

MARKETING QUEST

Brand Identity Crisis

One full round of Client Quest for three players, in about 30 minutes.

THE QUEST

LunarLux Cosmetics wants a full rebrand, halfway through the project. Main quest: balance the rebrand with existing timelines, budget, and deliverables.

BEFORE YOU PRINT

Print pages 4 to 6 at 100% (Actual size) on A4 or US Letter. Then cut along the dashed lines.

Who gets what Your cards are already picked, so skip step 3 on page 2. Keep them secret.

Client

Bring the pressure. Keep it human.

In hand:

- The Crisis Caller, your persona
- your side of the quest (orange)
- LunarLux Cosmetics, your company
- 4 Client Action cards (red)

Project manager

Steer the project back on track.

In hand:

- your side of the quest (dark blue)
- 4 Strategy cards: Foundation, Understanding, Resolution and Action

Moderator

Referee and guide.

In hand:

- the main quest with both sides (light blue)
- the Moderator card
- pen and paper

How a round works About 30 minutes. Page 2 walks you through each step.

Breakout

5 to 10 min

Read your own cards. Only the Moderator sees both sides.

Role play

10 to 15 min

The Moderator starts the timer and opens the meeting. The Crisis Caller speaks first. Play all your cards before time runs out.

Reflection

5 min

The Moderator leads the debrief with the three questions on page 3.

How you win You don't win alone. You win when both sides understand each other, solve the quest together, and walk away better for it. Just like in real client work.

Liked it? One box. Up to 30 players. 3,000 different client meetings.

174 cards, all in English: 20 quests, 10 client personas, 15 client companies, 40 Strategy cards and 40 Client Action cards. Watch how to play and order at questkit.co.



questkit.co



Watch the video tutorial at www.questkit.co

1 GAME OVERVIEW

One of you roleplays a **Client** with a problem. Another plays the **Project Manager** who takes the meeting. The **Moderator** sees both sides, keeps time, and shares feedback at the end. It plays like a real client call; so not turn-based but like a conversation.

HOW TO WIN

YOU ALL WIN TOGETHER
when the meeting ends in a resolution both sides believe in, before the timer runs out.

2 ASSIGN THE ROLES

MODERATOR

Keep the flow steady, ensure fair play, and help evaluate whether each move helps **Client** and **PM** get closer to resolution.

CLIENT

Your role is to raise concerns, set expectations, and challenge the PM, putting their leadership and problem-solving skills to the test.

PROJECT MANAGER

Your mission is to guide the conversation using strategic moves and clear communication to steer the project back on track.

Can't decide? Whoever survived the toughest client call this month plays the Client. They deserved to be at the other side of the table.

Each role also has a player aid card. Take yours. It helps guide you through the round.

3 SET UP THE CARDS

Keep your cards to yourself. Only the Moderator may peek at everything. 5 MIN

MODERATOR

1 Main Quest

- Draw 1 **Main quest** card.
- SAY THE TITLE** out loud, for example "**Brand Identity Crisis**".
- The rest stays SECRET.**

CLIENT

2 Client Quest 3 Client Company 4 Client Persona 4 Client Action

- Find the **Client Quest** card with the same title as the **Main Quest** card that the Moderator drew.
- Draw 1 **Client Company** card. This is the business that you represent. **READ THIS CARD TO EVERYONE**
- Draw 1 **Client Persona** card, and find its 4 **Client Action** cards.

PROJECT MANAGER

5 Project Manager Quest 6 Strategy

- Find the **Project Manager Quest** card with the same title as the **Main Quest** card that the Moderator drew.
- Draw 1 **Strategy** card of each color. Total of 4 cards.

4 PLAY THE ROUND

25 MIN

PHASE 1: BREAKOUT 5 MIN

Split up. **Read your own cards**, and plan your talking points around the quest.

- Client:** Understand your persona. How to use your **Action** cards
- PM:** How to use your **Strategy** cards
- Moderator:** Read both hands. Get ready to take notes

PHASE 2: ROLE PLAYING

15 MIN

PHASE 3: REFLECTION

5 MIN

Moderator starts a timer and says: "**You've worked together for 6 months. Then this happened. The meeting starts now.**"

PM opens the conversation. Unless the Client persona card states that they start the conversation. **YOU START THE CONVERSATION**

No turns. Interrupt, react, talk like a real call. You can use your cards anytime throughout the meeting.

