

iFluence Land



8+
2-5
30 min.

Join Baron Bite in iFluence Land and experience a full day living the life of an influencer. Explore different locations, where you can record videos, pull pranks, and build popularity and followers. But don't forget about the real world! Show that you can effortlessly maintain a balance between your online and offline lives.

Learn more about Baron Bite, the vampire who loves garlic, and uncover the tale of his arrival in iFluence Land at www.baronbite.com.

RULES



COMPONENTS



1 double-sided time board



4 location boards



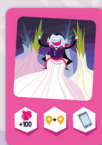
20 pieces
(4 of each colour: green, yellow, blue, orange, and red)



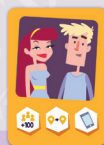
1 purple board piece



72 purple-backed playing cards:



12 pink Garlic head cards



12 yellow Followers cards



12 green Coin cards



18 orange Location cards



12 blue Item cards



3 multicoloured Joker cards



3 multicoloured Prank cards



1 yellow and pink Baron Bite card



6 blue-backed Trend cards



5 Smartphone cards



4 modifier tokens
(1 pink +100 token, 1 pink -100 token, 1 yellow +100 token, 1 yellow -100 token)

49 Coin tokens with different values

17x 100
18x 300
14x 1000

47 Garlic head tokens with different values

14x 100
18x 300
15x 1000

47 Followers tokens with different values

14x 100
18x 300
15x 1000

OBJECT OF THE GAME

The object of the game is to collect **GARLIC HEADS** that represent the real world, and **FOLLOWERS** that represent the online world. The final score at the end of the game represents the number of resources (garlic heads or followers) the player has collected the least of. This means that in order to win, players have to collect a balanced amount of both resources. Players can also collect coins, which they can use to purchase various items and resources. However, these funds do not contribute to the final score, because, much like in real life, money should be a means to an end, rather than the goal.

SETTING UP THE GAME

Below, we outline how to set up the **basic variant of the game**, designed for players playing for the first time or for younger players. Once you've understood the game's mechanics or if you're a more experienced player, you can try playing with different advanced variants (p. 9–11) to liven up the game and to introduce greater variety. All advanced variants are mutually independent.

LOCATIONS

Set up the 4 location boards **A**.



PLAYERS


Each player chooses a colour and takes the 4 corresponding pieces. They take one smartphone **B₁** card, and place 1 piece on the third battery bar **B₂**. Then, each player places 1 of their pieces (the main piece) in the dump **B₃**. The remaining 2 pieces **B₄** are used to upload videos in different locations. At the beginning, these remain at the side.

CARDS **C**

Shuffle all the playing cards with purple backs and place them face-down in a draw pile. Players will take cards from this pile or draw additional ones when evaluating activities.

Make sure to leave space for the discard pile as well. Once all the cards in the draw pile have been used, shuffle them and make a fresh draw pile.

TIME BOARD **D**

Set up the time board and turn it to the side with the lower amount of time rounds for the basic variant of the game. Place the time board piece on the square showing (00:00) .

TOKENS **E**


Prepare all the resource tokens (coins, garlic heads, followers). These together will be the bank of resources the players can obtain.



Sample layout of the basic variant of the game for 3 players:



PLAYING THE GAME

The game is divided into individual time rounds, each depicted as a hexagon on the time board. The current round in progress is marked by the time board piece. When a round is completed, move the time board piece on to the next hexagon. Once you reach the last hexagon , the game ends, and it's time to add up the scores.

PLAYING A ROUND

Based on the symbol the time board piece lands on, carry out one of the following actions:



Change the current trend
(refer to p. 10)

In the basic variant of the game, these squares do not trigger an action. Just move the time board piece to the next hexagon.

00:00

Time hexagon
The time hexagon represents a round where players carry out their activities (refer to p. 4).



