

A game by Miguel Bruque

Art by Heiko Günther

1 to 4 players

12+ years

30 minutes

NEW CORP ORDER

A GAME ABOUT ABOUT MARKETING AND MANIPULATION

With the influence of the guilty governments fading away, MegaCorps are starting to control the world. But they have to be cautious: in this new brave world of hyper connected citizens, wary of the mistakes of the past, Media Conglomerates hold the key to planetary domination.

As the top executive of one of the world's leading MegaCorps, your task is to improve the public image of your company through the wise manipulation of the four biggest Media Conglomerates. Infiltrate their structures and use that influence to your advantage, even if that means playing one conglomerate against the other. After all, the prize is big: The World.

COMPONENTS

Congratulations! You have bought a quality product! Before the first use, carefully remove the tiles from the punch board. If your copy is missing any components, let us know: support@2tomatoesgames.com.

Note that we can't be held responsible for any differences or similarities between this game and real life.



18 Company tiles and 18 Secret Objective cards. For each of the six types of Company, there are three Company tiles and three Secret Objective cards. The Secret Objective cards have a player aid on their backs.



16 Consultant cards, four of each of four types.



80 Conglomerate cards and 100 Agent cubes. For each of the four different Conglomerates, there are 20 cards and 25 Agent cubes in the corresponding color (red, blue, black, and white).



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The remaining grey cube is only used in Solo Play.

SETUP

- Select six **Company** types, and place their tiles randomly, forming a 4×4 grid, then remove the two remaining ones. If you're playing with two players or solo, remove one tile of each Company type first and place the rest randomly forming a 4×3 grid. Return all removed tiles to the box.
- Place four **Agent cubes** of each color in the box lid, shake well, and place a random one on each of the Company tiles. Place the remaining Agents in a general supply, next to the Company tiles. When playing with two players or solo, only use 3 Agents of each color.
- Return to the box the **Secret Objective** cards that share symbols with the unused Company tiles. Then deal two Secret Objective cards to each player. If you get the same card twice, you must discard to the box face down one of your Secret Objective cards and draw a new one. Return the leftover cards to the box, face down.

Players may look at their own Secret Objective cards but may not reveal them. Secret Objective cards are never affected by Company or Consultant abilities.

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- Take a set of four different **Consultant cards**, shuffle them and deal a random one to each player. These are placed face up on the table in the area in front of each player, which is called this player's **HQ**. When playing with two players, do not use the Consultant *Corporate Lawyer*.

Of each Consultant you use, place one less card than players into the general supply. So, when playing with four players, place three copies of each Consultant card into the general supply. Return all remaining Consultant cards to the box.

You may additionally place the *Corporate Accountant* Consultant card included in *Peak Oil Spillover* in the supply. There is only one of these available, regardless of the number of players.

- Shuffle the **Conglomerate** cards and deal four face down to each player. When playing with two players, or if you want a shorter game, return to the box five cards of each Conglomerate before shuffling and dealing. Place the rest in a face down deck next to the Consultant cards and create an open display by revealing the five top cards.

EXAMPLE SETUP FOR 3 PLAYERS

Conglomerate deck and open display



With three players, there are two copies of each Consultant in the general supply.



The grid of Company tiles, with one random Agent on each. There must be an equal number of Agents for each Conglomerate

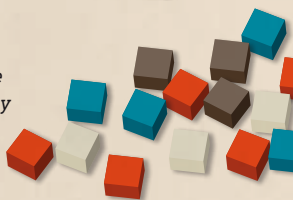
Each player starts the game with a different random Consultant in their HQ, four Conglomerate cards on their hand, and two Secret Objective cards.



Alba's HQ



Agents in the general supply



Olja's HQ



GAME OVERVIEW

Starting with the highest-ranking executive among you, you take turns clockwise. Keep alternating turns until you can't fully refill the open display. Then, a final round is played and the player with the most Victory Points (VPs) wins.

