



NUMBO

Creator brief

Numbo is the party game where you guess what your friends guessed. This brief has everything you need to film a game night people want to copy: the game in 15 seconds, hooks that work, how to set it up, and the rules for a paid post.

The game
and why it films well

Set it up
Apple TV or phones only

12 hooks
with shot lists

Filming
structure and tips

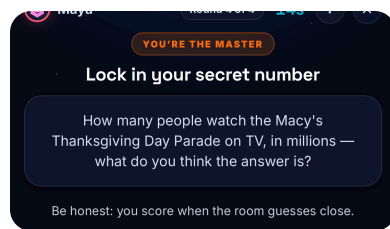
The deal
deliverables and rules

The game in 15 seconds

1

One player locks in a number

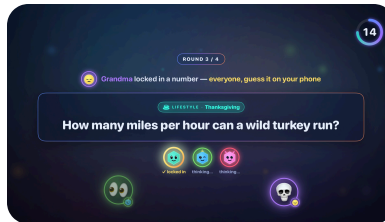
The Master gets a trivia question ("How many people watch the Macy's parade on TV, in millions?") and secretly locks in an honest guess.



2

Everyone guesses their number

Not the real answer. Everyone else guesses what the Master said, on their own phone.



3

The reveal

The number lands on the TV. Closest guesses score; an exact hit is a **Mind Reader**. This is your moment.



Why it films well

- **Everyone has a stake in every round.** The question is about a person in the room, so the reveal is about them, not about trivia.
- **Built-in tension and payoff.** Drumroll, the number lands, Mind Reader on the big screen. Real reactions every 45 seconds.
- **Arguments write themselves.** "300 or 3,000?" "Grandma would never say that."
- **Works across generations.** Teens vs grandparents, couples vs couples, the whole Thanksgiving table. 2 to 6 players.
- **Easy to show.** One TV, everyone's phone. No controllers, nothing for friends to install.
- **Seasonal.** Thanksgiving pack all November, holiday pack in December, New Year's Eve, then the Super Bowl in February.

Set it up (2 minutes)

With an Apple TV (best for video)

- Download **Numbo Trivia** on the Apple TV (free) and open it. A QR code and a room code appear.
- Everyone scans the QR code with their phone camera, picks a name and an avatar in the browser. Nothing to install.
- Pick Quick, Classic or Long and press Start on any phone.
- Your Premium code unlocks unlimited games and Family mode; redeem it on your iPhone first (see "The deal").

No TV? Party on phones

- Download Numbo on your iPhone, tap **Host a party** and share the four-letter code.
- Friends join in the Numbo app (**Join a party**) or at **numbotrivia.app** in any browser.
- Good for dorms, road trips and restaurants. Every guess and the standings show on every phone.
- Just the two of you? It works: in 2 and 3 player games a guess must land within 25% to score.

12 hooks that work

Open on the reveal or the argument, never on a logo. Use any of these, or your own; your honest reaction is what works.

	HOOK (FIRST 2 SECONDS)	SHOTS	BEST TIME
1	"We don't guess the answer. We guess what Grandma guessed."	Grandma locks in on her phone → the room argues → TV reveal → her face.	Nov 1-27
2	"She said 27. I said 27." Mind Reader reaction first, then rewind.	Reveal + scream → "10 seconds earlier" → the question.	Anytime
3	Couples vs couples: who knows their partner best?	Two couples on a sofa, partner is Master, scoreboard at the end.	Weekends
4	Teen vs grandpa guess-off	Split reactions, the teen tries to guess grandpa's number, the leaderboard.	Thanksgiving
5	The only game everyone at Friendsgiving can play	Table wide → phones out → the Thanksgiving card flips → reveal.	Nov 16-27
6	300 or 3,000? The argument that ended our game night	Two players defend wild guesses → the Master's real number → chaos.	Anytime
7	Just unwrapped an Apple TV? First game to download.	Unboxing → Numbo QR on screen → family scans → first reveal.	Dec 25-31
8	No TV? Party game with just your phones	Dorm or road trip, code shared, phones-only reveal.	Anytime
9	Date night test: how well do you know them?	Two players, one Master, the "Closest!" moment, a dare for the loser.	Dec-Feb 14
10	Holiday party icebreaker that isn't awkward	Office or friends, the holiday pack card, a Mind Reader cheer.	Dec 1-23
11	New Year's Eve countdown game	NYE pack, guess-offs before midnight, winner crowned at the countdown.	Dec 26-31
12	Halftime game for the Super Bowl party	Super Bowl pack at halftime, sports fan vs everyone else.	Feb 1-14

Questions that start arguments (from the seasonal packs)

Thanksgiving. How fast can a wild turkey run, in miles per hour?

