

# Top Trumps

## 35 years of classic and cult entertainment



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**Top Trumps is a timeless classic – a game enjoyed as much today as it was 35 years-ago. Tapping into the retro trend that is seeing many brands make a comeback, Top Trumps enjoys a perennial generation-spanning appeal.**

But, the modern Top Trumps is a far cry from the game that today's style leaders enjoyed in their youth. Embracing the latest technology, Top Trumps is now far more than a great British card game. Today it is available in many formats and in a rapidly growing number of countries.

The rebirth of Top Trumps began in the 1990s, when Hasbro bought the games company Waddingtons. Initially after the British rights to Monopoly and Cluedo, it also picked up a forgotten little card game called Top Trumps. Hasbro brought in games experts Winning Moves to look at Waddingtons' properties. In the hands of the new Top Trumps brand guardian, Tom Liddell, Winning Moves reinvented the game, turning it into something slick, modern, compulsive and profitable.

First, the cards were redesigned to look more sophisticated and a new iconic flip-top plastic case replaced its easily shattered predecessor. The game's core market used to be 10 year-old boys, but now the Top Trumps range offers something for all ages, and even girls. Winning Moves also reinvigorated the game by securing heavyweight licensing deals. So, as well as sports cars, warships or jets, Top Trumps also taps into the buzz surrounding the biggest

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movies and entertainment properties. For example, in 2006, Top Trumps introduced a new Doctor Who pack, coinciding with the second series of the hit BBC drama, a Pirates of the Caribbean deck to tie in with the second instalment of the Johnny Depp movie, as well as a World Football Stars deck to link with the 2006 World Cup. Always keeping an eye on appropriate licensing deals for its brand and fans, 2006 also sees the launch of a new DC Super Heroes pack, linking with the latest film in the franchise, Superman Returns. Expanding into other media has been instrumental to the resurgence of Top Trumps, with imaginative deals working the brand into a wide variety of platforms. Nowadays, Top Trumps can also be enjoyed on all the major games consoles, as well as on mobile phones, and interactive DVD. Players of the Bratz video game for example, can 'unlock' an embedded Top Trumps game if they get beyond a certain level.

Integration and partnerships are all part of the modern, high-tech, Top Trumps approach. Global websites ESPN and Cricinfo have introduced thousands of people to Top Trumps through live, multi-player versions of football tournaments and test match cricket, where the games' statistics are updated daily, reflecting live events. But it's not all about technology. Winning Moves is also launching a new range of Top Trumps books, offering even more facts and illustrations about Sports Cars, Superbikes and Ultimate Jets.

As with any game, Winning Moves knows it also has to win over parents, so there are educational classics – dinosaurs, space, wonders of the world – to inspire learning and a Juniors range to help teach word and number skills. Winning Moves has also come up with some clever promotional ideas – like special 'Super Top Trump' cards that can



only be obtained through promotions with other brands. This has been done with DVDs for Harry Potter and 24, for example.

Building on this appetite for collectibles, Top Trumps has also created limited edition 'gunmetal' card cases that can only be obtained if players do something 'above and beyond', like organising a Top Trumps tournament at school. Then there is the website, offering users a huge range of online games, special offers, competitions and prize draws. The new Top Trumps has been a storming success, selling nearly 20 million decks around the world and winning the UK Game of the Year award for 2002. And Winning Moves has no intention of letting it slip into obscurity again – constantly refreshing and innovating and searching for the next inspirational title.

