

**Merch  
Strategy**

# **asmodee**

**Inspired by Players**



# Agenda

**01** OBJECTIVES & STRATEGY

**02** APPAREL: APPROACH & GUIDELINES

**03** MERCH FOR WHO?

**04** THE CATALOGUE

**05** THE PLATFORM

**06** MILESTONES FOR THE FUTURE



# 01 Strategy & objectives

Game starts here.



# Objectives

1

Increase asmodee  
brand visibility

2

Cultivate brand love &  
pride of belonging

3

Position asmodee as  
a cool brand



asmodee  
Inspired by Players



**Provide the best  
merch for any  
occasion**

**for internal and  
external use**

**with a wide  
range of  
products**

**that answers  
your day-to-day  
objectives!**

# What to expect?

We do

## Asmodee merch

- Branded asmodee items
- Answer to specific needs



We do not (yet)

## External merch

- Due to legal regulations, we need to investigate before rolling out official direct-to-consumers product.
- Host products from studios.

We will not do

## Games merch

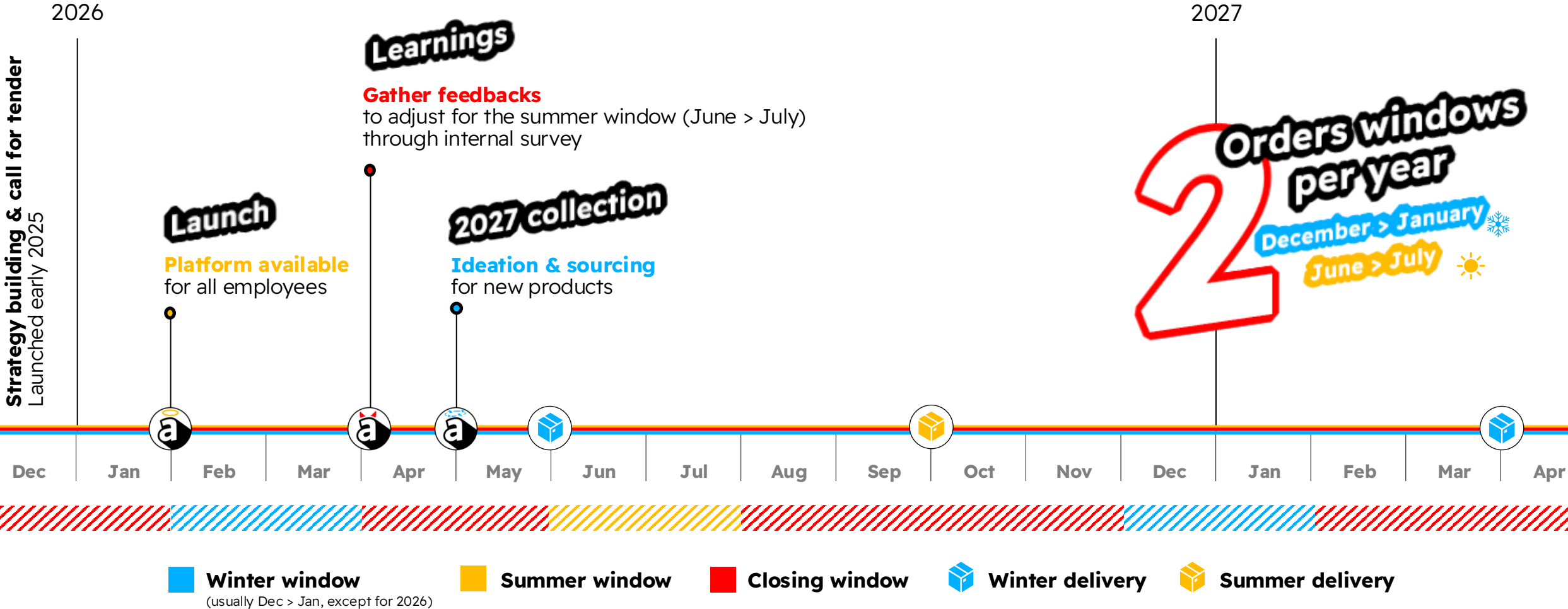
- We will not **create** Games / studios / IPs merch
- But, we can help with design and ideas





# Merchandising rollout timeline

At a glance





# 02 Apparel: approach & guidelines

Game  
starts  
here.

# Our merchandising **4** principles.

1

## **The branding must be visible**

At a glance, we must recognize the brand by the colors, the logo, the stripes, the mojis... Basically any graphics that represent the new brand.

3

## **Always be creative and on-trend**

At least we try. The idea is to follow the last trends to create desirable products, whether internally nor externally! Benchmark is key.

