposal and supporting materials (e.g., concept art, design outline), but teams will be evaluated on whether the game concept can be developed into a playable game.

**Application Form** – The application form will be available online and open to any legal resident of the United States or its territories and possessions. Individuals and teams will download the application guidelines and submit a completed form online. Only completed application forms will be considered for awards. Supporting documents must be included with the submission for consideration. Late submissions will not be considered. Submit online [here](#).

**Eligibility** – All design studios, independent designers, student teams, general public, and commercial game studios who are legal residents of the United States or its territories and possessions are eligible to participate. All submissions must be in English and submitted via an online form for the challenge. Game development experience is not necessary to apply but will be considered as an important factor in selecting the winning submission.

**Prize** – A \$10,000 prize will be delivered to 1 winner. \$5,000 prizes will be awarded to each of the two finalists.

**Game Development** – An additional \$40,000 budget may be awarded to the winning team to develop a playable version of the game. If winning team is not selected to develop the game, G4C may supply a developer to create the game. Following completion of development, the game may be distributed, implemented, and promoted by the AICPA and the Ad Council. Winners will also benefit from the amplification and promotion of their game through G4C and the Ad Council partner channels.

For official rules, please go [here](#).

**FEED THE PIG**

Feed the Pig is a national public service campaign sponsored by the American Institute of Certified Public Accountants (AICPA) and the Ad Council. The goal of the campaign is to encourage and help Americans aged 25 to 34 to take control of their personal finances. Visit [FeedThePig.org](http://FeedThePig.org) for more information.

**AICPA**

The American Institute of Certified Public Accountants (AICPA) is the world's largest member association representing the accounting profession, with more than 394,000 members in 128 countries and a 126-year heritage of serving the public interest. AICPA sets the ethical standards for the profession and the auditing standards for private companies, non-profit groups, and federal, state and local governments. Visit [AICPA.org](http://AICPA.org) for more information.

**THE AD COUNCIL**

The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications industries, the media, and the resources of business and non-profit communities to deliver critical messages to the American public. The Ad Council produces, distributes and promotes public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventive health, education, community well-being and strengthening families.

**GAMES FOR CHANGE**

Games for Change (G4C) facilitates the creation and distribution of social impact games that serve as powerful tools in humanitarian and educational efforts. G4C brings together organizations and individuals to grow the field, incubate new projects and provide an open platform for the exchange of ideas and resources. G4C specializes in bringing together funders, content specialists, gaming experts and creative teams for successful and sustainable projects.