

Meta puzzle answers from all 2015 months:

| Jan | Xmen |
| :--- | :--- |
| Feb | Phoboas |
| Mar | Mythology |
| Apr | A-Team |
| May | Ex-Machina |
| Jun | TV |
| Jul | Portland |
| Aug | Semaphore Sailors |
| Sept | Doctor Who |
| Oct | Mystery Month |
| Nov | The Big Lebowski |
| Dec | Mad Men |

Arty
Scared Stupid
Myth Spent
I love it when the Pint comes together
Ruby Slippers
Furniture
Here is to five more years
Wave
King Arthur Pendragon
Flavourless
Perfect Game
Homerun


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Alka Seltzer
Brylcreem
Canada Dry
Fisher Price
Hyatt
Listerine
Lufthansa
Max Factor
Nokia
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Answer Sheet
(Hints are always FREE!)
Team Name: $\qquad$
Start: $\qquad$
End: $\qquad$

| Puzzle | Answer |
| :--- | :--- |

Choosing the Contact $\qquad$
Picking the Colors $\qquad$
Selecting the Slogan
$\qquad$
Signing the Talent $\qquad$
Making the Pitch
(Meta)
Stuck on a puzzle? Not having fun? Tell
Game Control and we'll do our best to make it right.

Please return this Answer Sheet before you leave the bar!


Question of the Month: How many people on your team fall into each of these age ranges?
$0-10 \quad 11-21 \quad 21-30 \quad 31-40 \quad 41-50 \quad>50$ decline to state

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Start: $\qquad$
$\square$
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Hi, I'm just an intern, and I think I screwed up. Mr. Draper said that in order to make the presentation a success, we need to make sure that a certain person attends the pitch meeting, but he didn't know who. Mr. Draper told me to go over and get everyone's names and titles, and what floor they worked on. He probably wanted me to keep all that information together, but I mixed it all up! I asked their HR department for help, and they told me to go to Helen Waite, but I couldn't find her. Can you help me unscramble the mess I made so I don't lose my job? Mr. Draper said that if he had this information then he could figure out the name of the person to invite to the big meeting.

| Job Title | Floor | First Name | Last Name |
| :--- | ---: | :--- | :--- |
| Lead Litigator (4, 3, 4) | 10 |  |  |
| Chief of Confrontations (1, 3, 2, 6, 4) | 14 |  |  |
| Head of Automobile Damage (3'2, 2, 7) | 11 |  |  |
| Chair of "I told you so" Committee (4, 2, 5) | 4 |  |  |
| Structural Specialist (4, 2, 4, 7) | 10 |  |  |
| Post-Meeting Elucidator (1'2, 7, 5) | 12 |  |  |
| Property Finance Accountant (3, 4'1, 3, 3) | 8 |  |  |
| Head of Site (un)Security (4, 2, 4) | 5 |  |  |
| Vertical Circular Promotions (6, 5) | 11 |  |  |
| Unbeatable Arguer (2, 5) | 4 |  |  |
| Poker Coordinator (4, 2, 6) | 2 |  |  |

## FIRST NAMES

| Alex Blaine | Noah |
| :---: | :---: |
| Amanda | Paris |
| Doris | Susan |
| Farrah | Terrence |
| Karl B. | Wallace |
| Mark |  |


| Dewnau | Reckan-Witt |
| :---: | :---: |
| Evans | Recht |
| Hoapin | Sweal |
| Leytor | Vale |
| Loade-Berring | Wynns |
| Maywards |  |

The person's title is "Tableware Acquisitions", but what's their name?


We put a rush on Creative to get this color palette ready. The team is typically great under pressure, from inside to out, but they messed up this time - it's full of spelling errors! We'll give them a black mark (to start with). Pick just three colors per wedge to include in our final proposal. One more thing to worry about after we pick the colors - if we land this account, we'll make sure they're first to market and end up with a monopoly, but it'll take more than a token effort achieve that goal.



We need a catchy slogan. Sometimes it helps to look at established work for inspiration. When you look at these slogans, notice how they evoke the companies or products that they represent. While short, each slogan drives straight to the heart, the center, the essence of the product, and leaves you thinking about it. See if you can learn from the slogans below and come up with a something that says that this product surpasses its peers.

- Tested by dummies, driven by the intelligent
- Bad news for tooth fairies
- It's good not to be home
- The champagne of ginger ales
- Fanatical about film
- Just add children
- Life is hard. Don't go soft
- For people who love chips but hate cooking
- For hair so healthy it shines
- There's no better way to fly
- I can't believe I ate the whole thing!
- Made from the best stuff on Earth
- The make-up of make-up artists
- A little dab'll do ya
- Connecting people


We want to recruit a quotable individual to deliver our pitch. Unfortunately, the intern had one too many and lost track of which quote goes to who.


Signing the Talent, Page 1 of 2




* = A, IS, OF, WHEN


By now you've gathered together the four elements of the ad campaign you're going to need in order to make a great presentation. Here's a tip: start light to get them interested, and then finish heavy.

If your client makes the right associations, what will they think of your presentation?



Imagine if we made a Mad Men themed restaurant! The most exciting part of working out the menu would be the drink list. You never know whether those ad guys are drinking before a presentation or after it... so why not make a list of cocktails made of of apéritifs and digestifs? Here are a few cocktails that our mixologist invented. You figure out what to call them.

Two parts dubonnet and three parts scotch, Your arms will be windmilling after a couple of these!
$\qquad$
A full measure of port is the base of this drink. Add one part each of grappa and lillet, two of cava. Finish off with one part kir and a splash of glenmorangie for a cocktail that's too good to be true. You'll tell your friends, but they'll say the drink is a lie!

This simple mix of two parts campari, three parts akvavit, and one part chardonnay will satisfy your sweet tooth.
$\qquad$
With a base of one part coffee, you'd expect this drink to wake you up. Add two parts rye, two parts grappa, and three parts scotch - this won't quite make you blind drunk, but it'll get you halfway there.

One part limoncello and three parts each of vermouth and calvados is a dangerous start; but adding one part glenkinchie makes it nearly fatal. Limit one per customer. Any more than that, and you might have one of these.

Begin with one part pilfered prosecco, then make off with three parts madeira, one part pinched port, and one of diverted dalwhinnie. Then just relax and enjoy your booty.

$$
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$$

For a taste of New Orleans, try this drink, composed of one part Byrrh grand quinquina, and two parts each of chardonnay and ouzo.

We're thinking of one final drink, and we need a catchy name for this one as well. We already have a description for it: "This drink can cover up mistakes and make things look perfect." We'll have our bartender come up with the ingredients later, but we need the name right now. Any thoughts?

Meta-Meta ${ }_{2015}$
Use all the Meta answers from 2015 to solve the puzzles below. The answers can be found on 2015 the website or get a list from Game Control.


For the final four-word message, cut out the 12 puzzles and lay them out like a snowflake (or pinwheel) with their clocks directly on top of each other.
HINT: You'll need your code sheet to solve these puzzles!
Puzzle by Neal T., Austin, TX


