

Interactive, multi-stage, gamified marketing simulations, based on real-life scenarios and supported by integrated AI consultants

## Conquer the World®

Conquer the Market®



Conquer the Internet®



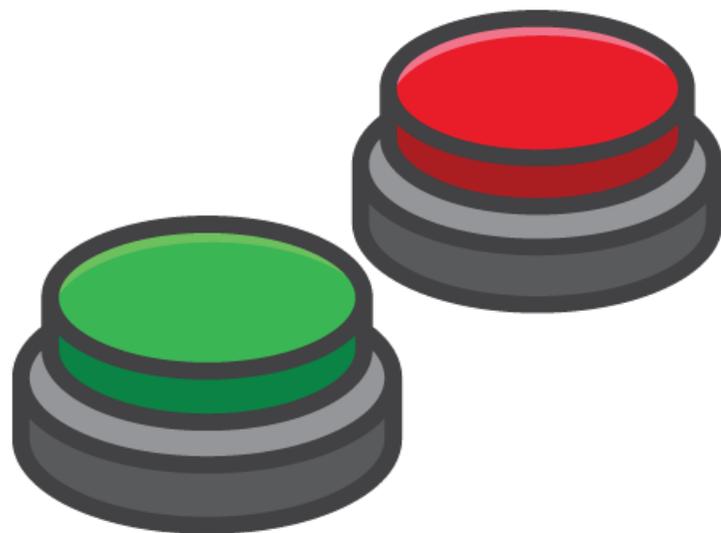


MARCADE

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## WHAT IS IT?

WHO IS IT FOR?

WHAT DOES IT LOOK LIKE?

WHY?

WHO ARE WE?

REFERENCES

CONTACT

# COMMON FEATURES

Conquer the Market®



Conquer the World®



Conquer the Internet®



- Competitive
- Data and results taken from real life
- A melting pot for academia and industry
- Infinite results (algorithm based)
- Gamified for an engaging experience
- Synchronous-asynchronous
- Individual or group participation
- Integrated AI consultants (optional)

# CONQUER THE WORLD



## Marketing Department Simulation

- Seven decision-making stages per year
- **One to twelve years**
- Total runtime: 12 – 110 hours
- **Difficulty Level: Hard**

# CONQUER THE MARKET



## Marketing Department Simulation

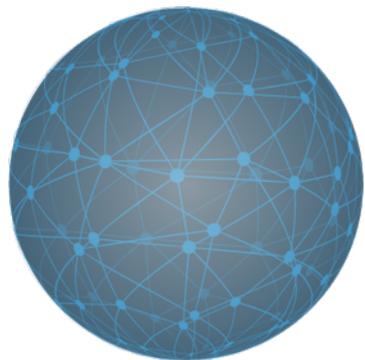
- Three decision-making stages
- Total runtime: 6 hours for the first iteration
- **Difficulty Level: Medium**

# CONQUER THE INTERNET



## Digital Marketing Simulation

- Seven decision-making stages
- Total runtime: 3 hours for the first iteration
- **Difficulty Level: Easy**



**Role** Chief Marketing Officer  
**Case** NPD & Marketing Management  
**Industry** Energy Drinks  
**Constraints** Budget and Time  
**Results** Share Price

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**Role** Chief Marketing Officer  
**Case** New Product Development  
**Industry** Energy Drinks  
**Constraints** Budget and Time  
**Results** Profit/Loss + Market Share + Score + CSAT



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**Role** Digital Marketing Agency Owner  
**Case** Digital Marketing Campaign  
**Industry** Energy Drinks  
**Constraints** Budget  
**Results** TCR + ROMI + Score + Profit/Loss

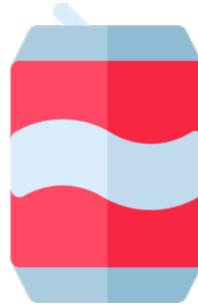
# Information given in the simulations



Information about  
the  
country/countries



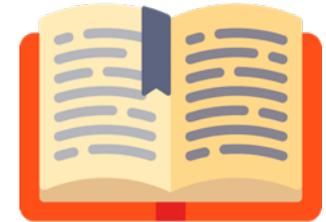
Information  
about the  
companies



Information  
about the market



Information  
about the  
competition



Terms and  
academic  
knowledge



## STAGES

- Marketing Research
- Shaping the Strategy
- Product Features
- Conventional Marketing Plan
- Digital Marketing Plan
- Audience Targeting
- Human Resources



## WHY HARDER?

- More marketing research
- More product features
- More technical analyses
- Stock market
- Competition in the global market
- Detailed marketing metrics
- One to twelve years
- More than 600 decisions (12 years)
- Can be a separate module
- Total runtime: 12-110 hours

## FIRST STAGE – MARKET RESEARCH

Market research decisions based on the information given in the simulation

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## SECOND STAGE – SHAPING THE PRODUCT

Shaping the new product based on the information given in the simulation and selected market research

## THIRD STAGE – MARKETING PLAN

The marketing plan of the new product, brand management and trade marketing decisions, establishing ATL and BTL strategies



## ASSESSMENT, EVALUATION, AND OPTIONAL DISCUSSION

First year performance of the new product based on the algorithm's calculation. Detailed discussion about the results, and the evaluation of the participants