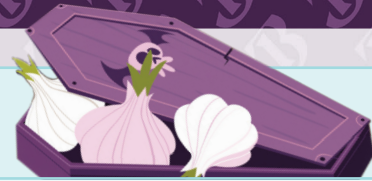
Video rating
Rate the uploaded videos (refer to p. 8). After that, move the time board piece to the next hexagon.



The end of the game
Tally up the scores and determine the winner (refer to p. 8).

00:00

TIME HEXAGON



This is the main phase of the game, where players carry out their activities. Starting with the youngest player and proceeding clockwise, each player draws **2 cards from the draw pile**. Then on their turn, following the same direction, the player **plays both cards** in any order. After completing the chosen activity, the player discards the card. Once both cards have been discarded, it's the next player's turn. When the last player has taken their turn and no cards remain in hand, the round concludes, and the time board piece advances one space.

THE PLAYER'S TURN

On their turn, the current player selects a **single symbol** from a card in their hand to activate the corresponding activity, and then discards the card.

The card's colour does not affect the symbol selection. The role of each colour will be explained later.

CARD SYMBOLS

Use the symbols on the cards to gain resources, move the main piece across locations, do actions, or use the smartphone card.

RESOURCE COLLECTION



The player takes the **shown** resource from the bank, worth 100 followers, garlic heads, or coins.



The player takes the **shown** resource from the bank, worth 300 followers or garlic heads.

If you are playing the more advanced MODIFIERS variant of the game, the value can be changed (refer to p. 9).



The player takes the chosen resource from the bank, worth 100 followers, garlic heads, or coins.



The trade symbol allows a player to trade exactly 200 resources of one kind for 400 resources of the same or any other kind from the bank. Trading is not possible if the player does not have 200 resources of the same kind (refer to the example on the right).

EXAMPLE OF A TRADE

You **can** trade 200 coins for 400 followers.



You **cannot** trade 100 coins and 100 followers for 400 followers.



SMARTPHONE CHARGING




The player moves the piece placed on the battery indicator of the smartphone card one bar up, to a maximum of 6 bars.



Exploring the shop allows a player to move the smartphone battery indicator piece up two bars (refer to p. 6).

PRANK



A player chooses any other player, regardless of their location, and then turns over the **top 3 cards** from the draw pile. Each of the three drawn cards enables the player to collect the corresponding resources (garlic heads, followers, or coins) from the selected player based on the values shown on the symbols of the cards without applying any modifiers. The  symbol allows any resource to be chosen. If there are no resources indicated on the card or if the chosen player doesn't have the specified resources, the prankster does not receive any resources. Finally, the player discards the three drawn cards.

SWITCH LOCATIONS



The player moves the main piece to a different location.

ACTIVATE LOCATION



The player can **ACTIVATE LOCATION** (refer to p. 6).

SWITCH LOCATIONS AND ACTIVATE LOCATION



The player moves the main piece to a different location and then can **ACTIVATE LOCATION** (refer to p. 6).

USE SMARTPHONE



This symbol means that a player can open **one of the two apps on top** on their smartphone card. To open an app, the player needs to **use one battery bar**, requiring them to move the battery indicator piece down one bar. **If the piece is at 0, the smartphone's battery has died and the apps can't be opened.**

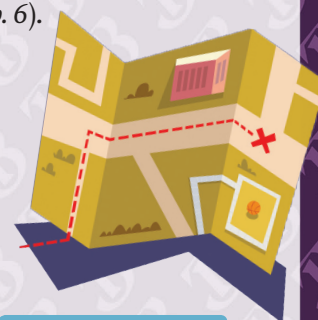


The player can **UPLOAD A VIDEO** (refer to p. 6).




The player can **ACTIVATE LOCATION** (refer to p. 6).

The use smartphone symbol  is also found on the location boards, but its use is limited to the more advanced **CHALLENGES** variant (refer to p. 11).



BOOST



To open this app, a player doesn't need to play the  symbol on the card, but can instead open it when receiving resources in exchange for one battery bar. Then, the player can **BOOST** (refer to p. 7).

