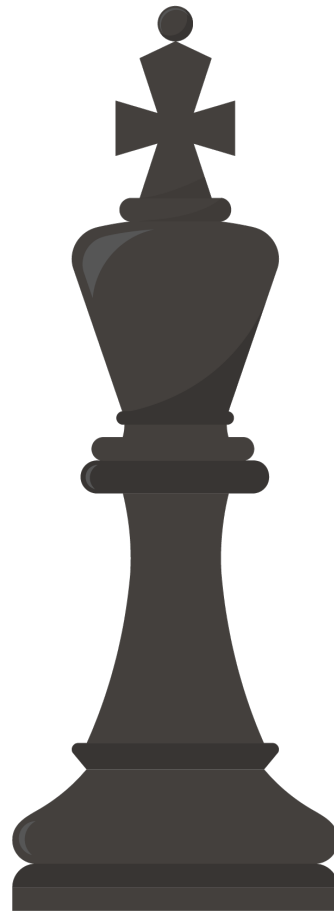


Interactive, multi-stage,
gamified, algorithm-based
marketing simulations derived
from real-life scenarios

Conquer the World®

Conquer the Market®



Conquer the Internet®





MARCADE

MARCADE

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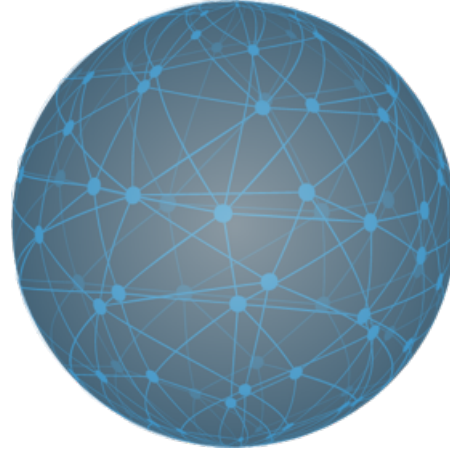
MARCADE

CONQUER THE WORLD



Marketing Department Simulation

- Seven decision-making stages per year
- **Twelve simulation years**
- Competitive
- Data and results taken from real life
- A melting pot for academia and industry
- Infinite results (algorithm based)
- Gamified
- Synchronous-asynchronous
- Individual or group participation
- Total runtime: 110 hours
- **Difficulty Level: Hard**



Role Chief Marketing Officer

Case NPD & Marketing Management

Industry Energy Drinks

Constraints Budget and Time

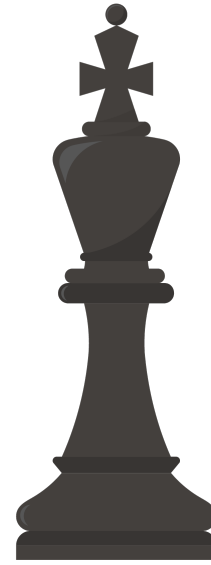
Results Share Price

Simülasyonda verilecek bilgiler

https://marcade.games/ctw_participant_booklet.pdf

FIRST STAGE – MARKETING RESEARCH

Marketing research to be purchased based on the information provided in the simulation



SECOND STAGE – SHAPING THE STRATEGY

Making decisions related to the company by analysing the information provided in the simulation and the results of marketing research

ÜÇÜNCÜ AŞAMA – ÜRÜN ÖZELLİKLERİ

Making decisions about the details of the product and determining its features by analysing the information provided in the simulation and the results of marketing research.



FOURTH STAGE – CONVENTIONAL MARKETING PLAN

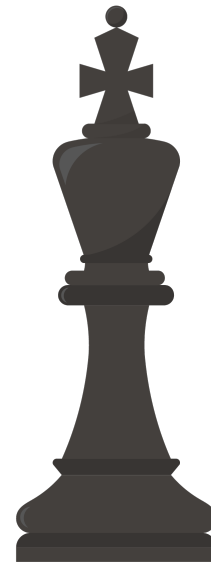
Crafting the traditional marketing plan for the new product, brand management and trade marketing decisions, creating ATL and BTL strategies.

FIFTH STAGE – DIGITAL MARKETING PLAN

Developing the digital marketing plan for the new product, including decisions on search engine marketing, email campaigns, forums and chat rooms, social networks, celebrity endorsements, and mobile marketing.