TURN ORDER

Take turns clockwise. During your turn, take **one** of the following actions, detailed below:



Plot

Take Conglomerate cards into your hand



Infiltrate

Place Conglomerate cards from your hand into your HQ to place Agents on Company tiles



Takeover

Rotate Conglomerate cards in your HQ to move Agents

In addition, you **may** use any **one** of the Consultants you have in your HQ, see *Consultants*, further below.

Once you have taken an action, the turn passes to the next player.

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PLOT



Take two Conglomerate cards, from the open display and/or from the top of the deck, and add them to your hand. You may look at the first card taken before deciding where to take the second card from.

After taking both cards, if necessary, replenish the open display to five cards, using cards from the top of the deck.

You may not have more than six cards in your hand **at the end of your turn**. If you have more than six, you have to discard down to six cards; return discarded cards to the box.

Note that Consultant and Secret Objective cards are kept in your HQ and do not count towards the hand limit.

Note that if you are unable to fully refill the open display, you trigger the game end, see *Game End*, below.

INFILTRATE



Place any number of Conglomerate cards **of a single color** from your hand onto the table, in front of you and face up. Those cards are now in your HQ.

Then, place the same number of Agents of that color from the general supply onto **one** of the Company tiles of your choice that already has one or more Agents **of that color**.

If you place three or more Conglomerate cards **of a single color** from your hand onto the table, you may take one Consultant card from the supply and place it in your HQ. If you used a Consultant card **this turn**, you may not take a Consultant card **of the same type**.

Consultants grant victory points at the end of the game as well as an advantage during gameplay. They always remain face up.

TAKEOVER



Rotate any number of Conglomerate cards **of a single color** in your HQ to move the same number of Agents **of that color** from one Company tile of your choice to an orthogonally adjacent target Company tile of your choice.

Then, depending on the number and color of the Agents on the target Company tile:

- If the target Company tile already holds Agents of the **same** color, there is no further effect. Do not activate the Company's ability.
- If the target Company tile holds the same number or **more** Agents of a **different** color, return the moved Agents to the Company they came from, the takeover is not successful.
- If the target Company tile holds **less** Agents of a **different** color, it is taken over; return all Agents that were on the target Company tile before the takeover to the general supply. However, place one of these Agents into your HQ (also see *Scoring*, below).

In case of a successful takeover, you **may additionally** activate the ability of the Company that was taken over. Depending on their type, each Company has a different ability, see *Company Abilities*, below.

TAKEOVER NOTES & CLARIFICATIONS

On each Company tile, there must be at least one Agent at all times. You may never remove the last Agent from a Company tile to take over an adjacent one (or for any other reason).

Agents of different colors may not remain on the same Company tile.

A takeover may not result in the elimination of the last Agents of one colour from all Company tiles. You may not execute such takeover.

To "rotate" a card, turn it sideways by 90 degrees. You may not rotate cards again that are already rotated. Unless "un-rotated" by an effect, cards stay rotated until the end of the game.

COMPANY ABILITIES



BROADCAST NETWORK - Move up to two Agents of the same color. They must be moved to the same or two different Company tiles of your choice that already contain Agents of that same color.



GUERRILLA MARKETING - Rotate up to two Conglomerate cards of the same color in any single player's HQ.



PRINT MEDIA - Exchange one Conglomerate card in your HQ with one Conglomerate card in another player's HQ. The status of the exchanged Conglomerate cards remains unchanged (rotated/unrotated).



AMBIENT ADVERTISING - Unrotate up to two Conglomerate cards in any single player's HQ. This may be your HQ.



SOCIAL MEDIA - Remove from the game and return to the box up to one Conglomerate card from any single player's HQ.



ONLINE MARKETING - Exchange all Agents on two Company tiles (they may be controlled by 2 different Conglomerates.)

Your copy may include additional Company types; their effects are explained on the *Deluxe* sheet.

CONSULTANTS

Consultant cards are kept face up in your HQ and do not count towards the hand limit of six cards.