ACTIONS

Players can **ACTIVATE LOCATION** either through the symbols on the cards or by using the smartphone card. **UPLOAD VIDEO** and **BOOST** can only be done using the smartphone.

ACTIVATE LOCATION



The player can activate the location **their main piece is in** either by using the symbol on a card, or by using the symbol on a card and opening the activate location app .

In the basic variant of the game, it is possible to activate one of two areas in each location:

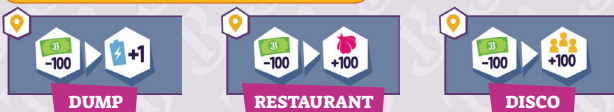
Area – Explore location



To explore the location the player is currently in, they need to turn over the top card from the draw pile and take the resources based on the card's colour. If the player turns over a multicoloured card, they must choose one colour. If the colour is not found on the location card of the explore location area, the player does not gain any resources. Finally, the player discards the card.

Instead of turning over the top card from the draw pile, the player can use the second, unused card from their hand. If they choose this option, they forfeit the ability to play the second card independently.

Area – Shop in location



Each **DUMP** can use their coins to buy different resources depending on their current location. The value to the left of the arrow indicates the cost of the resource shown on the right, which you will receive upon payment.



When purchasing a card (in the shop), a player turns over cards from the draw pile until they locate a blue item card. They promptly play this card following the

standard rules and then discard it, along with all the other drawn cards.

Players can **repeat the purchase multiple times within a single "activate location"**, limited only by the number of coins they have.

EXAMPLE

The player has the option to spend 400 coins to recharge their smartphone by 4 bars (in the dump), or spend 600 coins to search for 3 blue item cards.

Area – Challenge

Each location board also has the challenge area used in the advanced **CHALLENGES** variant. You can activate it through the symbol (refer to p. 11).



UPLOAD VIDEO



The player moves one of their 2 pieces used to upload videos into the **online zone** in the **same location as their main piece**.

EXAMPLE

The **green player** has played the card with the symbol and has chosen to open the app on their smartphone using one battery bar. Then, they have placed one of their two pieces into the online zone in the **disco**.



BOOST



When gaining resources, the player can choose to use the boost app on their smartphone, doubling the specific resource. **If the player gains multiple different resources during a single activity, they can only boost one of them.** In any case, the player can only boost the newly acquired resource once, even if they have extra battery.

REWARDS THAT CANNOT BE BOOSTED:

- Reward for rating a video.
- Reward from playing the trade symbol $\frac{200}{400}$, as trading only means an exchange of resources.
- Resources obtained by direct purchase (when buying items, BOOST is also allowed when playing them. See the example).
- Rewards for winning a CHALLENGE, bonuses from the Baron Bite card, and the trend bonus card (if you are playing the corresponding game variants).

EXAMPLE


If a player is to gain resources, i.e. 100 followers and 200 coins $\frac{200}{200}$, they must decide whether to only boost followers, resulting in 200 followers $\frac{100}{100}$ and 200 coins $\frac{200}{200}$, or only boost their coins, resulting in 100 followers $\frac{100}{100}$ and 400 coins $\frac{200}{200}$ $\frac{200}{200}$. Boosting both resources at the same time is not possible.

EXAMPLE

When buying items in the shop, a player can buy 2 items for 400 coins. After drawing the fireworks item card, they decide to boost it and gain 600 followers (2×300 followers). After drawing the second item card (bowl of garlic), they can boost that card as well, resulting in 600 garlic heads (2×300 garlic heads).



VIDEO RATING

If a piece reaches the  space on the time board, it's time to rate the videos.

To rate the videos, you need to turn over **2 cards from the draw pile**, one at a time. Each location has an online zone of a different colour. Each player receives the reward depicted in the corresponding online zone for each piece placed in the **online zone of the same colour as the turned card**. This applies to both cards.

If the turned card is a **multicoloured card**, each player can choose one colour that suits them best. For example, if their pieces are in two different online zones, they can choose one of them.