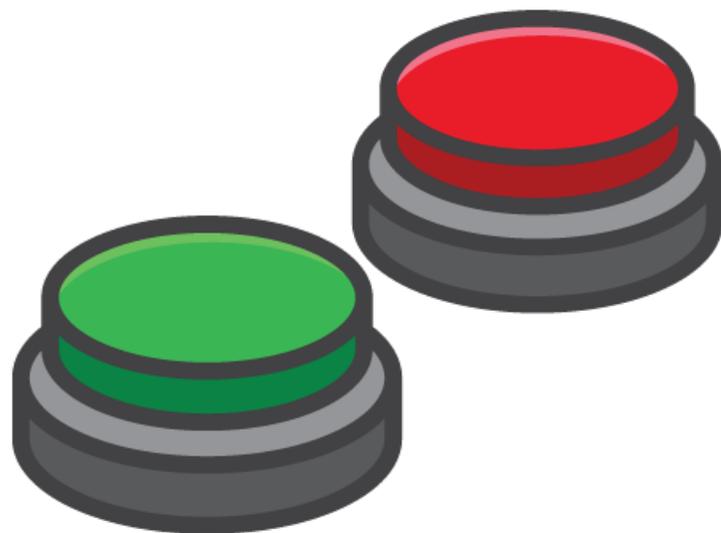
## STAGES

- Overview
- Search Engine Marketing
- E-Mail Marketing
- Forums and Chat Rooms
- Social Networks
- Celebrity Endorsement
- Mobile Marketing
- Crisis Management



## METRICS

- CPC
- Impressions
- Clickthroughs
- CTR
- CPM
- Reach
- Average Frequency
- Conversions
- TCR
- CPO
- Bounce Rate
- E-Mail Open Rate
- Total Revenue
- Net Revenue
- ROMI
- New Followers
- New Post Likes
- New Comments
- Engagement Rate
- CPF
- CPL



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## MODULES

- **All senior level/postgraduate level marketing modules**, including marketing research, marketing analytics, digital marketing, marketing management, brand management etc.

## PEOPLE

- Postgraduate students, including MBA and EMBA
- Marketing undergraduate students (senior)
- Marketing professionals
- Human resources departments

# Conquer the Market®



## MODULES

- Brand Management
- Marketing Management
- Strategic Marketing
- Market Research
- Introduction to Marketing
- Marketing
- Product Management
- ...and similar modules

## PEOPLE

- Undergraduate students
- Postgraduate students, including MBA and EMBA
- Marketing professionals
- Human resources departments

# Conquer the Internet®

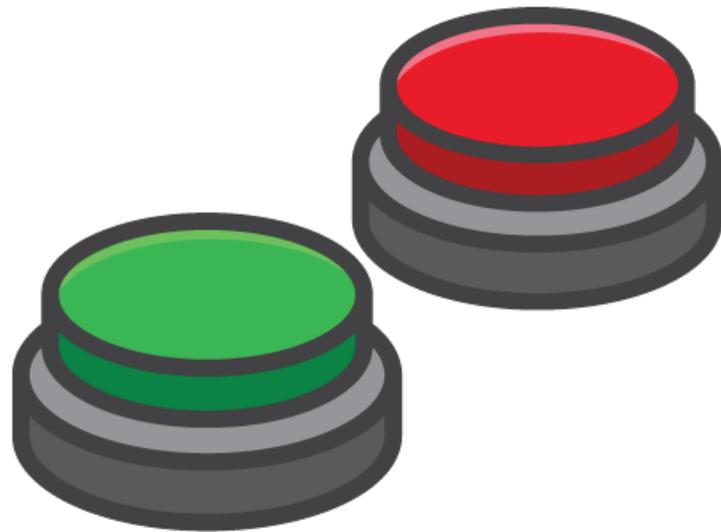


## MODULES

- Digital Marketing Strategies
- Social Media Marketing
- Social Media Management
- Digital Marketing Management
- Introduction to Digital Marketing
- Introduction to Social Media Management
- ...and similar modules

## PEOPLE

- Undergraduate students
- Postgraduate students, including MBA and EMBA
- Marketing professionals
- Human resources departments



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Here, you can hire consultants for a fee. Please note that although the consultants are aware of your company’s objectives and have some information about market dynamics, they have not been briefed on your product, any decisions made so far, or any other specific details. You are welcome to share any information you consider relevant with the consultant(s) whose services you wish to purchase. You may engage multiple consultants if you wish.

While more experienced consultants are generally more likely to offer useful insights—particularly if you ask well-structured questions—please bear in mind that there is no guarantee their recommendations will always lead to the most effective outcome.