SEVENTH STAGE – HUMAN RESOURCES

Establishing the global marketing department, determining the positions to be filled, and hiring employees. Deciding on training, professional development programmes, and social activities for the marketing department.



SIXTH STAGE – AUDIENCE TARGETING

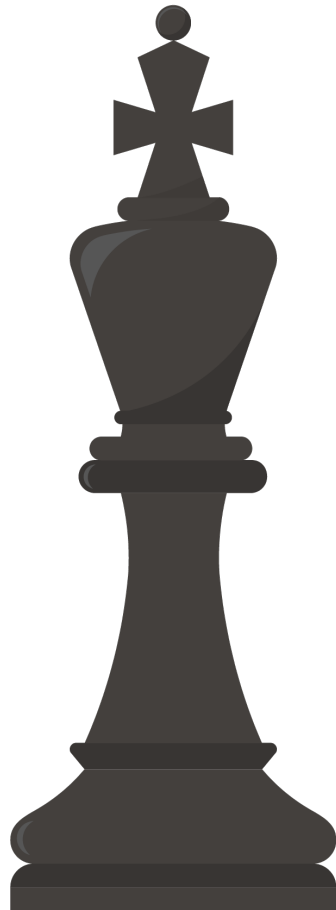
Identifying the target consumers you would like to primarily promote your campaign to by conducting audience targeting



RESULTS, EVALUATION AND FEEDBACK

Announcement of the results and the stock price of the company at the end of each year. Evaluation of the results and feedback. Live discussion session (optional)

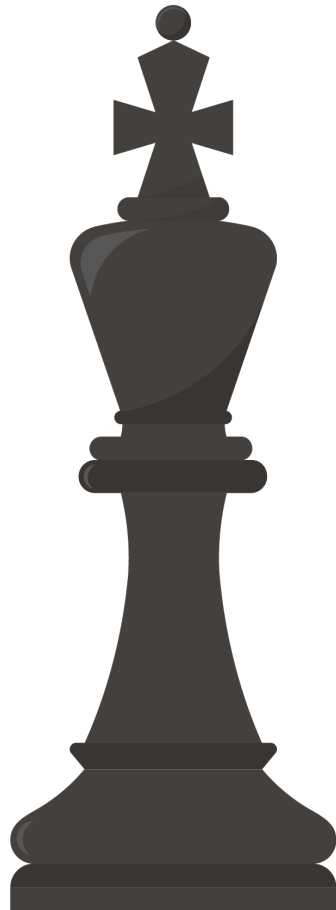
Conquer the World®



WHICH FIELDS DOES IT INCLUDE?

- Brand Management
- Channel Management
- Digital Marketing
- Event Management
- HR Activities for Marketing
- Marketing Analytics
- Marketing Communications
- Marketing Management
- Time and Budget Management
- Trade Marketing
- Marketing Metrics
- Market Research
- Marketing Research
- Negotiation Analysis
- New Product Development
- POP Management
- Product Management
- Social Media Management
- Statistics for Marketing
- Strategic Marketing

Conquer the World®



WHO SHOULD PARTICIPATE?

- Associate degree students (with Marketing emphasis)
- Undergraduate students (with Marketing emphasis)
- Postgraduate students (including MBA and EMBA)
- Professional who would like to refresh their marketing knowledge or experience new scenarios
- People interested in the field of marketing
- People considering a career change to marketing
- People who would like to increase their chances of success in technical interviews for marketing positions
- People who are planning to start a new business and would like to gain experience in how to craft their marketing strategy

WHEN YOU PARTICIPATE IN OUR SIMULATIONS



- You will participate in a marketing simulation created with real-life data and results, which is used with satisfaction in many countries on four continents, and has a Net Promoter Score of 96.
- You will gain experience in managing a real-life digital marketing campaign without taking any risks.

WHEN YOU PARTICIPATE IN OUR SIMULATIONS



- From the date your session becomes active, you will be able to reactivate the simulation as many times as you wish for thirty days. This way, you will have the chance to test different strategies and experience the results of each.
- If you purchase the option with live feedback, we will organise a live discussion session via video call within the thirty days of your simulation access, on a mutually agreed date, to discuss your decisions and results.