After the videos are rated, all players' pieces stay in the online zones, and the time board piece moves to the next hexagon.

EXAMPLE

If the two turned cards are green and multicoloured, and the player only has their piece in the green online zone, they get 2× reward.

If a player has both pieces in the blue online zone at the dump, and two blue cards are turned over during the scoring, the player gets 2× reward for each piece, resulting in 4× reward.



THE END OF THE GAME

The game ends when the time board piece reaches the last hexagon. The players then need to add up their scores.

DETERMINING THE WINNER

Each player counts the garlic heads and followers they have gathered. The final score represents the sum of the resources (garlic heads and followers) the player has collected the least of. The player with the highest final score wins. In the case of a draw, all players with the highest final score win the game.



CUSTOM ADJUSTMENTS

Once you have become familiar with the basic game, you can try playing the other variants.

SMARTPHONE BATTERY

SETTING UP THE GAME

All players agree which battery bar on the smartphone card they are going to start the game from. The lower the battery bar you choose, the more challenging the game.

STARTING LOCATION

SETTING UP THE GAME

Each player's main piece can start in any location they choose.

LONGER GAME

SETTING UP THE GAME

Set up the time board and turn it to the side with the higher number of time rounds.

ADVANCED GAME VARIANTS

In addition to custom adjustments, you can liven up the game by trying the MODIFIERS, TRENDS, and CHALLENGES variants, which you can freely combine.



MODIFIERS variant


Modifiers are represented by tokens:




SETTING UP THE GAME

Each location has two spots for placing the modifier tokens. When starting your first game, place the modifier tokens as follows:

Dump (2 modifiers): -100 followers  and -100 garlic heads 

Disco (1 modifier): +100 followers 

Restaurant (1 modifier): +100 garlic heads 

After you've got used to this variant, you can place the modifier tokens where you want, or randomly.

PLAYING THE GAME

Modifiers change the value of some item cards used. Card symbols influenced by the modifier are marked with a question mark (*see the example*).



EXAMPLE

When playing the blue fireworks card in the dump, if the -100 followers modifier has been placed on the location board then the player only receives 200 followers instead of 300.

MODIFIERS AND BOOST

To boost a resource influenced by a modifier, you first add or subtract the modifier value, and then apply the BOOST multiplier. Example: $(300+100) \times 2$ results in 800 resources.




TRENDS variant


Trend bonus cards have a blue back. They reflect the current mood in society, what people follow, and what they like the most. An active trend bonus card increases the rewards players get for the resource shown on the trend card.



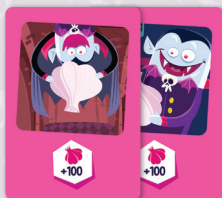
SETTING UP THE GAME

Shuffle all the trend bonus cards and make a trend card draw pile. Place the time board piece on the hexagon on the time board. 

PLAYING THE GAME

If the time board piece is placed on the  hexagon, turn over the top card from the trend card draw pile, and move the piece to the next hexagon. The active trend card applies to all rounds played until another trend card is turned over.

The game includes the following 3 trend card types:



GARLIC HEAD TREND

Increases all garlic head rewards by 100.



FOLLOWERS TREND


Increases all followers rewards by 100.



NO TREND

There is no increase in rewards.

THE TREND DOES NOT APPLY IN THE FOLLOWING CASES:

- Reward from playing the trade symbol , as trading only means an exchange of resources.
- When getting resources by direct purchase in a location (when buying items and getting resources from them, the active trend applies).
- Rewards for winning a CHALLENGE, meaning resources from players and from the bank that were staked in the CHALLENGE.

TRENDS AND BOOST

If a player decides to boost their resource income while a trend card is active, the boost takes precedence and **then the bonus from the trend card gets applied.**

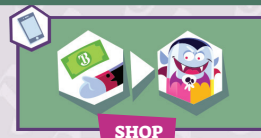
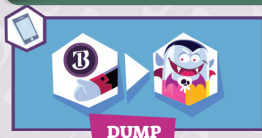
EXAMPLE

When playing the blue fireworks card, the player receives 300 followers. Boost results in 2×300 followers. An active followers trend means that the player gains an additional 100 followers. The resulting reward is 700 followers.