PM: work each **Strategy** into what you say, **SLAP IT FACE UP**. Play all 4 before time runs out.

Client: work each **Action** into your pushback, **SLIDE IT FACE DOWN** to the Moderator. Play all 4.

SLAP!

SLIDE

HOW IT ENDS

The timer runs out, or every card is played and both sides feel resolved.

Moderator leads: what worked, what was missed. How can PM and Client improve.

Swap roles. Run it again!



IF YOU FREEZE

Strategy and Action cards: Every card has an **Example Sentence** to help guide what you might say.

There's no right or wrong in the moment, try use them in your conversation. The **Moderator** will observe and give feedback after the game ends.

Quest cards: All quests have room for improvisation. Try to fill in details that align with your situation, your role and cards in your hands during the BREAKOUT. Both sides should build on the story, never against it. If the table agrees, it stands.

The long version lives in the rulebook.

Watch a round + get the Moderator's note template at questkit.co/play · © Questkit · Designed in Bangkok

Player Quick Reference

A co-op game for practicing hard client moments. The Client and PM win together by addressing the right concerns and reaching a resolution that works for both sides.

The FURA path Each Strategy card belongs to one stage. Play one from each, in this order.

F FOUNDATION 	U UNDERSTANDING 	R RESOLUTION 	A ACTION 
Establish trust, context, and shared priorities.	Uncover the real concern, need, or constraint.	Shape a practical response or path forward.	Confirm ownership, next steps, and follow-through.
Set the tone. Build trust early. <i>Have I let the client say everything?</i> <i>Did I reflect back what I heard?</i> <i>Do we agree on what matters most today?</i>	Get to the root of what matters. <i>What changed, and why now?</i> <i>What is the client worried will happen?</i> <i>Who or what else is putting pressure on them?</i>	Handle tension. Find the win-win. <i>What is the real blocker?</i> <i>Which constraints and tradeoffs need saying out loud?</i> <i>Does this option meet the real need?</i>	Land the next step. Keep momentum. <i>Who owns each next step?</i> <i>When do we check in again?</i> <i>Did the client help shape the plan?</i>

During the round Breakout 5 to 10 min, role play 10 to 15 min, reflection 5 min. Rotate roles each round.

 Client Raise concerns, set expectations.	 Project Manager Steer the project back on track.	 Moderator Referee and guide.
☐ Play your persona. Keep your cards secret from the PM ☐ Challenge the PM. Build on the scenario, never contradict it ☐ Use all 4 Client action cards before time runs out	☐ Open the meeting, unless the Client persona says they start ☐ Play all 4 Strategy cards face up, in FURA order ☐ Wrap up when time runs out or all cards are played	☐ Set the timer and open the meeting from your player aid ☐ Stay neutral and note what you observe ☐ Lead the reflection when the round ends

After each round

One thing I tried that worked well

An exchange where trust was clearly built or broken

What I learned about my communication style

Foundation

Listen Actively

Reflect the client's words and ask questions to clarify their thoughts. It helps them feel heard and builds mutual understanding.

Example Sentence

"So it sounds like you'd like more flexibility in the timeline, is that right?"

Understanding

Clarify The Real Ask

Ask open-ended questions to understand their true goals. It helps move from surface requests to what really matters.

Example Sentence

"Just so I understand where you're coming from: what's the bigger goal behind these edits?"

Resolution

Build Small Yeses

Ask easy-to-agree-with questions to build momentum and alignment. Small yeses make it easier to move forward on the bigger stuff.

Example Sentence

"This is still top priority for you, right? The new version feels clearer? And we're good to keep going in this direction?"

Action

Agree On Next Steps

Before ending the call, clearly state what happens next and who's doing what. It keeps momentum and avoids loose ends.

Example Sentence

"To wrap up, let's recap: I'll handle X, and would it be okay if you follow up with Y by Friday?"

The Crisis Caller

Operate In Crisis Mode

Everything's on fire, and you need it fixed sooner than possible. You will handle process later and meetings can wait, but this crisis definitely can't.

Example Sentence

"I don't care how we do this, it just needs to be fixed ASAP. We'll figure the rest out later."



The Crisis Caller

This Just Became Critical

You catch something minor that feels like it could turn into the next big real crisis, so you raise the alarm early.

Example Sentence

"Oh, and one more thing, we need to squeeze this in. It's kind of a big deal now."