2

## **The right logo on the right apparel**

As you know, we have a large declinaison of logos. In order to keep consistency, it's important to respect the merchandise brand guidelines. See next slides to discover them!

4

## **We create only meaningful merch**

High-quality standard products (according to our Quality Team), long-lasting ranges, we want to provide the best merch for our collaborators and cultivate this pride of belonging. If external people wants our merch, that's a first win!

# Disclaimer

Several pictures you'll see in the deck are generated by AI.  
These pictures are for illustration purpose only.  
They are **NOT** the final render.

**All the AI-generated imagery have the disclaimer "Generated by AI" on it.**





**Internal**

**Lifestyle**

**Creative**

**Our approach (apparel).**

*Generated by AI*

*Generated by AI*





**Our approach (apparel).**

**Internal**

Apparel to be visible and well-branded with the standalone asmodee logo internally and/or during events. **Cannot be sold or given externally at anytime.**

**asmodee**

# Lifestyle

Apparel that you could wear on your daily basis, even outside of work with a discreet – yet visible – branding thanks to the mojis.

**Cannot be sold or given externally yet, maybe in the future** (cf Part 4).



**Our approach (apparel).**





**Creative**

Apparel to be seasonal and limited in number (not in stock). Items more creative and colorful! **Cannot be sold or given externally yet, maybe in the future.**

**Our approach (apparel).**

# The logos (apparel).

Internal



## Standalone Tagline logo on a unicolor background

Only to be used unicolor material for internal collaborators and events staff. For zippered or buttoned products the logo is on the heart. For any other apparel, the logo is centered.

### Applications:



# The logos (**apparel**).

Internal



## Standalone Tagline logo + the stripes behind

Only to be used on cream / beige material for internal collaborators and events staff. The logo is always centered. Avoid zipped cream / beige apparel so that the logo isn't split. For a zipped apparel, you want it to be black (cf previous slide).

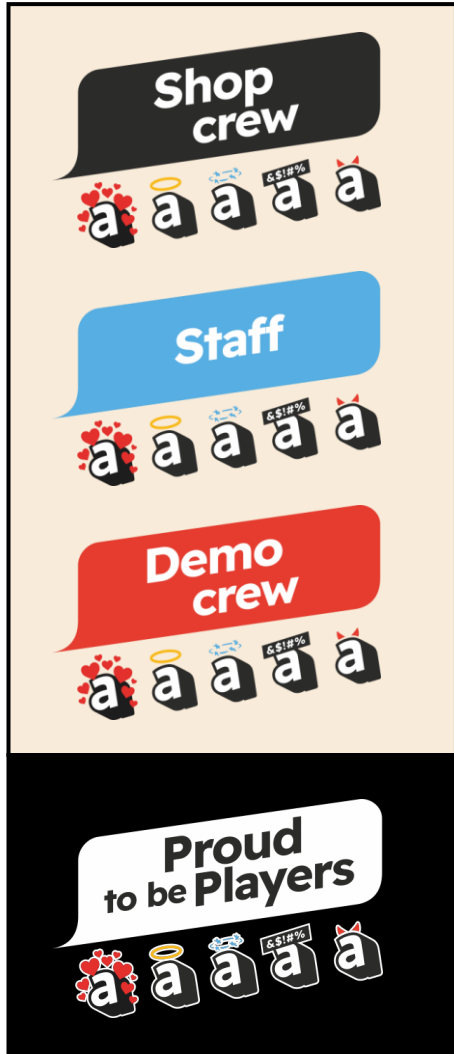
### Applications:





# Graphic composition (**apparel**).

Internal



## Backside composition for event staffs

In order to be recognizable during events, the staff will wear dedicated apparels with graphics on the back of the tee-shirt. The graphic composition uses the speech bubbles and the mojjs.

### Applications:



Use the Speech bubbles **not** outlined.



**Do not use yellow plain standalone elements on the cream / beige apparels.**

# The logos (apparel).



## The mojis: expressions of our emotions as gamers.

To be used on all colored apparel (except cream / beige). The mojis are the most discreet, yet very recognizable asmodee brand asset, they must be used alone (if they are the only branded element) and placed at the heart. The moji is embroidered to a high standard (see next slide). If used on a dark material, the moji must be outlined with white (except for the moji that is already outlined).