CHALLENGE variant

This variant allows players to use their smartphone for one additional activity. They can start a challenge in the location their main piece is in. The player starting the challenge gets a unique Baron Bite card, which provides them with advantages. This player owns the card until another player starts a challenge. With a bit of luck, the player can also get additional resources. But be careful! A bit of misfortune can also cost you.



PLAYING THE GAME

Playing a card with the  symbol gives the player the option to open the start a challenge app. Just like any other use of the smartphone, this one also costs one battery bar. If your smartphone battery is dead, you can't open the app. Additionally, the player **can't start a challenge if they are alone in the particular location.**

After starting a challenge, the player **invites all the players in the same location** to join in and get a chance to win the resources shown above the hand in the first symbol (the  symbol allows the player to choose which resources will be the reward for the challenge). **The player must have the full amount of resources (200) or they can't start the challenge.** The challengers do not need to have the resources, but they must participate.

Each of the players participating in the challenge stakes their tokens worth 200 of the selected resources in the challenge, in addition to another 200 resources from the bank. Apart from the player who issued the challenge, if one of the players does not have enough resources, they stake the amount they have (100 or even nothing), but they still need to participate.

In the next step, starting with the youngest player and proceeding clockwise, each participating player draws **3 cards from the draw pile**. The winner of the challenge is the player with the highest number of cards of the same colour as the colour of the location in which the challenge was started (for example, the dump is blue).

If more than one player has the same number of cards, these players draw an additional 3 cards until the player with the highest number of winning cards is determined. The winner takes the whole pot.



After a challenge is completed, **the player who issued the challenge takes the Baron Bite card**, regardless of who won the challenge. This card offers the same advantage as a TREND card (**refer to p. 10 describing the TREND variant**) but *only to the player who holds it.*

BARON BITE CARD AND TRENDS

The Baron Bite card complements the active TREND card (if the TRENDS variant is also played). If a player gets 100 garlic heads and the garlic head trend is currently active, they get an additional 100 garlic heads. If they also have the Baron Bite card, they get another 100 garlic heads, adding up to 300 garlic heads.

CARD SYMBOLS

PAGES 4–5



The player takes the **shown** resource from the bank worth 100 followers, garlic heads, or coins.



The player takes the **shown** resource from the bank worth 300 followers or garlic heads. This value may be modified by an active modifier.



The player takes the chosen resource from the bank, worth 100 followers, garlic heads, or coins.



The trade symbol allows a player to trade exactly 200 resources of one kind for 400 resources of the same or any other kind from the bank.



The player moves the piece placed on the smartphone card battery indicator up one or two bars, up to a maximum of 6 bars.



The player chooses any other player, turns over the top 3 cards from the draw pile, and takes the resource depicted on the card from the chosen player.



The player moves the main piece to a different location.



The player can **ACTIVATE LOCATION**.



The player moves the main piece to a different location and can then **ACTIVATE LOCATION**.



The player opens one of the top two apps on their smartphone card.

ACTIONS

PAGES 6–7

ACTIVATE LOCATION



The player activates areas in their main piece's location.

Area – Explore location

The player turns over the top card from the draw pile or uses the second card from their hand to acquire resources based on the card's colour.

Area – Shop in location

Using their coins, each player can buy different resources depending on their current location. The value to the left of the arrow indicates the cost of the resource shown on the right, which you will receive upon payment.


Area – Challenge

page 11

The player challenges all players in the location to stake their resources. They also receive the Baron Bite card.

UPLOAD VIDEO



The player moves one of their pieces used to upload videos to the online zone  in the same location as the main piece.

BOOST



Using the app on their smartphone, each player can double the amount of a particular resource they receive.

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