

Welcome to Bentola!

- . Population: 82 million
- . Energy drinks market has been expanding since 2006
- . Regulated market since 2019
- . As of 2021 there are two main actors: Spirit Brothers and Modew
- . Gobeldow recently introduced Brimstax to the market



Role Digital Marketing Agency Owner

Case Digital Marketing Campaign

Sector Energy Drinks

Constraint Budget

Results TCR + ROMI + Score

- . Simulation consists of 7 decision making stages
- . There are no predetermined outcomes in Conquer The Internet where one decision sequence trumps others. There are theoretically an infinite amount of possible results
- . All decisions have a cumulative effect on final score
- . Results are going to be calculated by the algorithm

Information given in the simulation



Information
about the
country



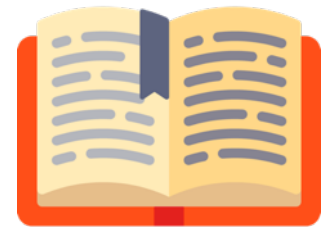
Information
about the
companies



Information
about the market



Information
about the
competition



Terms and
academic
knowledge

Students need to...

- . Rules and Explanations – **Prelude** section.
- . Take into consideration the information given in the stages, and the information in the **APPENDIX** before making decisions
- . Carefully evaluate the information given in the Overview part



Stages

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

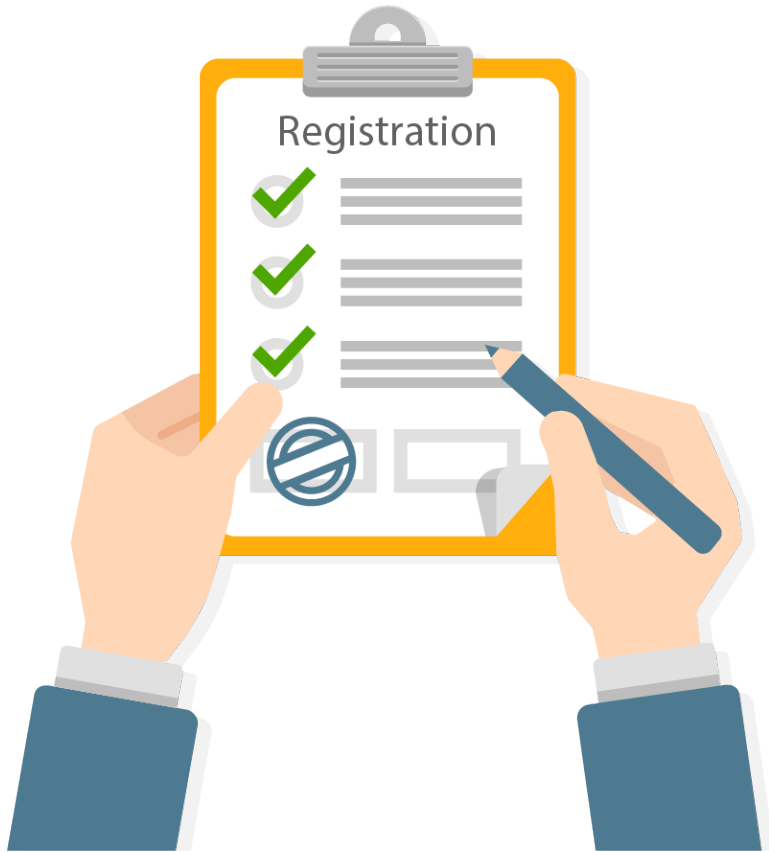


Metrics

- 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



Registration Alternative 1



- . Only one person from each group should register a new username
- . The username will be used by all group members
- . Please go to www.marcadesimulations.com
- . Click on “Conquer the Internet”
- . Click on “Register”
- . Fill in the blank fields. E-mail address is not compulsory. However, please note that questions coming from e-mail addresses which are not in our database will not be answered while the simulation is active