**Please note that once you hire a consultant, refunds are not available. Any budget spent on consultancy services is non-refundable.**

**Remaining Time**

52 weeks

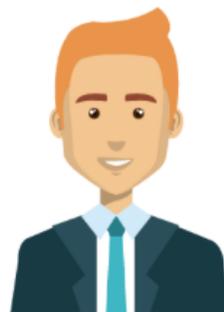
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**Remaining Budget**

30,965,000 BTP

Consultants for Marketing						
Hours to hire	Name	Experience	Brief Information	Hourly Rate	Remaining Hours	Total Cost
<input type="text" value="0"/>	Tavrin Eldrek	C-Level	Freelance marketing strategist, previously with Bevra Lux Partners. Holds a master's in Sensory Brand Design from Teldrix School of Communication. Specialises in flavour-driven product positioning.	690,000 BTP	0.0	0 BTP
<input type="text" value="0"/>	Elira Malven	Expert	Freelance market...	345,000 BTP	3.0	0 BTP
<input type="text" value="0"/>	Darro Yenvik	With some experience	Junior brand adv...	138,000 BTP	0.0	0 BTP
<input type="text" value="0"/>	Sonna Relvuten	Novice	Graduate of Nort...	34,500 BTP	0.0	0 BTP

Consultants for Management						
Hours to hire	Name	Experience	Brief Information	Hourly Rate	Remaining Hours	Total Cost
<input type="text" value="0"/>		Ex-CEO	Ex-CEO of Jernvia			0



You are now in conversation with *Tavrin Eldrek*, a *C-Level Marketing consultant*. *Tavrin Eldrek* is *CEO of Velmax Strategies*, a renowned firm specialising in beverage brand expansion. Graduated from *Halbrin School of Strategic Commerce*, known for producing industry leaders. Previously led four major rebrand campaigns in the energy drink space. They are familiar with your company's objectives, but they have not been briefed on the decisions you have made so far. Feel free to inform them as such and ask your questions. Please note that you have approximately 5 hours contracted with them.

Time left: 5 hours

Type a message...

Send

GroupOne @ June 24, 2025, 5:33 p.m.

Based on your knowledge, how would you recommend we shape our company's overall strategy?



Tavrin Eldrek @ June 24, 2025, 5:33 p.m.

As Tavrin Eldrek, CEO of Velmax Strategies, I'd recommend a multi-pronged, agile strategy to position your new energy drink for market leadership while navigating the competitive dynamics of Spirit Brothers and Modew. Here's a high-level framework:

## 1. Market Positioning & Differentiation

- **Leverage Eco-Friendly Packaging:** Capitalize on the 3% tax relief and consumer shift toward sustainability by adopting biodegradable/organic cans or temperature-preserving bottles. This aligns with global regulations and enhances brand perception.
- **Flavor Innovation:** Break the category norm of "dearomatized and non-flavored" products. Introduce bold, unique flavors (e.g., tropical, herbal, or functional blends) to carve a niche and attract untapped consumer segments.
- **Health-Conscious Angle:** Highlight natural ingredients, reduced sugar, or added vitamins to counter negative perceptions of energy drinks. Emphasize compliance with labeling laws (e.g., "Do not mix with alcohol") to build trust.

## 2. Geographic Focus & Expansion

- **Prioritize High-Growth Markets:** Target **Burmope** (Yawlomisia, Vuhtuksturm) where GDP per capita and disposable income are rising, or **Ossomilo** (Kurbayanda, Jurmob) if distribution costs are lower. Avoid over-saturation in Trocaaaia (Spirit Brothers' stronghold).
- **Phased Rollout:** Launch in 1–2 countries first to test demand, then scale based on performance. Use agile metrics (e.g., repeat purchase rate, outlet penetration) to adjust.

## 3. Competitive Tactics

- **Exploit Modew's Weaknesses:** Their micromanagement and high turnover mean slower decision-making. Outpace them with rapid innovation (e.g., limited-edition flavors, tech-driven packaging).
- **Challenge Spirit Brothers' Distribution Gap:** Partner with local distributors in underserved regions (e.g., rural Ossomilo) to build a network they lack.

## 4. Pricing & Revenue Strategy

Time left: 3.6 hours

Type a message...

