

SUNO Playing Cards


by Wife

In a move to share insights with a twist, WIFE has transformed data into play with SUNO, a game designed to make you listen! Drawing inspiration from the classic UNO, SUNO is no ordinary card game—it's packed with industry truths, challenges, and future insights across each colour. From green flags and red alerts to workplace culture and emerging trends, each card colour reveals over a hundred engaging statistics.

About the idea/concept:

Enter Suno: The Statistical Uno

Arguably the world's most polarizing game (and no, we don't need data to confirm this, we just know), Uno can eke out passionate response from even the most hardened cynic. And that's exactly we tapped into. Data has always talked loudly, it was time for everyone to Suno.



Talk Data to Me 🤔

Numbers seem boring?
We can make them fun again

Get ready to

ALL NEW GAME • ALL NEW GAME • ALL NEW GAME
from the house of
WIFE
ALL NEW GAME • ALL NEW GAME • ALL NEW GAME

WARNING
Wife and SUNO are not responsible if you can never go back to playing the standard UNO.

Number of Players

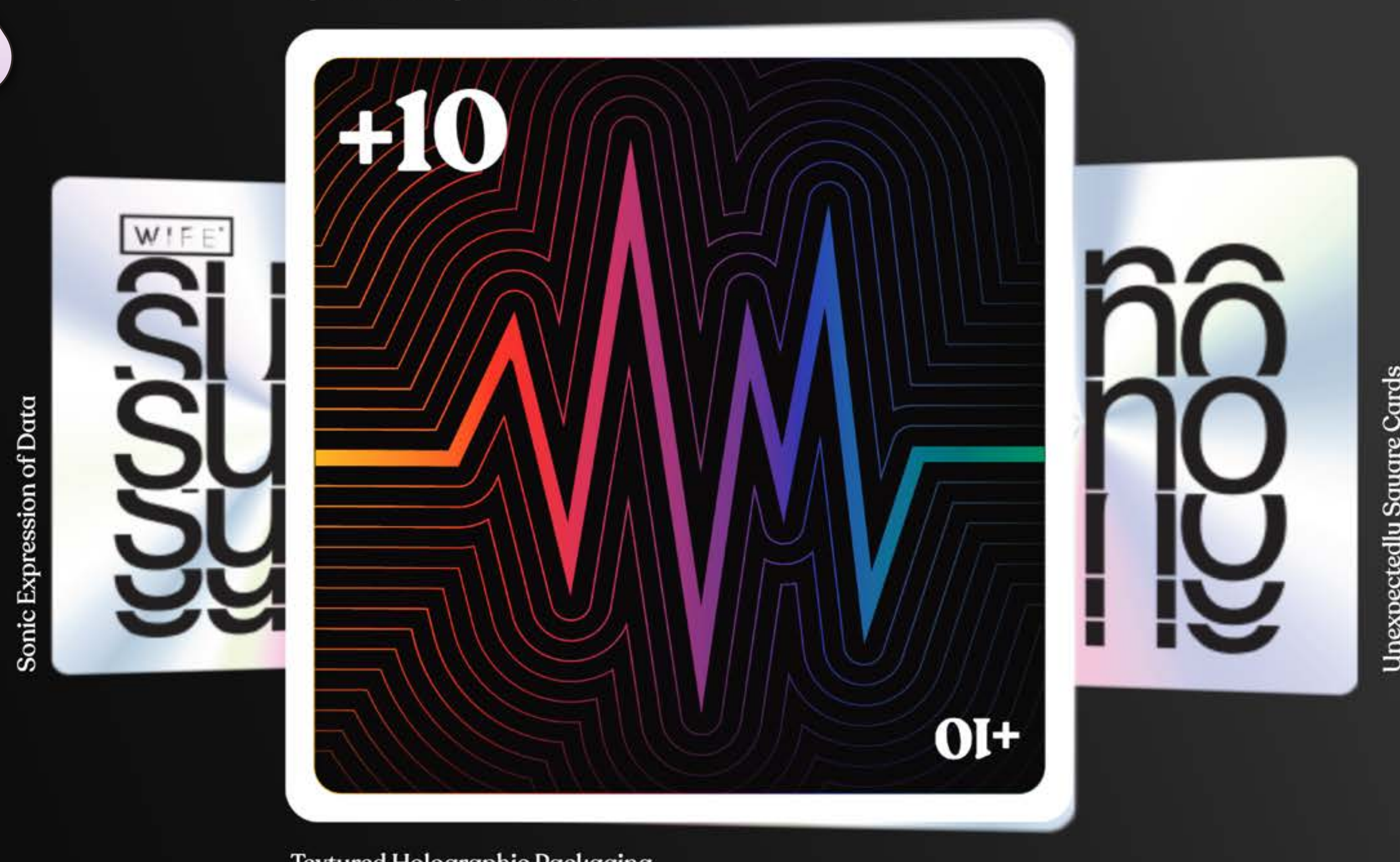
Optical Art Inspired Designs

Data See Data Do

Evolving on the theme of 'suno / listen' we found our muse in the principles of holographic sound, an expansion of sound vibrations into a geometric, multi-dimensional and infinite form bringing it closer to its natural state of being.