WHEN YOU PARTICIPATE IN OUR SIMULATIONS



- If you participate in the simulation by yourself, you will compete against companies and products managed by the computer.
- If you wish to participate with other people you know (colleagues, classmates, social friends), you can purchase multiple usernames at the same time. When you make purchase mutiple usernames, these usernames will be activated in a single session or divided into as many sessions as you wish.
- If you do not have someone to join the simulation with you but still would like to compete against real people, you can share this request with us after purchasing the product. In this case, you will be brought together in the same session with other people who have the same request. Please note that if you choose this type of session, the simulation will only be activated when we have other participants to include in your session.

WHEN YOU PARTICIPATE IN OUR SIMULATIONS



- Once you complete your purchase on our website, an email will be sent to you. This email contains the details of the secure payment page.
- After making the payment, we will contact you via your preferred communication channel to share the details of your session.
- As long as your session is active, you will be able to receive support from us via email.
- When you finish the simulation, your digital participation certificate will be shared with you.

Marcade

Marcade is a subsidiary of **Rigel & Crew Marketing Consultancy**, a company that offers 360 degrees marketing consultancy. **Marcade** specialises in creating interactive, multi-stage, gamified, competitive marketing simulations using real-life scenarios.

As Rigel & Crew, we have been assisting actual companies to improve their marketing efficiencies and efficacies. We have been doing this for many years now. The ROI figures we have achieved for our clients are much higher than our competitors.

In addition, we have accumulated a great deal of experience in various sectors over the years. In brief, we know what we are doing, and we decided to share what we know with people who would like to gain experience in the field of marketing. We value education above everything. Therefore, as Rigel & Crew, we decided to share our expertise and knowledge to assist people in becoming more qualified marketing professionals. Thus, Marcade was born.

We currently offer three different marketing simulations:

Conquer the Internet®, a digital marketing and digital marketing metrics simulation that includes digital marketing decisions about Search Engine Marketing, E-Mail Marketing, Forums and Chat Rooms, Social Networks, Celebrity Endorsement, Mobile Marketing, Crisis Management, and the measurement of 20 different digital marketing metrics such as CPC, Impressions, CTR, TCR, Clickthroughs, CPM, Reach, Average Frequency, Conversions, Bounce Rate, Engagement Rate etc.

The difficulty level for this simulation is: **Easy**. Participating in the simulation requires no prior marketing or digital marketing knowledge.

Conquer the Market® is a brand management, new product development and marketing management simulation that has three stages; Market Research, Shaping the Product, and

Marketing Plan. Conquer the Market® is a simplified version of Conquer the World®. In addition to Conquer the World®'s target segment, it is also suitable for people with more limited knowledge in the field of marketing and for people who would like to experience how it feels like to work in a marketing department to decide whether they would like to become a marketing professional or not.

The difficulty level for this simulation is: **Medium**. Understanding of basic marketing concepts would be helpful in Conquer the Market®.

Our most comprehensive simulation is **Conquer the World®**. Conquer the World® is not an introductory simulation to the marketing field. If you would like to decide whether a career in marketing is for you, you should participate in our other simulations.

Conquer the World® is for people who already know that they would like to be marketing professionals or already are. This simulation has a high difficulty level and requires prior knowledge in the marketing field.

- Participants compete in the global market in **Conquer the World®**. The competition takes place globally, not in a domestic market
- Participants are responsible for the composition of the global marketing department as well
- Participants decide on the training & development activities for their companies' marketing departments
- **Conquer the World®** includes advanced marketing research options such as conjoint analysis, Van Westendorp PSM etc.
- **Conquer the World®** offers very detailed marketing analytics & conventional marketing metrics & digital marketing metrics (more than 30 metrics measured annually)
- **Conquer the World®** includes decisions about very detailed product features
- **Conquer the World®** includes advanced technical analyses
- **Conquer the World®** includes an integrated stock market