Send

# Conquer the World®



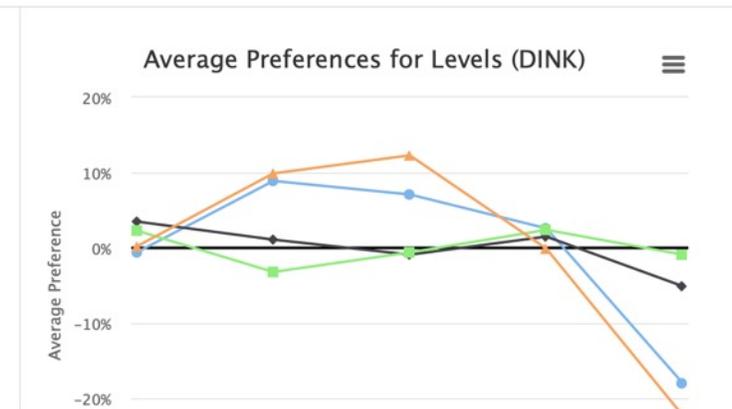
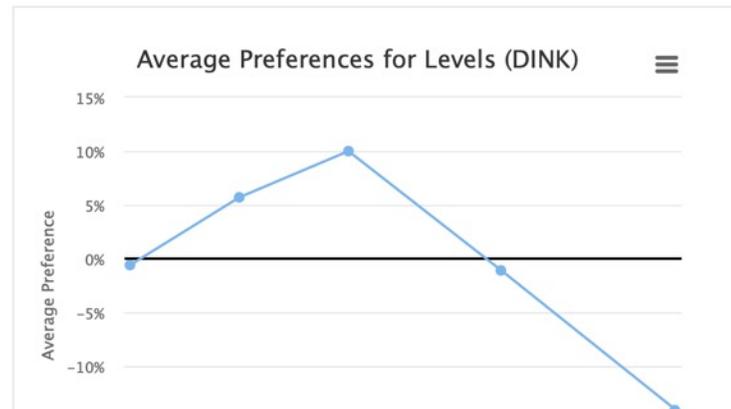
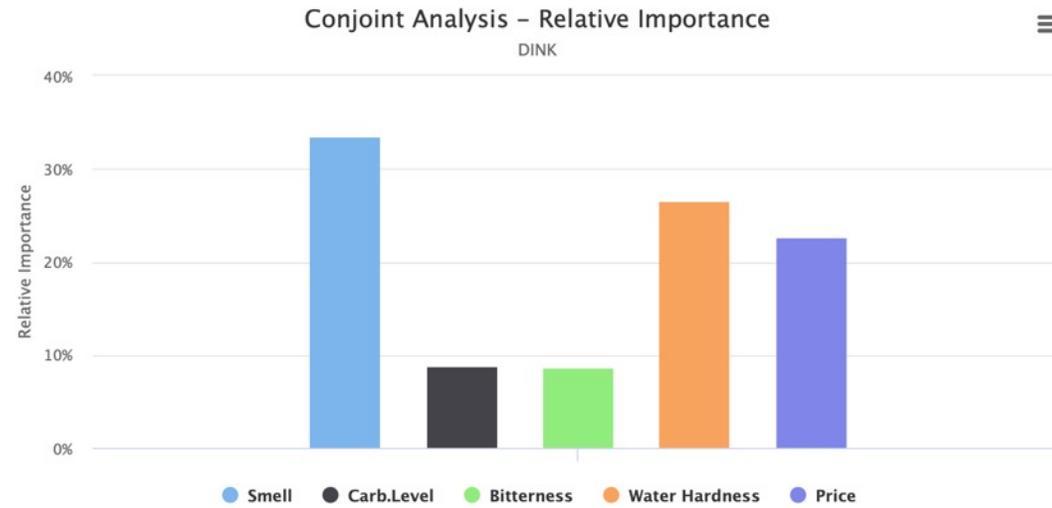
**Conquer the World® Participant's Booklet**

[https://marcade.games/ctw\\_participant\\_booklet.pdf](https://marcade.games/ctw_participant_booklet.pdf)

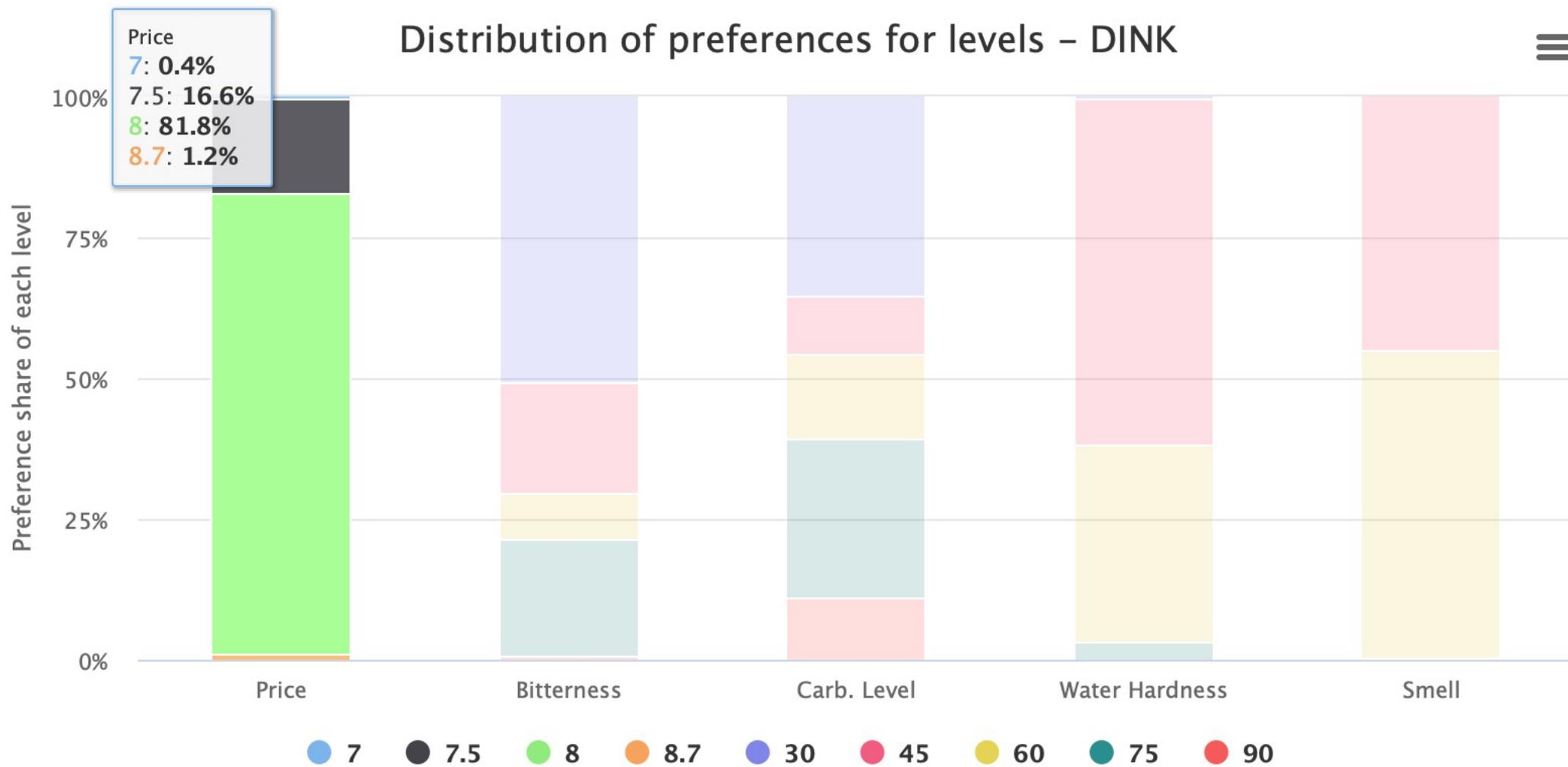
**Conquer the World® Booklet for Academics**

