

Answer: Settlers

The first part of this puzzle is a cryptogram to give you the directions for the second half of the puzzle – the red Set cards do not actually make sets, they're just corresponding to letters, and this establishes most of the alphabet. The cryptogram reads:

"Figure out the missing card in each set. Put the sets in alphabetical order using the greens. Then look at the purples."

If you follow these instructions – one set is all greens and makes a space in the phrase – the purple cards will spell out CATAN INHABITANTS, which are Settlers.