### Applications:



# The logos (apparel).





# The logos (**bandanas**).



# The logos (**bags**).

asmodee  
Inspired by Players

Tagline Registered Logo

asmodee  
Inspired by Players

+

Iconic silhouettes

T2R / Jungle Speed / Dobble / Exploding Kittens / 7Wonders / CATAN / Werewolves

Confidential

## “Griffe” / label logo & iconic silhouettes

The idea is to create a “griffe” label for all bags like Herschel, Rive Droite or Hindbag (cf references). This label is sewn on the bags and represents a “watermark” of creativity that includes our logo and silhouettes from our major games. The silhouettes will naturally link asmodee to the games and so raise awareness about our Ips. The bag collection is mainly black with color stripes as a reminder of our brand in order to bring a colorful touch.

### Applications:

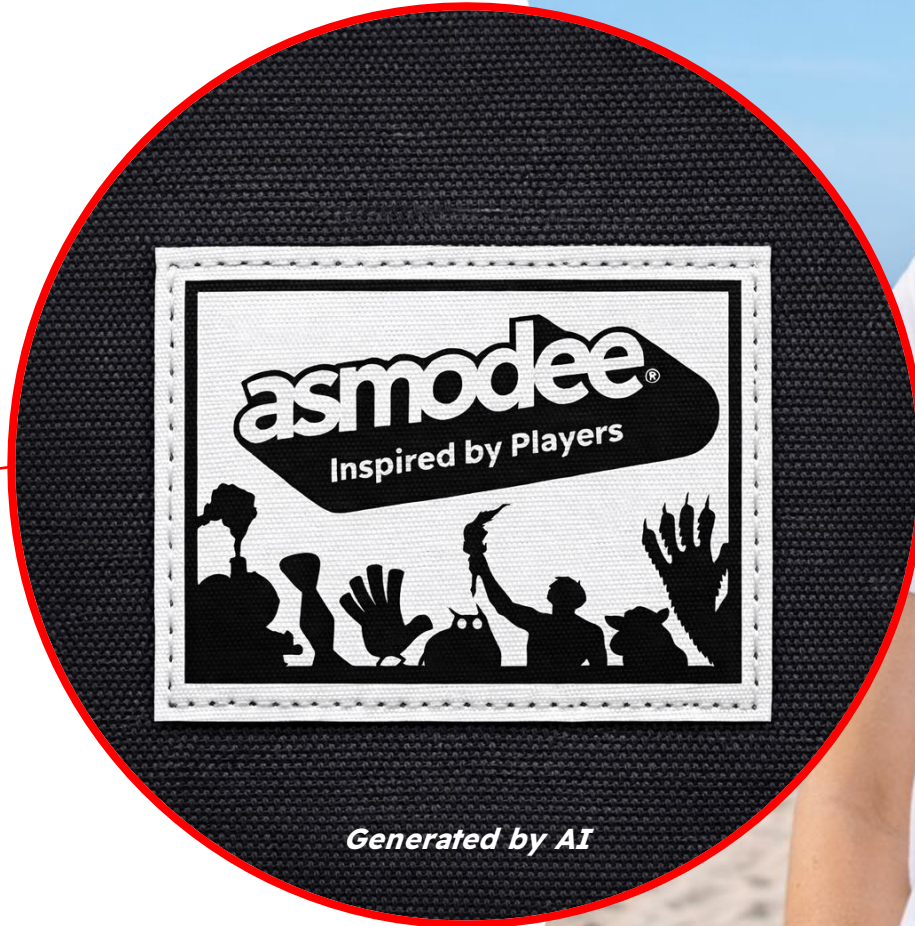


### References:





# The logos (**bags**).



*Generated by AI*



# No logo (**caps**).

ready to roll

it's your turn

join my table

forget the rules

## Short and catchy sentence

**This is an exception.** The premium caps are the only items that are not branded. It's a lifestyle cap to be wore anytime, anywhere. The sentences are catch phrases related to tabletop games. The colors of the caps are pastel and are a reminder of our three main colors.

## Applications:





# Creative range (apparel).

## Limited range

We don't want too many items.

## Seasonal range

The items might change every year. If an item is a hit, it might integrate the regular ranges.

## Lifestyle purpose

We aim at creating collector items.

## No logo special rule / guidelines

Every item will be very specific, but it's on-brand 😊

Hoodie "since 1995"

Creative



Vintage football jersey  
"since 1995"

Backpack "since 1995"



asmodee



since

1995



# Creative range (apparel).

## International Tabletop Day T-shirt

Every year, we will produce un collector T-shirt for the International Tabletop Day (beginning of June).







03

# Merch for who?

Game  
starts  
here.



# Merchandising for who?

Internal?

External?

Give?

Sell?

# 1

## FIRST OBJECTIVE

### MERCHANDISING DESIGNED FOR EMPLOYEES.

To cultivate the brand love and sense of belonging, we aim at offering the best products for the collaborators. Apparel is one of the best social identification marker. We want to create product that everyone can wear, whether at the office or outside of the office... Whether to chill or to work!