On any turn, before taking your action, you may decide to use any one of the Consultants you have in your HQ. If you do, apply the effect of the Consultant, and place the used Consultant back into the general supply.

If you have Consultants in your HQ at the end of the game, these will earn you extra points (see *Scoring*, below).

CONSULTANT EFFECTS



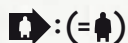
MEDIA ADVISOR - When you infiltrate this turn, you may place **one** Conglomerate card of a different color, it is considered to have the same color as the remaining Conglomerate cards you place.



DEALMAKER - After you take over this turn, draw the top two cards from the Conglomerate deck.



CORPORATE LAWYER - When you infiltrate this turn, you may place Conglomerate cards of two different colors and place Agents of both colors. Note that you may only take a Consultant if you place at least three cards **of the same color**.



MILITARY CONTRACTOR - To take over this turn, you only need to equal the number of Agents in the target Company, instead of exceeding them.

Your copy may include additional Consultant types; their effects are explained on the *Deluxe* sheet.

GAME END

The game ends when there are not enough cards left in the Conglomerate cards deck to replenish the open display.

When this happens, play a final round. The player that triggered the game end will take the last turn of that final round.

Then count victory points (see *Scoring*, below). The player with the most victory points wins the game. If there is a tie, the player with the most Agents in their HQ wins the game. If there is still a tie, play again.

SCORING

CONGLOMERATE SHARES

For **each** of the four Conglomerates, add up the number of shares you hold. Each card of that Conglomerate's colour in your HQ, rotated or not, is worth **one** share, each Agent of that Conglomerate's colour in your HQ is worth **two** shares.

Example: Lluna has five blue cards, and two blue cubes in her HQ, she holds nine shares of the blue Conglomerate.

The player with the most shares of a Conglomerate scores 2 VP (victory points) **per Company tile** controlled by Agents of that Conglomerate.

If two or more players are tied, the tied player(s) with the most Agents of that Conglomerate in their HQ score(s) the VP. All other tied player(s) count as having the second most shares of that Conglomerate, and may score as described below.

The player with the second most shares of a Conglomerate scores 1 VP **per Company tile** controlled by Agents of that Conglomerate.

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If two or more players are tied, the tied player(s) with the most Agents of that Conglomerate in their HQ score(s) the VP. All other tied player(s) do not score any VP for this Conglomerate. Scoring for **second most shares** is **not** applied when playing with **two players**.

For each Conglomerate, each player that scores VP thanks to their shares may reveal any of their Secret Objective cards and score these as well. Each Company controlled by Agents of that Conglomerate that shares a symbol with a scoring player's Secret Objective scores 2 extra VP for this player.

CONSULTANTS

Score 1 VP for each pair of different Consultants in your HQ, plus 1 bonus VP if you have four different Consultants in your HQ.

Example: Silvia has three Dealmakers, two Media Advisors, and one each of Corporate Lawyer and Military Contractor. She has three pairs of different Consultants, and four different in total, so she scores 4 VP for Consultants. Her single leftover Dealmaker does not score.

CONGLOMERATE SCORING EXAMPLE

At the end of a three player game, after already awarding VP for three Conglomerates, Karen, Alba, and Olja score the red Conglomerate last.

Karen has 9 red cards in her HQ, Alba has 4 red cards and 1 red Agent in her HQ, Olja has 6 red cards in her HQ.



Karen:
9 cards = 9 shares



Alba: 4 cards (4 shares) and
1 Agent (2 shares) = 6 shares



Olja:
6 cards = 6 shares

The red Conglomerate controls two *Print Media* Companies, one *Social Media* Company and one *Broadcast Network* Company.

Karen has 9 shares, which is the most. She scores 2 VP for each of the 4 Companies controlled by the red Conglomerate, for a total of 8 VP. Karen also has the Secret Objective “*Print Media*”, so she scores 2 extra VP for each of the 2 *Print Media* Companies the red Conglomerate controls, for an additional 4 extra VP. Her second Secret Objective, “*Ambient Advertising*” does not score for the red Conglomerate.