[https://marcade.games/ctw\\_instructor\\_booklet.pdf](https://marcade.games/ctw_instructor_booklet.pdf)

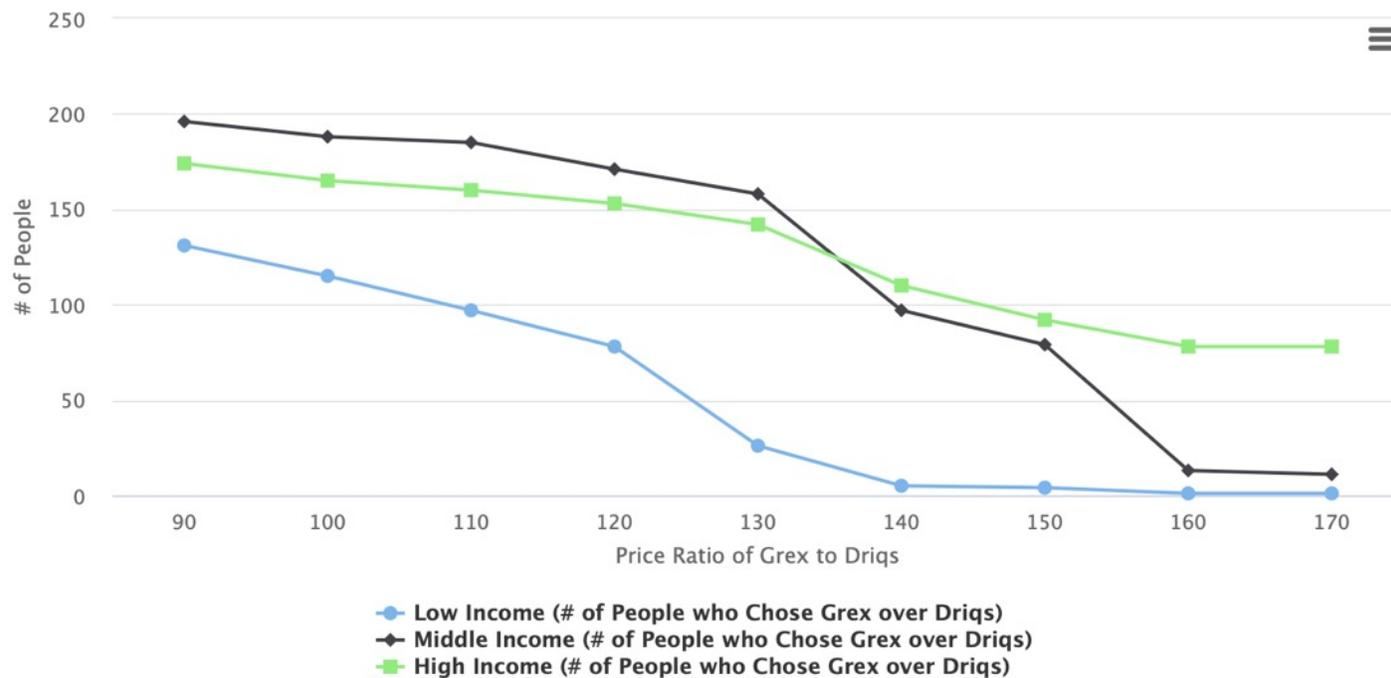
# Conquer the World®



### Distribution of preferences for levels - DINK



130	26	158	142
140	5	97	110
150	4	79	92
160	1	13	78
170	1	11	78
<b>Average Age</b>	23.5	27.2	38.7
<b>Gender</b>	54% Male, 46% Female	36% Male, 64% Female	60% Male, 40% Female
<b>Sample Size</b>	333 People	333 People	333 People