The Crisis Caller

Just Making Sure

You can't rest until someone confirms, again, that everything's under control, even if it was five minutes ago. The crisis is just that big.

Example Sentence

"Checking in: I need to know we're still on track today."



The Crisis Caller

Everything's Urgent Now

Every small hiccup feels like an alarm fire in the middle of this crisis. You skip calm updates as it all needs attention, right now.

Example Sentence

"This just came up as well and it's huge! We can't wait. I need a fix today, not tomorrow."

**8 cards on this page**

 The 4 Strategy cards go to the project manager.

 The 4 red Client Action cards go to the Client.

Moderator
main quest, both
sides

Moderator

marketingquest

Brand Identity Crisis

The company decides their current branding feels outdated. They want a full rebrand to stay relevant and better connect with their audience. Deliverables should reflect this new identity. Together, PM and the client must balance how this change affects timelines, costs, and ongoing work.

Client perspective

- The shift feels urgent for staying relevant
- They expect the agency to adapt fast
- Their company backs this change, but may not approve major extensions

Client's tension:

Client needs the agency to adapt quickly, update core deliverables, and avoid making this feel like a disruption.

PM perspective

- Rebrand wasn't part of the original scope
- Many assets are already built to the old identity
- Adjustments could affect quality or cause delays

PM's tension:

PM needs the client to help prioritize what changes now versus later so the project can still deliver results.

Main quest:

Balance the rebrand with existing timelines, budget, and deliverables.

Client
your side of the
quest

Client

marketingquest

Brand Identity Crisis

The company decides their current branding feels outdated. You believe the rebrand is necessary to stay relevant and resonate with your audience. It's a big move, but one worth making. The work must evolve, but you still expect impact.

- The shift feels urgent for staying relevant
- You expect the agency to adapt creatively and messaging fast
- Your company backs this change, but may not approve major extensions

Your tension:

You need the agency to adapt quickly, update core deliverables, and avoid making this feel like a disruption.

Main quest:

Balance the rebrand with existing timelines, budget, and deliverables.

Project manager
your side of the
quest

Project Manager

marketingquest

Brand Identity Crisis

Your client wants a full rebrand mid-project. While the intent is clear, the shift brings risks to timing, cost, and current deliverables. You're willing to adjust, but the impact needs to be acknowledged.

- Rebrand wasn't part of the original scope
- Many assets are already built to the old identity
- Adjustments could affect quality or cause delays

Your tension:

You need the client to help prioritize what changes now versus later so the project can still deliver results.

Main quest:

Balance the rebrand with existing timelines, budget, and deliverables.


Client
your persona

The Crisis Caller

You're driven, alert, and deeply invested in results. But your communication tends to be reactive, so problems get flagged late, and deadlines turn into alarms.

You don't mean to cause chaos. You just want things to work. Fast. You may not always see how last-minute requests disrupt the plan. You value partners who stay calm under pressure and help bring order to the urgency.

⚡ **YOU START THE CONVERSATION**

PERSONALITY TRAITS:

**Driven, responsive, action-oriented,
reactive under stress**




Client
your company



LunarLux Cosmetics

A cruelty-free beauty brand made for the new generation. Known for bold colors, clean formulas, and creative drops, they live at the intersection of skincare, self-expression, and social media culture.


Moderator
your player aid

Moderator's intro

1. Before the roleplay begins, read this out loud to set the scene:

The Client and Project Manager (PM) have been working together for **six months** on a major project.

After a strong start, new **challenges** are now creating pressure on timelines, expectations, and communication.

The Client has called an **emergency meeting** to address these concerns and get the project back on track. Both sides must find clarity and **alignment** fast.

2. Ask the Client to read the **Company card**.
3. Announce the start of the meeting.

Note: PM should start the call, unless the Client persona card states: ⚡ **YOU START THE CONVERSATION**, then the client will start first.

Observe & note during play

1. Card usage and intent

Watch how both sides use their cards; are they purposeful and tied to real tension?

2. Progress toward the quest

Track whether each exchange moves the team closer to solving the main quest or spins into new challenges, or drift off course.

3. Adaptability

Notice how the PM handles surprises or sudden tone shifts. Is the Client throwing good curveballs, and is the PM adapting?

4. Realistic next steps

By the end, are next steps realistic for time, scope, and expectations?

Tip: Capture fun or pivotal moments like bold plays, tone shifts, surprising empathy. These make for the best reflections.