

Play

*jingo*

It Rocks!

**HOW TO GET THE MOST  
OUT OF JINGO**

# SUMMARY

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WHAT IS JINGO?	3
GETTING YOU SET UP	5
SOCIAL MEDIA IS KEY!	6
USING OUR LOGO	8
HOW TO HOST JINGO	9
THE THREE STAGES	10

# WHAT IS JINGO?

HOW TO GET THE MOST OUT OF JINGO

## NEW ZEALAND'S MUSICAL BINGO

Jingo is a fun social game that can entertain your crowd and attract an audience to your venue or fundraiser. Jingo is easy to host, easy to play and we'll help you every step of the way.

Jingo is just like Bingo but replaces the numbers with music. Listen closely as the song snippets provide a clue as to the name of the song. Once the title or artist of the song is figured out and found on the game card, it gets marked off. Easy!

The Jingo host will decide whether players are completing a line, a cross, a diagonal, a shape or a full house. When a player completes their card, they call out "JINGO!" and the Jingo host will verify the card through our super easy to use software.



A group of people are sitting around a table, playing a card game. The image is overlaid with a blue tint. In the background, there are framed pictures on the wall, including one that says "WELCOME". A person in the foreground has a card with the number "83" on it. The people are looking at their cards and talking to each other.

## PLAY IN TEAMS OR PLAY SOLO

Each Jingo pack comes with four games. Players can join on any game and are welcome to play more than one.

Jingo is fun for everyone! Individuals can have a card all to themselves or teams can share a card and put their heads together to beat the competition.

# GETTING YOU SET UP

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## SETTING UP JINGO

To play Jingo and use our Jingo Game Controller you need a Windows PC or laptop. If you're an AMS Nightlife customer, we can enable your music system for Jingo.

For online customers, go to **PLAYJINGO.COM/SHOP** and pick your game pack. When you've purchased your order, you will receive a confirmation email with links to download your Jingo Game Controller and watch the Ultimate Jingo Video Guide.

HEAD TO  
**PLAYJINGO.COM/JINGO-CONTROLLER-VIDEO**  
FOR THE ULTIMATE VIDEO GUIDE

If you're building an audience for a regular game night we have a Jingo subscription option. We also have a special introductory offer for new Jingo subscriptions. If you subscribe for your first six weeks upfront, we'll give you three of those weeks for free!

We also have Jingo Daubers available for purchase too!

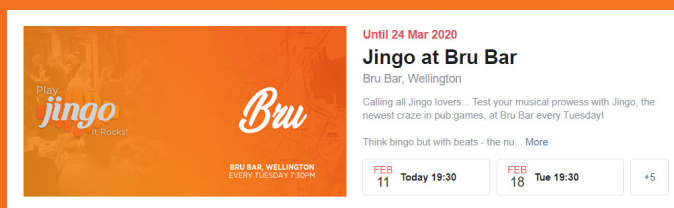


# SOCIAL MEDIA IS KEY!

HOW TO GET THE MOST OUT OF JINGO

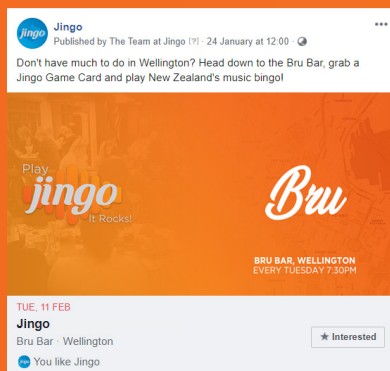
## GET PEOPLE TO YOUR EVENT

Facebook Events are one of the easiest ways to let people know that you're playing Jingo. The best part is we'll set up an Event for you! It will look like this:



Once Jingo has created your Facebook Event, we will normally invite you to manage it so you can edit when you are playing Jingo. It's important to keep this updated. If you can't update this and need some help, get in touch with us and we'll get it sorted.

We will make sure we're getting Jingo out to your audience as well as ours. You'll be able to share our posts. These will appear on our Facebook page the day of your event.



# POST ABOUT JINGO!

Whether it's a before picture to get people to come along, a during picture to show how much fun Jingo is or an after photo of the winners: **POST ABOUT JINGO!**

Posting and building awareness of Jingo at your venue gives locals the chance to come and play Jingo. The more people you reach, the more successful your Jingo night can become – get the word out!



## MORE GOOD QUALITY POSTS = MORE CUSTOMER INTERACTION

You don't need to use a professional photographer, photos from your Smart Phone will do the trick! Pictures of people playing Jingo always do well on social media. We've also made an easy to access page to get the Jingo logo.



# USING OUR LOGO

HOW TO GET THE MOST OUT OF JINGO

## MAKE YOUR MEDIA LOOK GREAT!

It's sometimes confusing to make posters that stand out and look great, that's why we're here to help!



Our logo can be used in many different ways. You could put it up the top of your posters, in the middle, or anywhere you want! Just make sure you're including the whole logo. We have four colour sets to choose from for your posters.

## WHAT NOT TO DO...



Change Colour



Remove Text



Remove Backing



Outline Logo



# HOW TO HOST JINGO

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HOW TO GET THE MOST OUT OF **JINGO**

## HAVE FUN AND GET INVOLVED

We've made our Jingo Game Controller user friendly so you can focus on keeping the atmosphere fun and entertaining.

The Jingo Game Controller gives you a list of songs for each game so feel free to dish out additional clues and show off your knowledge!

Walk around and use your song list to check players cards. Keep the competition hot with commentary on how people are doing, they love it! Make it fun and inclusive and your crowd will have a great time.

## PRIZES GALORE!

Everyone loves to win, especially when prizes are up for grabs! Promote your menu and drink selection with meal vouchers or bar tabs. This is a great way to encourage your punters to come back again and again.

Prizes can be big or small, but keeping it consistent every week is the key. Sometimes physical prizes are more exciting than bar tabs. You can even include 'booby' prizes for a bit of fun.

If you're fundraising, your local businesses may donate prizes and/or people can pay to play. If you decide that charging for cards is the way to go, we recommend charging between \$2-5 per card. This allows your venue to create a better prize pool. Check with your local authority for more information on how to charge for your Jingo cards or visit the Department of Internal Affairs website which can be found here:

**[DIA.GOVT.NZ/GAMBLING](https://www.dia.govt.nz/gambling)**

# THE THREE STAGES

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HOW TO GET THE MOST OUT OF **JINGO**

## THE THREE STAGES OF JINGO

There are three super easy stages of the Jingo process.



**ORDER.** Jump onto the Jingo website and put your order in for single packs, or subscriptions. You choose when, where, and what you order. Pay at the checkout and we send it within 3-5 working days.



**SEND.** Along with the packs, we'll give you all the information you need about how to get going with Jingo. The team will help find some ways to promote your event, including through our Facebook page. We'll make sure you are all set up and ready to go for your Jingo event.



**PLAY.** Now for the exciting part! The final stage is actually hosting your event and playing New Zealand's musical bingo. You'll have to play a few games to work out how your audience interacts with Jingo, however that's all part of the fun! We'll be with you every step of the way.

# *jingo*



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0800 224 646