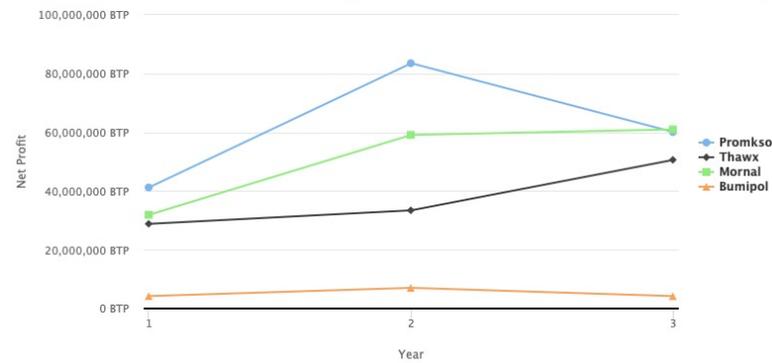


Net Profit



Firm Name	Net Profit - Year 1	Net Profit - Year 2	Net Profit - Year 3	Change (Year 2 - 3)
Promkso	41,234,508 BTP	83,525,625 BTP	60,094,311 BTP	-28.05% ↓
Thawx	28,853,046 BTP	33,443,240 BTP	50,633,356 BTP	51.40% ↑
Mornal	31,928,538 BTP	59,117,661 BTP	61,002,126 BTP	3.19% ↑
Bumipol	4,228,368 BTP	7,035,255 BTP	4,211,354 BTP	-40.14% ↓

Yearly Net Profit Data





Participant	Firm Name	Share Price (Previous Year)	Share Price - Year 3	Change
John_R	Promkso	254.4 BTP	177.8 BTP	-30.11% ↓
John_D	Thawx	109.9 BTP	161.8 BTP	47.15% ↑
Jennifer_R	Mornal	188.5 BTP	191.7 BTP	1.70% ↑
Jane_O	Bumipol	90.2 BTP	71.1 BTP	-21.24% ↓
Computer	Spirit Brothers	159.5 BTP	160.9 BTP	0.89% ↑
Computer	Modew	126.8 BTP	128.6 BTP	1.47% ↑



# Conquer the Market®



<https://www.youtube.com/watch?v=V51cnRnjYDc>

# Conquer the Internet®



Toggle Sidebar
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### Marcade Online Simulations - Conquer The Internet®

Stages

- Overview
- Search Engine Marketing
- E-Mail Marketing
- Forums and Chat Rooms
- Social Networks
- Celebrity Endorsement
- Mobile Marketing
- Crisis Handling
- Individual Results
- Competition Results

Overview

Stage Results

If you would like celebrities to endorse Brimstax, please select the celebrities you would like to work with from the table below.

	Celebrity	Profession	Gender	Followers on Gamstorn	Followers on Yomindu	Followers on Vidvidu	C-Like Score (Appendix)	1 Year Exclusive Contract Cost
<input type="checkbox"/>	Yahuk Grombo	Wrestler	Male	6,289,221 people	1,195,032 people	370,938 people	74.3	600,000 BTP
<input type="checkbox"/>	Tilmon Harduk	Scientist turned food critic	Male	1,593,832 people	1,288,301 people	4,998,212 people	95.4	450,000 BTP
<input type="checkbox"/>	Yam Kulzerion	No profession, has rich parents	Male	71,829,331 people	8,775,321 people	No profile	34.2	4,000,000 BTP
<input type="checkbox"/>	Kedron Tayambut	Actor	Male	23,887,482 people	27,339,553 people	No profile	53.8	1,650,000 BTP
<input type="checkbox"/>	Silga Nordu	Actress	Female	21,884,004 people	29,181,325 people	No profile	59.7	1,650,000 BTP
<input type="checkbox"/>	Ekuna Bayla	Gamstorn model	Female	43,487,980 people	41,572,198 people	4,382,116 people	21.8	3,500,000 BTP

**Remaining Budget**  
257,500 BTP

# Marcade Online Simulations - Conquer The Internet®

Stages

Overview

Stage Results

Prelude

Appendix

Scoreboard

Feedback

Session: Conquer the Internet Demonstration Session (5 participants)