# Merchandising for who?

Internal?

External?

Give?

Sell?

# 2

## WHAT ABOUT THIRD PARTIES?

### TWO CASES: GIVE OR SELL.

It's natural to think about external use for the merchandising. We want to create appealing and desirable items even for non-collaborators!

- **Give:** thank or reward long-lasting partnerships with trustful partners.  
**Warning: check with your local legal team the gifting/bribing policy.**
- **Sell:** we're not ready to sell externally our merchandising, even if we see the potential (especially during events). We must sit with the legal team to create "Selling Guidelines" and apply them to the dedicated products (EU regulations, legal mentions on the labels etc.). **Our target: 2027.**

# Important notice

The following catalogue is for EU countries due to shipping / taxes issues.  
Every guidelines, mockup and technical specs will be hosted on the AAL.



# Our recommendations

In the following catalogue, every item will be noted with one or several colors to give you a clear vision about the recommended proper use.

- **Internal use:** only for asmodee and studios employees.
- **Event staff:** during events, we employ Demo staff, Shop staff that can punctually work with us.
- **Open for gifting:** to thank our long-lasting and trustful partners and to distribute during events to consumers.
- **Open for selling:** in the future, these items are what we aim at selling externally.

Please note that these are recommendations and we are flexible. In 2026, we will gather feedbacks from internal teams, from the consumers and we'll be more than happy to adapt our merchandising strategy in the future.



04

# The catalogue

Game  
starts  
here.

# 4 different ranges of products



**Office supplies**



**Textile & Apparel**



**Promo items**



**Warehouses essential**

Include our own brands



Unique branding





# Office supplies





# Overview

## Office supplies



**x18**

**Adhesive tape (pack of 18)**

●



**Ballpen (set of 10)**

● ● ●



**x10**

**4 colors ballpen (set of 10)**

● ● ●



**Card holder**

●




**Premium Moleskine notebook**

●



**Striped notebook**

●



**x3**

**Spiral notebooks (set of 3)**

● ● ●



**Luggage tag w/ tracker**

●

# Overview

## Office supplies



Power bank



Wireless charger



Mousepad



Metal water bottle (set of 3)

x3



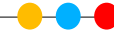
Plastic water bottle (set of 3)

x3



Mugs (set of 4)

x4



# Overview

## Office supplies



**x3**

Gift bags pattern (set of 3)

This block shows three gift bags standing upright. The first is yellow, the second is red, and the third is blue. Each bag has a repeating pattern of the word 'asmodee' in black. A yellow dot is positioned below the caption.



**x100**

Paper bag pattern (set of 100)

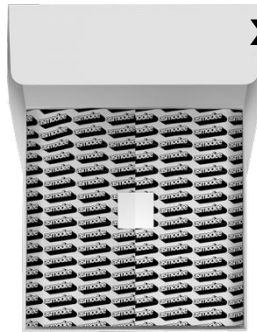
This block shows a single paper bag standing upright with a repeating pattern of the word 'asmodee' in black. A yellow dot is positioned below the caption.



**x3**

Event shopping bags pattern (set of 3)

This block shows three event shopping bags standing upright. The first is yellow, the second is red, and the third is blue. Each bag has a repeating pattern of the word 'asmodee' in black. A yellow dot is positioned below the caption.



**x100**

Tissue paper (set of 100)

This block shows a pack of tissue paper with a repeating pattern of the word 'asmodee' in black. A yellow dot is positioned below the caption.





# Textile & Apparel



# Overview

## Events & Internal



# Overview

## Events & Internal



# Overview

## Events & Internal





# Overview

## Events & Internal



# Overview

## Lifestyle



x5

White asmoji tshirts

● ●

A large white t-shirt with a small 'a' logo on the chest is shown on the left. To its right are four smaller white t-shirts, two above and two below, also with the 'a' logo.



x5

Black asmoji tshirts

● ●

A large black t-shirt with a small 'a' logo on the chest is shown on the left. To its right are four smaller black t-shirts, two above and two below, also with the 'a' logo.



x5

Denim asmoji shirts

● ●

A large blue denim button-down shirt with a small 'a' logo on the chest is shown on the left. To its right are four smaller blue denim button-down shirts, two above and two below, also with the 'a' logo.