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Alba and Olja each hold 6 shares of the red Conglomerate. However, Alba has a red Agent in her HQ, so she wins the tie for second most and scores 1 VP for each of the 4 Companies controlled by the red Conglomerate, for a total of 4 VP. Alba has no Secret Objective matching Companies controlled by this Conglomerate, so she does not score extra VP.



Olja has a Secret Objective “*Social Media*”, but since she does not score the red Conglomerate at all, she does not get any VP for *Social Media* Companies controlled by the *Red* Conglomerate.

SOLO PLAY

It's lonely at the top - In the solo variant, you will play against the evil ODS (Omnidyne Systems); but don't fall for their ads... they play hard. Remember; only the 2tomatoesCorp brand loves you. Play using the normal rules, with the following changes:


GOAL OF THE GAME

The game ends immediately when there are not enough cards left in the deck to replenish the open display.

Then count VP: score 1 VP for each Company you control that is of one of the three Secret Objective types; the ODS scores VP in the same way. If you have more VP than the ODS, you win; otherwise, the ODS wins. In case of a tie, you win if you have more agents in total in your HQ; otherwise, you lose... Better luck next time!

SETUP

Follow the instructions to set up the game as if it were a game for 2 players, with the following changes:

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- The grey Agent cube is used as the **ODS marker**. Place it above the Company tile in the top-leftmost position of the 4×3 grid, outside the grid. 
 - Return all **Consultant cards** to the box. They are not used in solo play.
 - Pick two different Conglomerates to be yours, the ODS will play with the remaining two. You may never use cards of the ODS's Conglomerates, nor may the ODS use cards of your Conglomerates. To remember which Conglomerates belongs to whom, place a matching Agent of each in your and the ODS's HQ.
 - Don't deal any Conglomerate cards to the ODS, nor to you. You both start with zero Conglomerate cards "in hand".
 - The Conglomerate card open display consists of 4 cards instead of five.
 - Instead of dealing two Secret Objective cards face down to each player, reveal three and place them face up next to the playing area. Both the ODS and you use those objectives.

You start the game and take the first turn. You will have a hard enough time, you will need any advantage you can get.

GAMEPLAY

Play the game as normal, alternating turns between you and the ODS, with the following differences:

- The ODS follows a devious strategy to decide what it does in its turn. See *ODS Priority Guide*, below.
- Neither you nor the ODS have a hand.
- Moving the ODS marker: At the start of each ODS turn, advance the ODS marker by one column to the right. If the marker is in the rightmost column of the grid, move it to the first column. The position of the ODS marker is often crucial in deciding the ODS's next move.

PLOT

- If you take cards of one of the ODS's Conglomerates, discard them immediately. If the ODS takes cards of your Conglomerates, discard them immediately. Discarded cards are removed from the game and put back into the box.
- Whenever you or the ODS take cards of their own Conglomerates, you do not put them into that player's hand (since you have no "hands"), but use them to immediately infiltrate instead.

Example: You have the red and the blue Conglomerate. You plot to get one red and one blue Conglomerate card. You place them directly into your HQ, and then place one red and one blue Agent from the general supply onto any two suitable Company tiles, as per the rules for infiltrating.

- **Only** replenish the open supply of Conglomerate cards back to four if it contains **no** cards any more, immediately after either you or the ODS taking a plot action.

INFILTRATE

- This action is now linked to the plot action. Neither you nor the ODS may Infiltrate as a distinct action.

TAKE OVER

- This action works as per the normal rules. However, note that the ODS **never** takes over a Company that it already controls.

ODS PRIORITY GUIDE

The ODS is **evil**, and it always wants to attack and destroy you! Evil! Will you be able to beat it? Probably not!

On its turn, the ODS uses a list of priorities to decide their evil course of action. At the start of the ODS turn, first advance the ODS marker by one column to the right, then check the ODS priorities below in the order given, and execute the first possible action.