Thanksgiving. How many days does it take to thaw a 20-pound turkey in the fridge?

Thanksgiving. How many giant character balloons float in the Macy's Thanksgiving Day Parade?

Holiday. How many gifts in total does "The Twelve Days of Christmas" list?

New Year's Eve. How many pounds does the Times Square New Year's Eve ball weigh?

New Year's Eve. What percent of people keep their resolutions for the whole year?

Super Bowl. How many pizzas does Domino's sell on Super Bowl Sunday, in millions?

Super Bowl. How old was Tom Brady when he won his final Super Bowl?

The game deals questions at random; these show the kind of number that splits a room.

A 30–60 second video that works

0–2 s

The hook: the reveal or the argument

2–20 s

Setup: the question, phones out, who is the Master, the guesses

20–40 s

Drumroll, the number lands, reactions, Mind Reader

Last 3 s

Say "Numbo", show the TV or the App Store

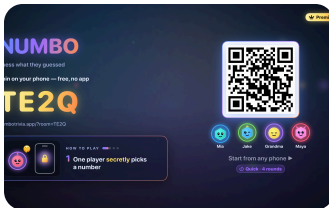
Shot list

- **Wide:** the sofa and the TV in one frame (camera behind or beside the players).
- **Close:** phones locking in a number; a face waiting for the reveal.
- **The reveal:** keep rolling 3 seconds after the number lands.
- **Insert:** screen-record your iPhone (Control Center → Screen Recording) or use our b-roll.
- **End:** the Numbo TV screen or the App Store page, and say the name.

Tips for filming a TV

- Tap and hold on the TV to lock exposure, then lower exposure a little so the screen isn't blown out.
- Lower the room lights, keep one warm lamp on the faces.
- Film at 30 fps to avoid TV flicker; shoot vertical 9:16.
- Keep the TV sound up: the drumroll and the revealing sting carry the moment.
- For paid posts on TikTok, use our music or a sound from the Commercial Music Library.

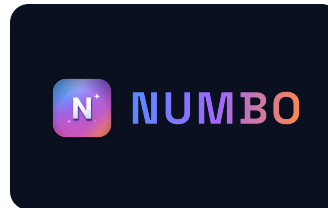
What's in the kit



B-roll: 18 clean clips with game sounds (TV and iPhone)



Overlays: Mind Reader, Spot on, App Store lower third (green screen + transparent)



Logos, app icon, avatars and emoji stickers



Music and SFX: royalty-free Numbo theme (loop + 60 s) and 12 game sounds

The music and sound effects are made in-house for Numbo. You may use them in any video about Numbo, including paid posts and Spark Ads.

Deliverables and rules

What we ask

- 1 video (TikTok or Instagram Reel), 30–60 s, of a real game with 4 or more people (2 for a couples video).
- Your tracking link in bio for 14 days:
numbotrivia.app/go/yourname
- A 30-day Spark Ads code (TikTok) or partnership-ad access (Instagram).
- A screenshot of the video's views on day 7.

What you get

- The agreed fee. Under \$150: paid in full on posting. \$150 and up: half on approval of the draft, half on posting.
- Numbo Premium for you, plus Premium codes for a giveaway.
- This kit: b-roll, overlays, music, logos and art.

Must do

- Say "ad" and show "ad" on screen; a caption or hashtag alone isn't enough.
- Turn on TikTok's commercial-content toggle or Instagram's Paid partnership label.
- Show the TV board (or phones) and phones as controllers; say and show the name Numbo.
- Describe it accurately: free to download; Numbo Premium is optional.

Don't

- Ask viewers for ratings or reviews, or make a giveaway depend on one.
- Show other brands' games, or use copyrighted music in the paid post.
- Say Apple sponsors or endorses the video.
- Promise features Numbo doesn't have.

Redeem your Numbo Premium code

1. Download Numbo (free) on your iPhone, iPad or Apple TV.
2. On your iPhone or iPad, open the App Store, tap your profile picture, then **Redeem Gift Card or Code**, and enter the code.
3. Premium unlocks in Numbo on every device signed in with the same Apple ID, Apple TV included.

Giveaways: one code per winner. Apple is not a sponsor of any giveaway.

Say it like this

- Name: **Numbo** (App Store: Numbo Trivia). Not "Numbo Trivia App" or "NUMBO!".
- One line: "the party game where you guess what your friends guessed."
- Platforms: Apple TV, iPhone and iPad.

Links and contact

- App Store: apps.apple.com/app/id6787063999
- Creator kit: numbotrivia.app/creators
- Contact: support@numbotrivia.app