Football vintage Jersey Since 95

● ●

Two vintage football jerseys are shown. The front view is a light beige polo shirt with 'asmodee' printed across the chest and rainbow-colored stripes on the sleeves. The back view is a similar shirt with 'SINCE 95' printed on the back.



x5

White asmoji sweaters

● ●

A large white crewneck sweater with a small 'a' logo on the chest is shown on the left. To its right are four smaller white crewneck sweaters, two above and two below, also with the 'a' logo.



x5

Black asmoji sweater

● ●

A large black crewneck sweater with a small 'a' logo on the chest is shown on the left. To its right are four smaller black crewneck sweaters, two above and two below, also with the 'a' logo.



x5

White asmoji high socks

● ●

Five white high socks are shown, each with a small 'a' logo on the cuff.



Hoodie since 1995

● ●

Two white hoodies are shown. The front view has a small 'asmodee' logo on the chest and rainbow-colored stripes on the sleeves. The back view has 'since 1995' printed on the back with rainbow-colored stripes on the sleeves.



Tshirt ITD Europe 2026

●

A grey t-shirt is shown. The front view has a small 'a' logo on the chest. The back view has a large graphic that reads 'tabletop' and 'ITD Europe 2026' with a list of names and dates below.

● Internal use ● Events staff ● Open for gifting ● Open for selling (in the future)

# Overview

## Bags





# Overview

## Caps



Vintage Cap "ready to roll"



Vintage Cap "it's your turn"



Vintage Cap "join my table"



Vintage Cap "forget the rules"



Classic Cap



Embroidered Cap



Vintage visors (set of 3)

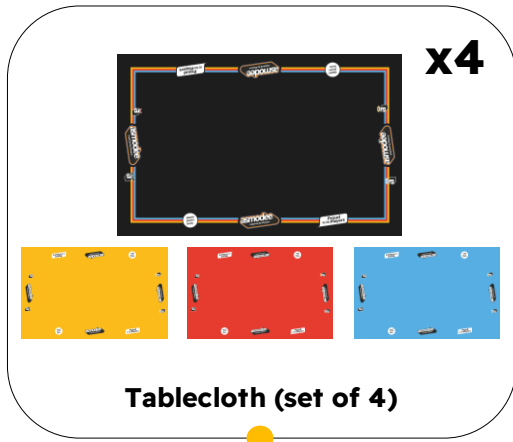
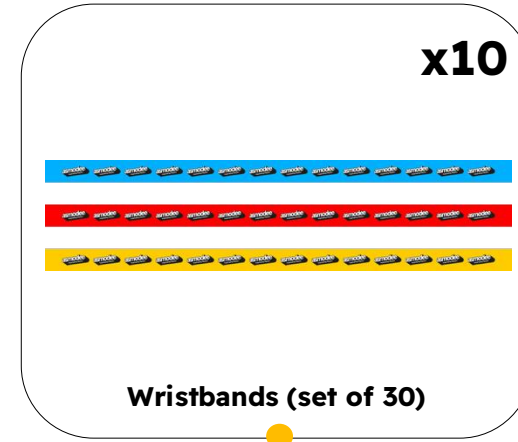
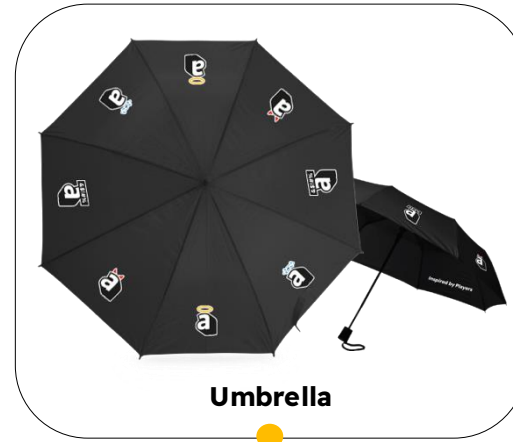
# Promotional items





# Overview

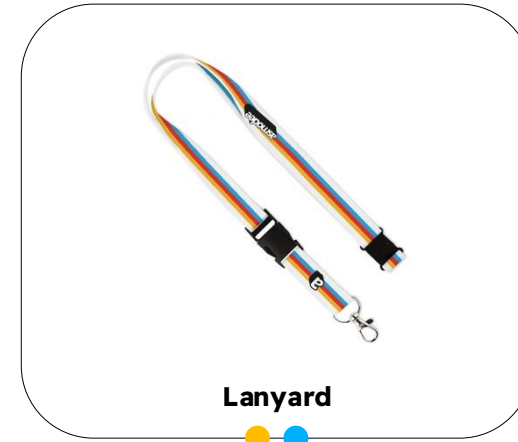
## Promotional items





# Overview

## Promotional items



# Warehouses essential

**asmodee**  
Inspired by Players



# Overview

## Warehouses essential



High-visibility vest



Padded safety vest



Safety jacket



Safety polo



Safety trousers



05

# The platform

Game  
starts  
here.