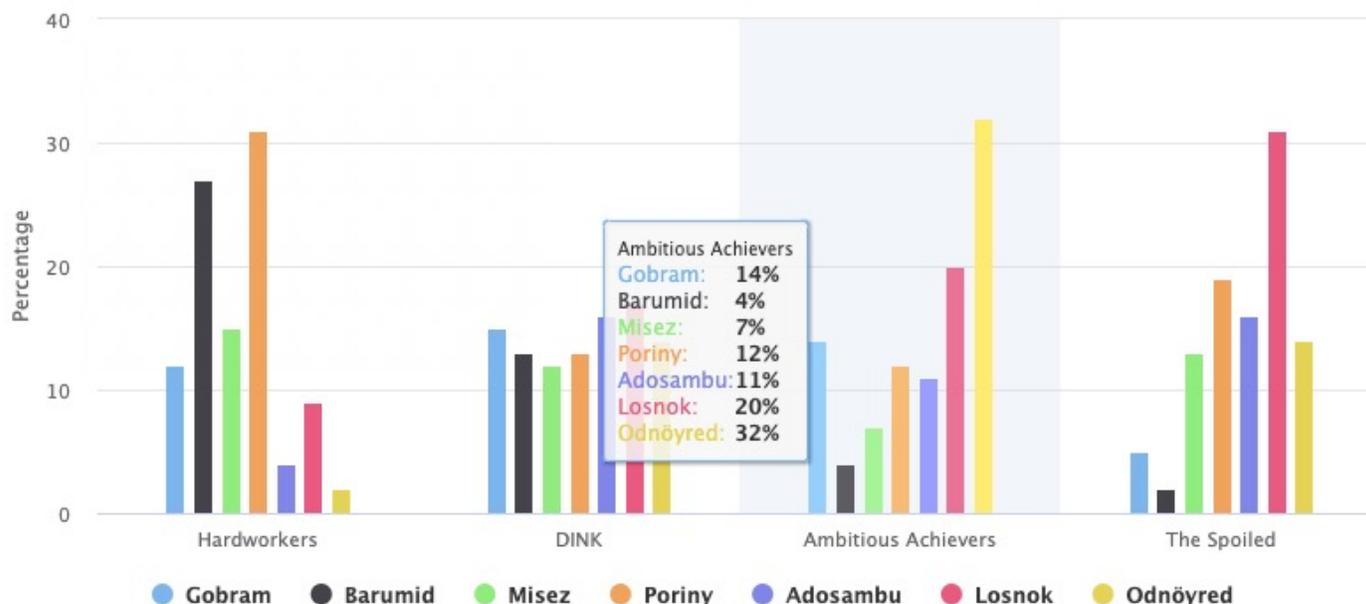
Participant: Group5

	Gobram	Barumid	Misez	Poriny	Adosambu	Losnok	Odnöyred
Hardworkers	12%	27%	15%	31%	4%	9%	2%
<u>DINK</u>	15%	13%	12%	13%	16%	17%	14%
Ambitious Achievers	14%	4%	7%	12%	11%	20%	32%
The Spoiled	5%	2%	13%	19%	16%	31%	14%

Remaining Budget

3,500,000 BTP

Distribution of Segment Population by City



# Marcade Online Simulations - Conquer The Internet®

- Stages
- Overview
- Stage Results

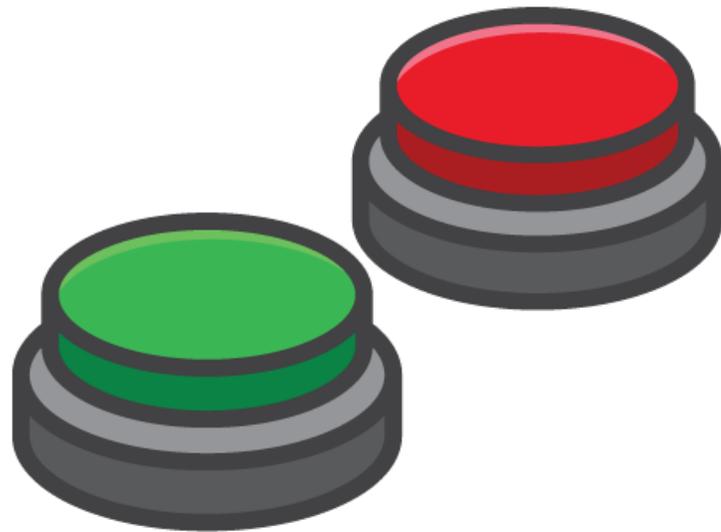
- Prelude
- Appendix
- Scoreboard
- Feedback
- Session: Conquer the Internet Demonstration Session (5 participants)

Participant: Group5

TCR (Social)	CPO (Social)	Bounce Rate (Social)	Total Revenue (Social)	Net Revenue (Social)	ROMI (Social)	Score (Social)
28.50%	9.88 BTP	45.11%	704,257 BTP	104,257 BTP	17.38%	708

Vidvidu						
Average CPC (Vidvidu)	Impressions (Vidvidu)	Clickthroughs (Vidvidu)	CTR (Vidvidu)	CPM (Vidvidu)	Reach (Vidvidu)	Average Frequency (Vidvidu)
2.51 BTP	29,773,164	348,641	1.17%	29.39 BTP	16,626,632	1.79
Conversions (Vidvidu)	New Followers (Vidvidu)	New Post Likes (Vidvidu)	New Comments (Vidvidu)	Engagement Rate (Vidvidu)	CPF (Vidvidu)	CPL (Vidvidu)
104,941	305,061	457,591	14,299	3.78%	2.87 BTP	1.91 BTP
TCR (Vidvidu)	CPO (Vidvidu)	Bounce Rate (Vidvidu)	Total Revenue (Vidvidu)	Net Revenue (Vidvidu)	ROMI (Vidvidu)	Score (Vidvidu)
30.10%	8.34 BTP	45.11%	1,217,318 BTP	342,318 BTP	39.12%	777

Go to Scoreboard



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# WHY?

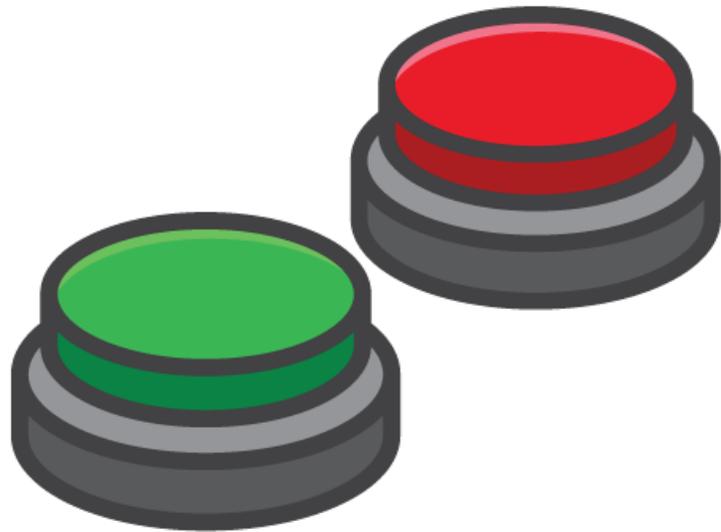


## Points of Parity

- Digitalisation of education
- Marketing experience without taking actual risks
- Tested, verified, notarised and copyrighted

