

Family
friendly



Grown-up
friendly



10+
age

4+
players



BIG
POTATO
GAMES™

HERD MENTALITY

THE RULES



Reading rules is udderly ridiculous – watch how to play instead. Search 'How to play Herd Mentality' on YouTube.

SETTING UP

Build the paddock, round up the Cow Tokens and the Pink Cow, then put them inside. Choose one player to be the Question Wrangler. As well as playing the game, they read the Question Cards and hand out the cows.

Now get ready to think like the herd!

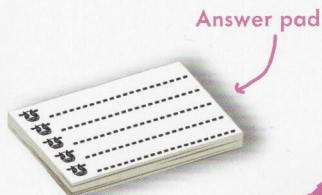
OBJECT

The aim of the game is to be the first player to collect eight cows. Do this by thinking like the herd and writing down the same answer as everyone else.



COW TOKENS

You can only win one cow per round. Use the 3-cow tokens to stop the bank from running out of 1-cow tokens!



PLAY

The Question Wrangler starts by reading out a card. Each player (including the Question Wrangler) writes down an answer in secret on their answer sheet.

When everyone's ready, reveal the answers one by one, starting with the Question Wrangler.

NOTE: If someone is taking too long thinking of an answer, everyone else is allowed to "moo" at them until they hurry up.

WINNING COWS

When all the answers have been revealed, count them up to find out which was the most common.

If your answer was part of the majority, collect one cow as a reward. Congratulations, your herd just got a tiny bit bigger.

THE PINK COW

If you were the **only** player who wrote an answer that didn't match with anyone else's, then you're the odd one out. For your punishment, you must add the Pink Cow to your herd.

The only way to get rid of the Pink Cow is for another player to be the odd one out in a later round. While you're holding the Pink Cow, you can keep collecting cows but you can't win the game.



EXAMPLE: CLEAR MAJORITY



- P1 🐮 CANADA.....
P2 🐮 CANADA.....
P3 🐮 RUSSIA.....
P4 🐮 CANADA.....

Players 1, 2 and 4 each win a cow. Player 3 was the odd one out and adds the Pink Cow to their herd.

EXAMPLE: NO CLEAR LOSER

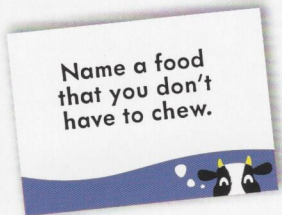


- P1 🐮 DIME.....
P2 🐮 NICKEL.....
P3 🐮 DIME.....
P4 🐮 QUARTER.....

Players 1 and 3 both said "Dime" and formed the majority. They each win a cow.

Players 2 and 4 weren't part of the majority, so they get nothing. However, since more than one of them gave an unmatched answer, they both avoid the Pink Cow.

EXAMPLE: SPLIT MAJORITY



- P1 🐮 SOUP.....
P2 🐮 YOGURT.....
P3 🐮 SOUP.....
P4 🐮 YOGURT.....

Players 1 and 3 both wrote "Soup". Players 2 and 4 both wrote "Yogurt". This is a majority tie, which means no one wins a cow token.



Double-sided cards:
choose a color to play
first, then flip the cards
over and play again!

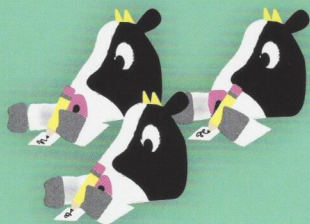
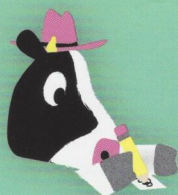
1

READ OUT CARD



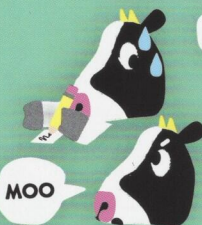
2

WRITE ANSWERS



3

REVEAL ANSWERS



WINNING

The first player to collect eight cows in their herd is the winner. Yeehaw!



$$3 + 3 + 1 + 1 = 8$$

TIEBREAKER

If more than one person reaches eight cows in the same round, the target becomes nine cows. This keeps going until a player is one cow in the lead. This player is the winner!



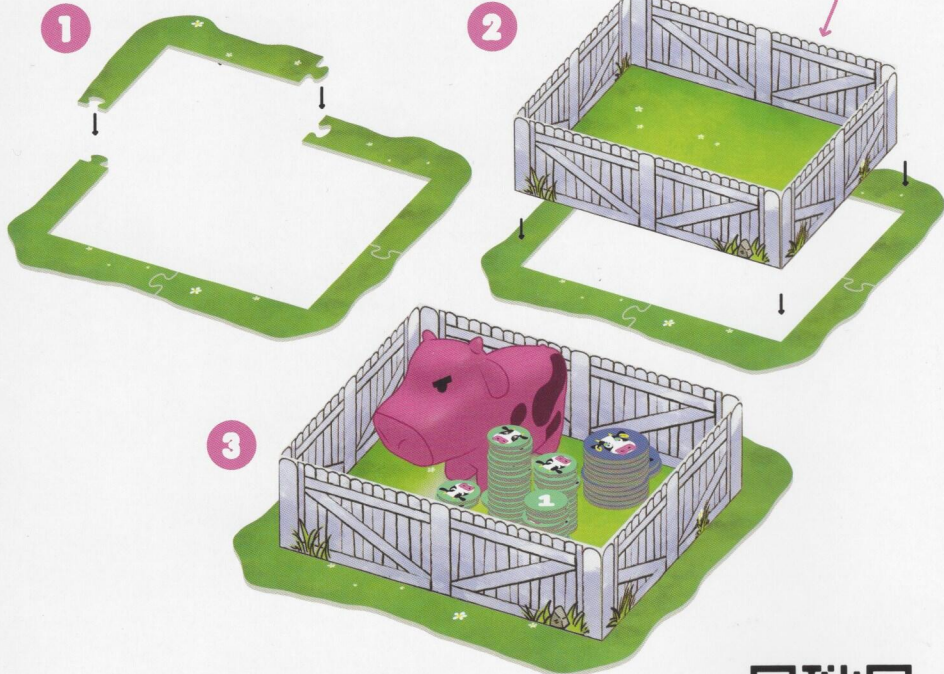
If you've got an amusing question you'd like us to put in the next edition of the game, scan the QR code to submit it. If it makes it in, we'll put your name on the card and send you a little something to say thanks.

Scan here!



Paddock Assembly

Use the box inner as the paddock



CONTENTS

220 questions
64 cow tokens
1 answer pad
1 squeeze pink cow
1 cow paddock
1 instruction sheet
1 potato sticker

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©2019 Dan Penn and Rich Coombes. Made under license. Herd Mentality is designed and published by Big Potato Ltd, 74 Tabernacle St, London, EC2A 4EA (UK), Big Potato Games EU GmbH, Winterhuder Weg 29, 7 Stock, 22085, Hamburg, Deutschland (EU) and Big Potato USA Inc, 211 E 43rd Street, Suite 1402, New York, NY 10017 (USA). Retain packaging for information. Please note: All cows in this game were raised free-range and grass-fed. Except the pink one - who knows where she came from. Product code: HMDTC01USv4. MADE IN CHINA.



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WARNING: Choking hazard.
Contains small parts. Not suitable
for children under 3 years.