IMPORTANT Whenever an action that targets a Company is executed (A's and BB's), choose its target following this rule:

- First, check the Company tiles in the column underneath the current position of the ODS marker, from top to bottom.
- If none of these qualify, proceed to check the Company tiles in the next column to the right, and so on.
- If none of the Companies on the grid qualify for this priority, proceed to check for the next priority in the same manner.

PRIORITY A - TAKEOVER

If the ODS can take over a Company controlled by the player, decide which one is taken over following these priorities:

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A-1 A Company matching one of the **Secret Objectives**.

A-2 The Company with the **most player Agents**.

A-3 The Company that is **adjacent** to most Companies controlled by the player.

A-4 The Company that is **nearest to an edge** of the grid.

If the ODS can not take over, proceed to priority B instead.

PRIORITY B - PLOT TO INFILTRATE

If the ODS can **not** take over a Company controlled by the player, and there are cards **matching the ODS's Conglomerates** in the open display, it plots following these priorities:

B-1 If there are **two Conglomerate** cards of one of its own Conglomerates, the ODS takes those cards.

In case there's **two cards of each** of its own Conglomerates, the ODS takes the cards of the Conglomerate it already has more cards of in its HQ. If there's a tie, it takes both cards of the leftmost Conglomerate.

B-2 If there's **one card of each** of its own Conglomerates, the ODS takes those cards.

B-3 If there is **only one** card of its own Conglomerates, the ODS takes that card and discards a card from your Conglomerates.

The ODS always discards a card of the Conglomerate you already have more of in your HQ. In case of a tie, it discards the leftmost one.

After taking cards and placing them in its HQ, the ODS adds Agents matching these cards to Company tiles following these priorities:

BB-1 A Company it controls matching one of the Secret Objective types, that doesn't have more agents than its adjacent Companies.

BB-2 A Company it controls matching one of the Secret Objective types.

BB-3 A Company it controls that doesn't have more agents than its adjacent Companies.

BB-4 A Company it controls.

PRIORITY C - PLOT TO DISCARD

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If the ODS can **not** take over a Company controlled by the player, and there are **no** cards **matching the ODS's Conglomerates** in the open display, it plots following these priorities:

C-1 If there are **two Conglomerate cards of the same** of your Conglomerates, the ODS discards those.

In case there's **two cards of each** of your Conglomerates, the ODS discards the cards of the Conglomerate you already have more of in your HQ. In case of a tie, it discards the leftmost one.

C-2 If there's **one card of each** of your Conglomerates, the ODS discards those cards.

PRIORITY D - FLIP THE TABLE

If the ODS can not do anything of the above, you are obviously cheating. It grows angry, flips the table and kills your firstborn. It then proceeds to ruin your life in any other way you can imagine. We warned you. This ODS is an evil bastard.

SHORT RULES

On your turn, take **one** of the following actions:



Plot - Take two cards to your hand, each from the open display or the deck.



Infiltrate - Place cards of the same color from your hand into your HQ to place Agents on one tile.



Takeover - Rotate cards of the same color in your HQ to move Agents from one tile to an adjacent one. If arriving Agents are more numerous, they take over. In this case, activate target **Company's special ability**:



BROADCAST NETWORK - Move up to two Agents of the same color.



GUERRILLA MARKETING - Rotate up to 2 cards of the same color in any player's HQ.



PRINT MEDIA - Exchange one card in your HQ with one card in another player's HQ.



AMBIENT ADVERTISING - Unrotate up to two cards in any single player's HQ.



SOCIAL MEDIA - Return to the box up to one card from any single player's HQ.



ONLINE MARKETING - Exchange all Agents on two tiles.

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In addition, you **may** use (and return) one of your **Consultants**:



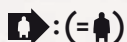
MEDIA ADVISOR - Infiltrate: you may place **one** card of a different color as a "Joker".



DEALMAKER - After you take over this turn, draw the top two cards from the deck.



CORPORATE LAWYER - Infiltrate: place two colors, infiltrate tiles of both colors.



MILITARY CONTRACTOR - Take over: you only need to equal the number of Agents for a success.

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