- **Conquer the World®** has comprehensive conventional & digital marketing decisions
- **Conquer the World®**, based on how the simulation is set up, offers **one to twelve years** of competition within the simulation
- **Conquer the World®** has more than 600 decisions to be made by each participant
- **Conquer the World®** can be a separate course or a supplementary tool for marketing classes, a short or long-term training programme, or an assessment tool for companies
- **Conquer the World®** has a modular structure; in other words, we can add new modules and features to our simulation on demand. We can create a tailor-made simulation for your university/company
- **Conquer the World®** has a total runtime of 12 to 110 hours based on how the session is set up

In Conquer the World®, there are decisions related to various subcategories of marketing and related fields, such as:

- Brand Management
- Channel Marketing
- Digital Marketing
- Event Management
- HR Activities for Marketing
- Marketing Analytics
- Marketing Communications
- Marketing Management
- Marketing Metrics
- Market Research
- Marketing Research
- Negotiation Analysis
- New Product Development
- POP Management
- Product Management

- Social Media Management
- Statistics for Marketing
- Strategic Marketing
- Time and Budget Management
- Trade Marketing

Conquer the World® is a complete marketing suite for your courses and a perfect technical assessment/training tool for companies.

Conquer the World®, dersleriniz için eksiksiz bir pazarlama öğrenme paketi ve şirketler için mükemmel bir teknik değerlendirme/eğitim aracıdır. It is a comprehensive tool for individual participants to test their knowledge of marketing and gain experience with new scenarios.

Tüm simülasyonlarımız interaktif, çok aşamalı, oyunlaştırılmış ve rekabetçidir.

Simülasyonlarımızdaki veriler ve sonuçlar gerçek hayattan ve gerçek şirketlerden alınmıştır. Simülasyonlarımızın katılımcıları, gerçek yaşam ile aynı kararları alırlar.

Ayrıca isteğe bağlı canlı tartışma oturumları sunuyoruz. Katılımcılar bir simülasyonu veya simülasyon yılını tamamladıktan sonra akıllarındaki tüm soruları yanıtlıyoruz. Canlı bir tartışma oturumunda katılımcıların sonuçlarının arkasındaki mantığı açıklıyoruz.

All of our simulations are interactive, multi-stage, gamified, and competitive.

The data and results in our simulations are taken from real life and actual companies. Participants of our simulations make decisions in a real-life context.

In addition, we offer optional live discussion sessions. We answer all questions participants have in their minds after they complete a simulation or a round. We explain the reasoning behind participants' results in a live discussion session.

Also, our simulations have received overwhelmingly positive feedback at undergraduate and postgraduate levels and companies so far, which means they have been extensively tested and verified. You can use them in your classes/courses/company or individually without hesitation or doubt.

Our current NPS (Net Promoter Score) stands at 96.

Undergraduate and postgraduate students from prestigious universities (such as Universidad de Navarra, home to IESE Business School, which was ranked [#1 in the world](#) for its full-time MBA by The Economist), and marketing professionals from multinational companies (such as Coca Cola, Danone, Inditex, Novartis) have been participating in our simulations since our company was established.

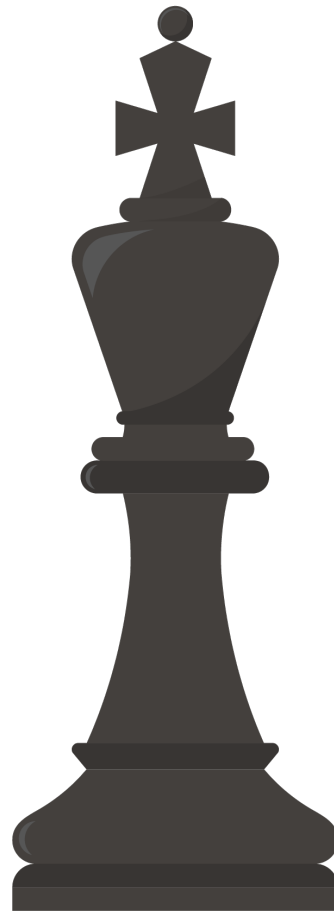
As of 2024, we have successfully implemented our simulations with companies and universities across four continents and in numerous countries.

Please click [here](#) for more information about Marcade and our simulations.

Interactive, multi-stage,
gamified, algorithm-based
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from real-life scenarios

Conquer the World®

Conquer the Market®



Conquer the Internet®