## The platform

Our supplier and partner.



Direct link (pin it in your favbar):

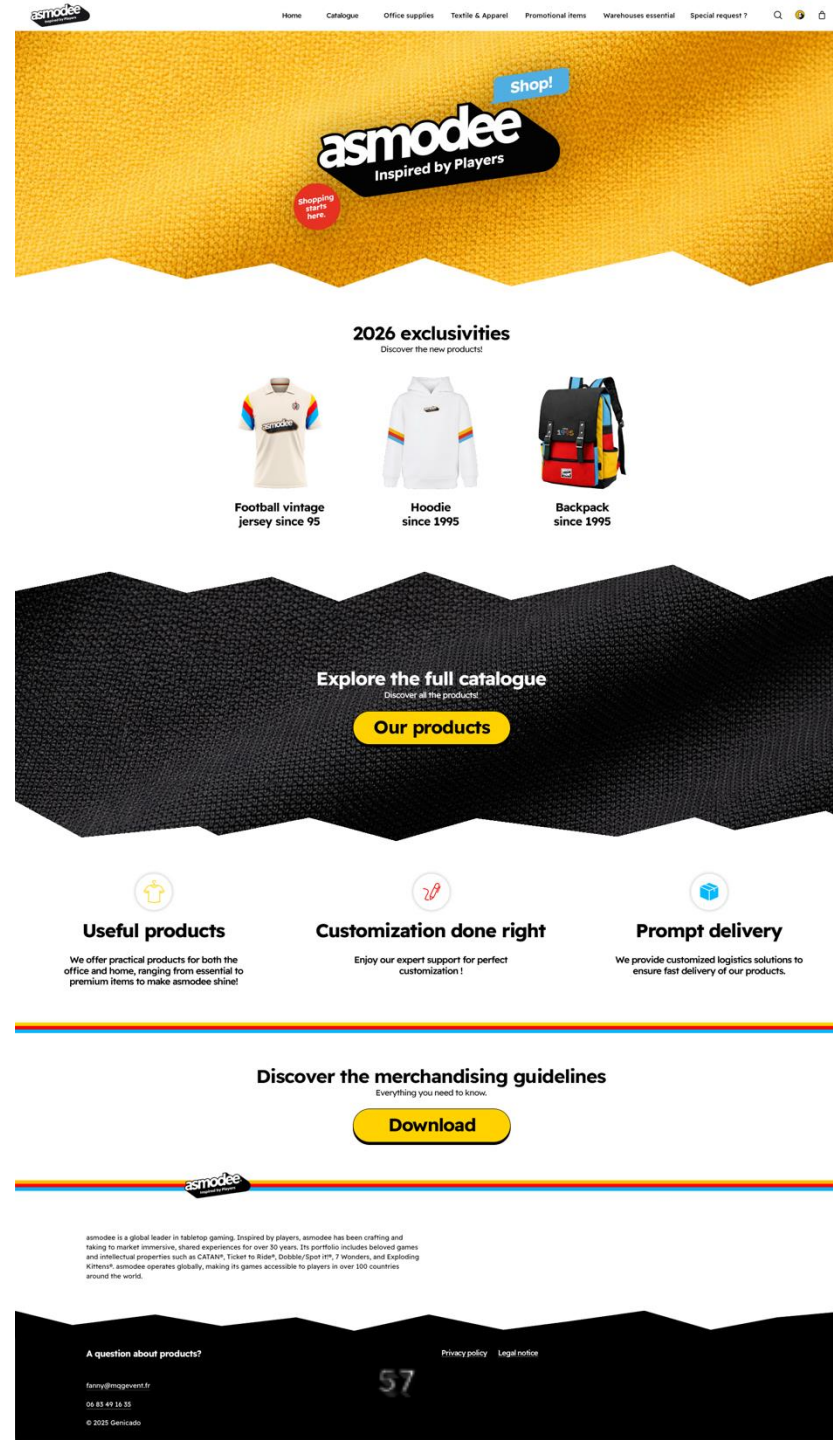
<https://asmodee.boutique-genicado.com/>

## How to create an account?

SSO & Login.