## Points of Difference

- Real-life data and results
- Combines theory with practice
- **Live discussion**
- Excellent feedback
- User friendly
- Covers many subcategories of marketing & digital marketing
- Integrated AI consultants (optional)



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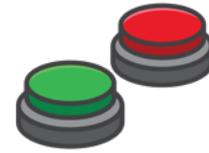
CONTACT



# Rigel & Crew

- Parent company
- 360-degree marketing consultancy
- Clients across four continents and in multiple countries
- Extraordinary ROI figures for our clients (as high as 540% in one year)

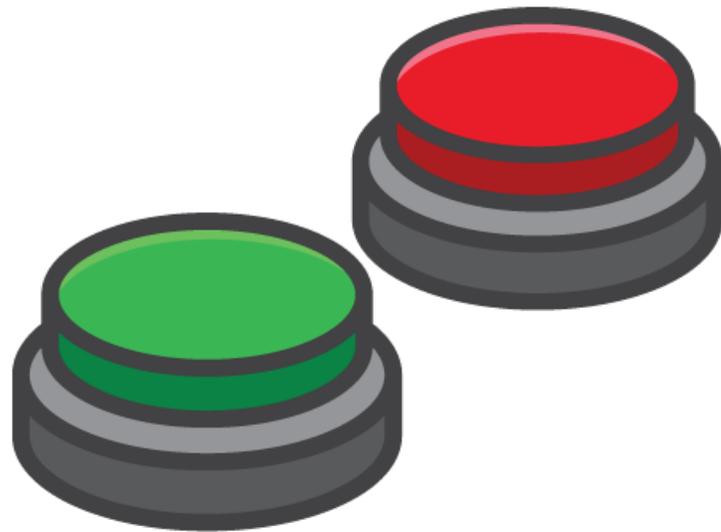
<https://www.rigelcrew.com>



# MARCADE

- A subsidiary of Rigel & Crew
- Specialises in creating interactive, multi-stage, algorithm-based marketing simulations using real-life scenarios

<https://marcade.games>



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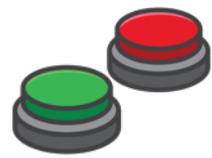
WHAT DOES IT LOOK LIKE?

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# MARCADE

Please find below some of the institutions that have incorporated Marcade Marketing Simulations into their curricula/training programs

The image displays a collection of logos for various institutions and companies. The logos are arranged in a grid-like fashion. The institutions listed include Universidad de Navarra, Sabanci Universitesi, esade (RAMON LLULL UNIVERSITY), BAYES BUSINESS SCHOOL (CITY UNIVERSITY OF LONDON), UNIVERSITY OF WISCONSIN OSHKOSH, EGADE Business School Tecnológico de Monterrey, BELARUSIAN STATE UNIVERSITY, IZMIR UNIVERSITY OF ECONOMICS, UR THE INNOVATIVE UNIVERSITY, MEDISA, AKBANK, Delphi Technologies, Coca-Cola, YapıKredi, PINAR, UNIVERSITATEA TEHNICĂ A MOLDOVEI, Kale, GYMNASIUM am Augarten, DeLonghi, arçelik, SANDOZ (A Novartis Division), Tik Tok, UNIVERSITAT DE VALÈNCIA, BOSS HUGO BOSS, and UNIVERSITEIT VAN PRETORIA UNIVERSITY OF PRETORIA YUNIBESITHI YA PRETORIA.



# Rigel & Crew

Please find below select references from our parent company, Rigel & Crew, renowned for its expertise in marketing consultancy services

**EASTMAN**



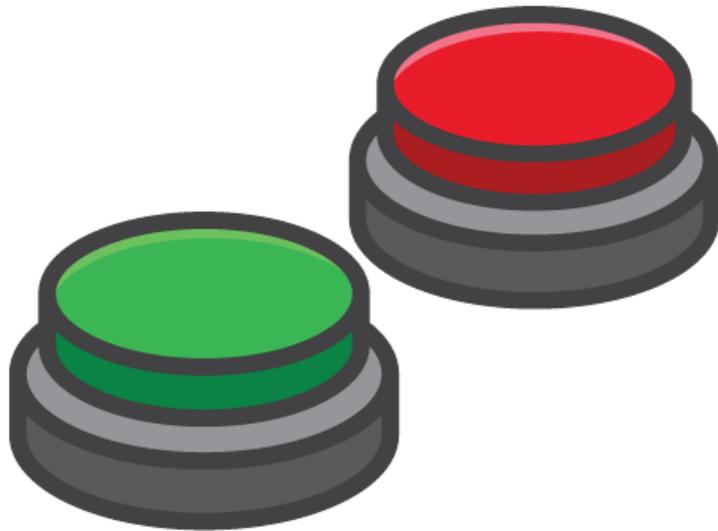
*elan*



**STATÜPLUS**







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<https://marcade.games>

<https://www.rigelcrew.com>

# CONTACT



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