We ran wild with this. Every colour category, special card, trick and texture was used to elevate the way we visualize and consume data. The cards brought data to life in a way that is music to the eyes.

Everything about Suno is designed to be immensely tactile and sensory.



Sonic Expression of Data

Unexpectedly Square Cards

Textured Holographic Packaging

Data is our love language

As an integrated creative agency, Wife has often worked at the fulcrum of data and creativity, one driving the other. Over its 7 years of working across the marketing and creative spectrum, Wife has a veritable treasure trove of insights at its disposal. It's common practice to gatekeep public data or make it too complicated by presenting it in a bland, trite manner. But the usual death of visual exuberance is not the Wife way. It was time to democratize access to data in a way that was, indeed, exciting.



Enter Suno: The (Statistical) Uno

Arguably the world's most polarizing game

Uno can elicit passionate response from even the most hardened cynic. And that's exactly what we tapped into. Advertising and media trends, data and insights were spun into melodious designs and into the very gameplay of classic Uno to make it palatable and perfect for repetitive use.



Talk Data To Me

ANTI ADVERTISING CLUB

How to Suno

Green cards depict hacks for growth



Yellow cards cue introspection into work culture

Blue cards hold clues to unlock the industry's potential



Talk Data to Me

Suno is Uno gone statistic, ballistic.

A person typically has to wait 5 to 10 minutes for their turn in an average game of Uno. In Suno, that wait is enriched with snackable insights and statistics.

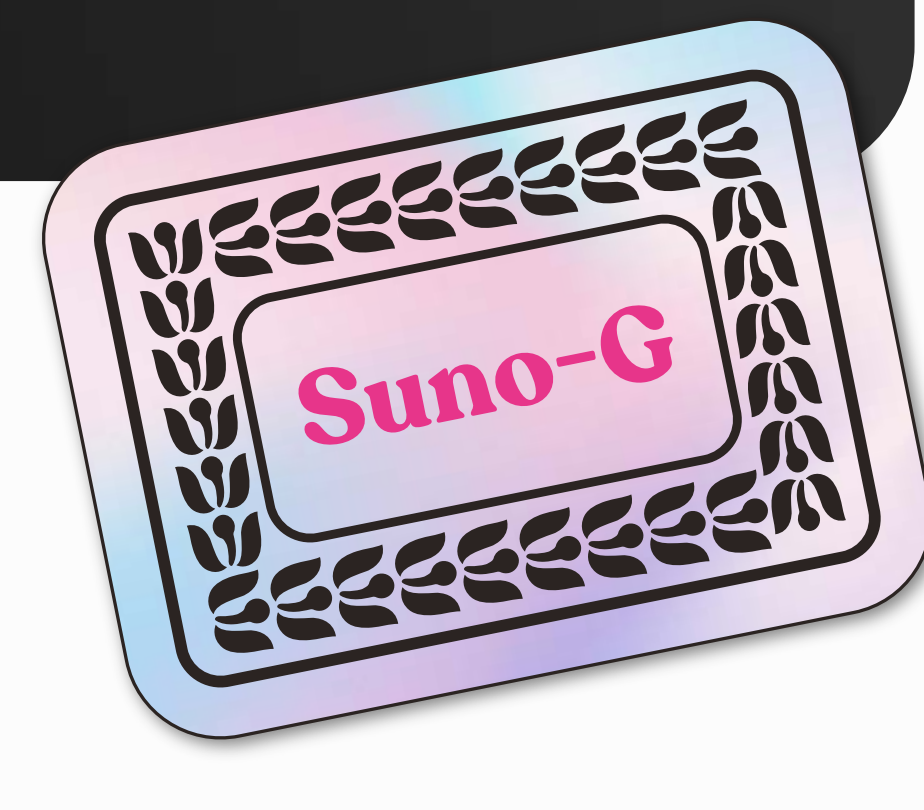


The game play adds to the knowledge and to the madness with many a new twist thrown into the mix.



When data talks you SUNO

Stunningly Statistical. Statistically Stunning.



Bagged India's Best Design Project 2024

for SUNO Playing Cards

