



Team Object Pitch

As a team, take an ordinary object from the room and pitch it to the party as a brilliant new invention with a completely different purpose.

Players 4–30 (best with 8–20)

Play time 20–40 min

Materials No materials

Movement Standing optional

QUICK RULES

1. Teams of three or four each choose an everyday object from the room.
2. The host reads a brief — "pitch it as a travel gadget".
3. Teams get three minutes to invent a new use, a name and a slogan.
4. Each team pitches for one minute. Everyone votes, but not for their own team.

SET UP

1. Form teams of three or four. Mixing ages and friendship groups makes for better pitches.
2. Each team picks one ordinary, unbreakable object from the room — a cushion, a wooden spoon, a slipper, a colander.
3. The host reads the pitch brief aloud. All teams work to the same brief.
4. Set a three-minute timer for preparation.

HOW TO PLAY

1. During preparation, each team invents a new purpose for its object that fits the brief. The object's real purpose may not be used.
2. The team gives the product a name and a one-line slogan, and decides who says what. Everyone on the team must speak at least once.
3. When preparation ends, teams pitch in turn. Each pitch lasts up to one minute.
4. A pitch must include the product's name, what it does, who it is for, and a demonstration using the real object.
5. After each pitch, the audience may ask one question, which the team must answer in character.
6. When all teams have pitched, everyone votes at the same time by pointing at their favourite. Nobody may vote for their own team.
7. The team with the most votes wins the round. For a second round, teams swap objects and get a new brief.

HOW THE GAME ENDS

One round — a pitch from every team, then the vote — is a complete game. Two rounds with swapped objects is the most that most parties want. Announce the winning team and ask them to repeat their slogan, which gives the game a clean ending.

PLAYING SEATED

Teams can plan and pitch from their seats, using an object that is already within reach on the table. Standing to present is optional — a seated pitch delivered with a straight face is often funnier.

TIPS FOR THE HOST

- Approve each team's object before they start. Nothing fragile, valuable, sharp, or belonging to a guest who has not agreed.
- The three-minute limit matters. More time makes teams over-plan and makes the pitches less funny.
- Insist cheerfully on "everyone speaks at least once". It stops one confident person from doing it all.
- For a quieter group, drop the question from the audience and go straight from one pitch to the next.

VARIATIONS

Same object, different pitch. Every team pitches the same object — one wooden spoon, passed round the room. Without the luck of the object, the comparison is purely between ideas, and the pitches build on each other's jokes.

Investor panel. Instead of a room vote, three guests sit as a mock panel. Each panel member may "invest" in only one product and must explain why. It suits birthdays — put the guest of honour on the panel.

STARTER IDEAS: PITCH BRIEFS

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| ■ Pitch it as a product for the daily commute. | ■ Pitch it as a gardening innovation. |
| ■ Pitch it as essential camping equipment. | ■ Pitch it as office equipment. |
| ■ Pitch it as a breakthrough in home fitness. | ■ Pitch it as a musical instrument for beginners. |
| ■ Pitch it as a luxury gift. | ■ Pitch it as safety equipment. |
| ■ Pitch it as a tool for getting to sleep. | ■ Pitch it as a way to make friends. |
| ■ Pitch it as a travel gadget. | ■ Pitch it as a kitchen time-saver. |
| ■ Pitch it as something every new parent needs. | ■ Pitch it as the future of public transport. |

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