# User experience

## Homepage.



# User experience

## Homepage.

### Navigation bar

Home - Catalogue - Office supplies -  
Textile & Apparel - Promotional items -  
Warehouse essentials - Special request? -  
Search tool - Account - Cart

### Highlighted items



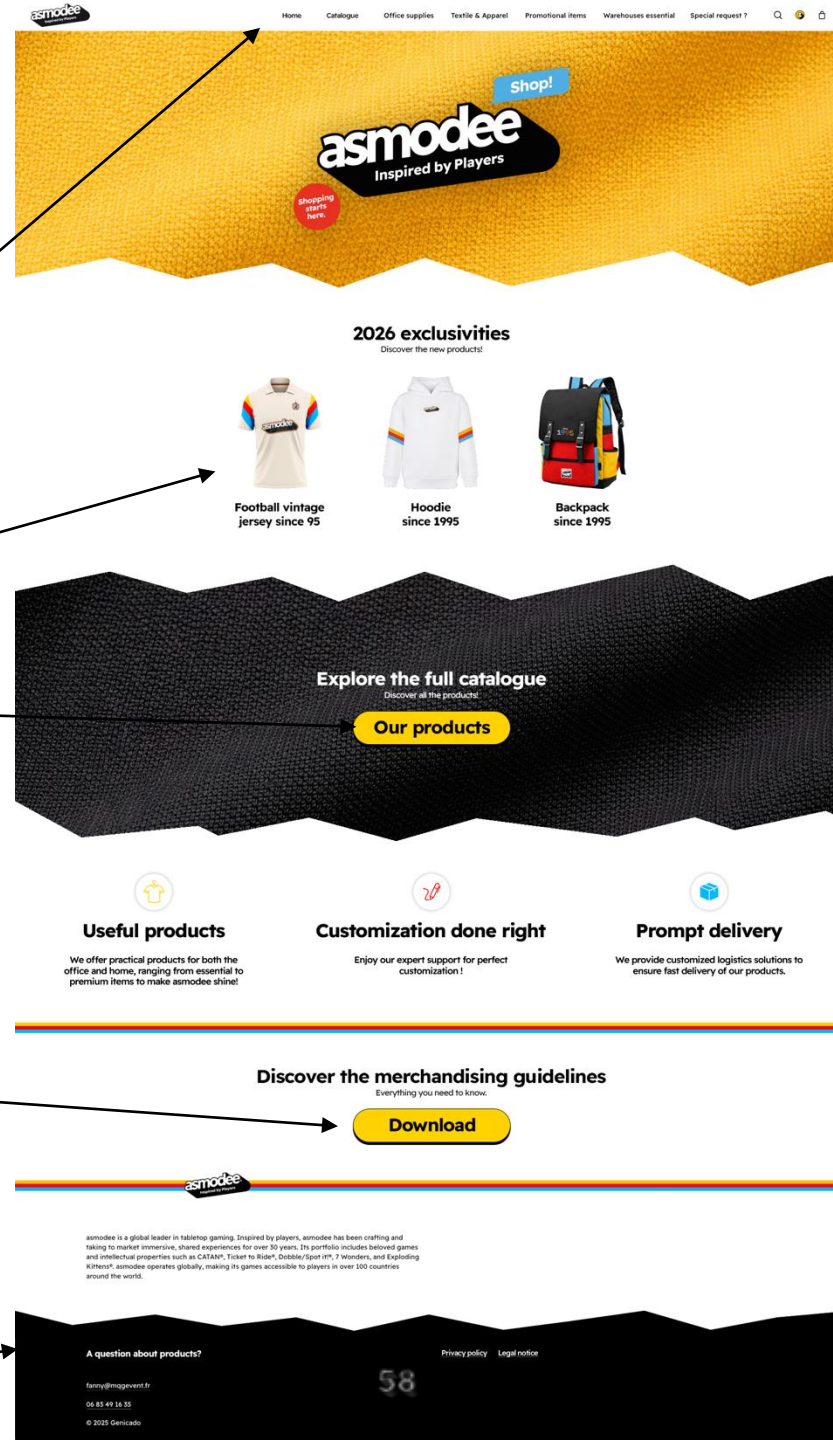
### Full catalogue



### Download this document



### Genicado contact



# User experience

Searching for items.

## Option 1: manual search



Type the keywords you want by clicking on the « search » icon in the navbar.

## Option 2: via the full catalogue

**Our products**

By clicking on this button on the homepage.

**Catalogue**

Or by clicking on « Catalogue » in the navbar.

## Option 3: via the product category

By clicking on the category you want in the navbar.

**Office supplies**

**Textile & Apparel**

**Promotional items**

**Warehouse essentials**



# User experience

Searching for items.

## Option 2: via the full catalogue

Hide / Show filters

### Filters

Item category  
Brand  
Tags

*By default they are all ticked*

The screenshot shows a shop interface with a search bar at the top containing the text "Searching for a specific item?". Below the search bar, it says "Showing 1-12 of 62 results" and "Default sorting (alphabetical)". The main content area displays three product cards: "Adhesive tape (pack of 18)", "Backpack", and "Backpack since 1995". Each card has a "Login to display the price" button. Below the product cards, there are several circular icons with the letter 'a' and some with the text "Game starts here.".

**Search bar**

**Sorting options**  
Alphabetical - Price up - Price down - Latest...

**Shop**  
Home > Shop

Hide filters

**Item category**

- Office supplies
- Textile & apparel
- Promotional items
- Warehouse essentials

**Brand**

- asmodee
- asmodee Kids
- Board Game Arena
- Brand neutral

**Tags ?**

- Internal use
- Events staff
- Open for gifting
- Open for selling (in the future)

**Adhesive tape (pack of 18)**  
Login to display the price

**Backpack**  
Login to display the price

**Backpack since 1995**  
Login to display the price

# User experience

Searching for items.

## Option 3: via the product category

Hide / Show filters

### Filters

Item category  
Brand  
Tags

*Only the chosen category is ticked*

Search bar

Sorting options


Alphabetical - Price up - Price down - Latest...

The screenshot shows a shop interface with a search bar at the top containing the text "Searching for a specific item?". Below the search bar, there are six product cards arranged in a 2x3 grid. The top row features a black backpack with colorful vertical stripes, a colorful backpack with "1995" on it, and a black t-shirt with a small logo. The bottom row features a black t-shirt with a logo, a black hoodie with "asmodee" on it, and a black button-down shirt with a logo. Each product card has a title and a "Login to display the price" link. On the left side of the shop, there is a filter sidebar with the following sections: "Item category" (Office supplies, Textile & apparel, Promotional items, Warehouse essentials), "Brand" (asmodee, asmodee Kids, Board Game Arena, Brand neutral), and "Tags" (Internal use, Events staff, Open for gifting, Open for selling (in the future)). A "Hide filters" button is at the top of the sidebar. At the top right of the shop area, there is a "Showing 1-12 of 62 results" indicator and a "Default sorting (alphabetical)" dropdown menu.

# Article page

What you need to know.

Home > Textile & Apparel > White asmoji tshirts



Search icon

## White asmoji tshirts

Download clothing pattern

Set of 5

Category: Textile & Apparel

Total quantity ?	Price
500+	Log in to display the price
1000+	Log in to display the price
2000+	Log in to display the price

Internal use   Open for selling (in the future) ?

**Description:** a classic lifestyle white tshirt with high-quality fabric. Straight fit. 100% organic cotton. 235GSM

**Sizes:** XS > 5XL

**Main color:** white

**Logo:** embroidery (emotions asmojis : confused, angel, devil, love and language)

**Origin:** Bangladesh 🇬🇧

**MOQ (minimum of quantity):** 500 ?

**Price:** excluding VAT and excluding delivery costs


**Nota bene:** one order = one set of 5 tshirts including all the emotions asmojis (confused, angel, devil, love and language). *Example: if you place an order for 1 in S, you'll receive 5 tshirts in S (one per asmoji).*

**Delivery Zone:** EU

**Size** Choose an option ▾

**Colors**

- 1 +   Add To Cart





# Article page

What you need to know.

Download clothing pattern  
(if you are not in the delivery zone)

Navigation bar

Item pictures & carousel

Pricing & MOQ

Tags (item usage)

Description

? More info pop-in

Size (if applicable)

Colors (if applicable)

Quantity

Home > Textile & Apparel > White asmoji tshirts

## White asmoji tshirts

Set of 5

Category: Textile & Apparel

Total quantity ?	Price
500+	Log in to display the price
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2000+	Log in to display the price

Internal use   Open for selling (in the future) ?

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**Delivery Zone:** EU

**Size**  
Choose an option ▾

**Colors**  
[White] [Black]

- 1 +

Add To Cart

Add to cart

# Notion of MOQ

And its impact on the price & the production.

## MOQ: minimum of quantity

The MOQ is visible on each article page.

Total quantity ?
500+
1000+
2000+

If a MOQ is reached, the line becomes yellow:

Total quantity ?
500+
1000+
2000+

## 6 easy steps!

1. The order window is open

2. Collaborators place their orders

3. If the MOQ is reached, the production is launched

4. The more orders are placed, the lower the price is

5. After the opening window, you receive your final quote

6. You receive your order, 1 to 2 months after!

# Emailing

Order follow-up, fresh news and co.

Workflow mail à créer avec Fanny



# 06 Milestones for the future

Game  
starts  
here.



# 2026

## **Test & learn**

Gather feedbacks on items, processes and the merchandising funnel.

# ongoing

## **Remove / add items**

Based on the learnings of the first two windows of 2026.

# 2027

## **Open sales direct-to consumers**

Especially during events with a pricing and display strategy.



Thank you