Registration Alternative 2

- Conquer the Market® - - 2021 Sessions			
Username	User Type	Session	Password
2021Group1	Participant	Session 1	sCGDej
2021Group2	Participant	Session 1	34LfhQ
2021Group3	Participant	Session 1	YTLnS4N
2021Group4	Participant	Session 1	c8ZCnbZ
2021Group5	Participant	Session 1	gstfigY
2021Group6	Participant	Session 1	K4hvU
2021Group7	Participant	Session 1	B39uC
2021Group8	Participant	Session 1	Kep5gNh
2021Group9	Participant	Session 1	Jvz473r
2021Group10	Participant	Session 1	7tq7qJ
2021Group11	Participant	Session 1	UXgDF7
2021Group12	Participant	Session 2	SDfIFR
2021Group13	Participant	Session 2	UhF5D
2021Group14	Participant	Session 2	kQl3j4
2021Group15	Participant	Session 2	74UsW
2021Group16	Participant	Session 2	Zvhl9Rn
2021Group17	Participant	Session 2	nMlvgaP
2021Group18	Participant	Session 2	WQNsK3
2021Group19	Participant	Session 2	HSFsA
2021Group20	Participant	Session 2	3gCncH
2021Group21	Participant	Session 2	S67WC
2021Group22	Participant	Session 2	gJ2Kz
2021Group23	Participant	Session 2	pzyvd
ivProfessor	Academic	Session 1 and Session 2	Bmcjwd

- We can create usernames for participants and professors
- We share the username-password list with the professor teaching the course
- Students and professors can change their default passwords after logging in to the simulation

Activating the simulation



- Participants will have access to the simulation after we create the sessions and grant access to their usernames
- Randomly registered usernames cannot access the simulation

Important Notes



- . The stages consist of a total of 43 decisions. Some of these decisions are expected to take more time to make than the others
- . Some of the decisions are mostly qualitative whereas the others are mostly quantitative
- . Important information can be found in the **APPENDIX and the Overview parts**. They should be read from the start to the finish at least once before making decisions
- . There are going to be unexpected negative outcomes if participants do not complete the simulation within the given budget constraint

Important Notes

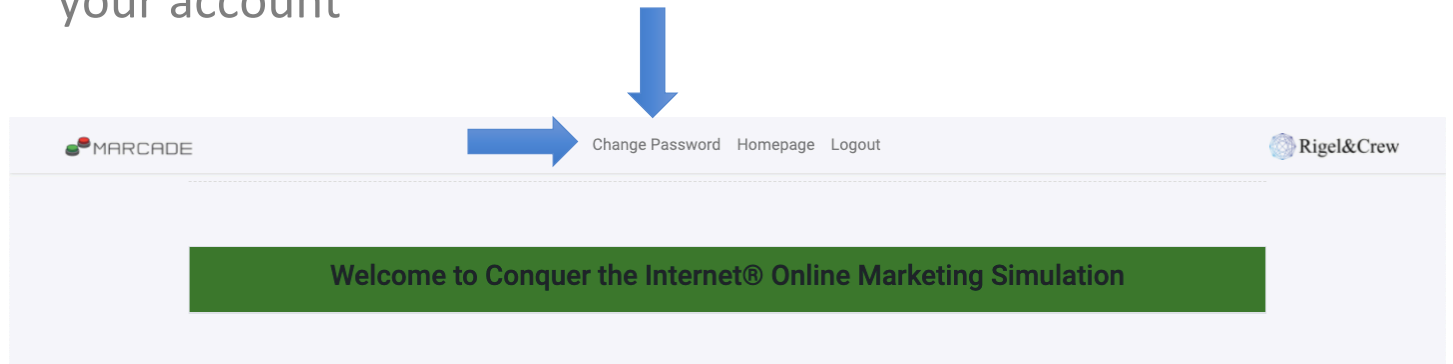


- Please go to www.marcadesimulations.com , click on Conquer the Internet, and login to the simulation using your account details (username and password are case sensitive)
- Academic accounts cannot participate in the simulation
- You will be able to see individual results of participants, and competition results
- You will also have access to the grading tool which has three automatic grading alternatives (Hard – Medium – Easy)

Important Notes



- . If you would like to change your password please click on the “Change Password” link in the top menu after logging in to your account





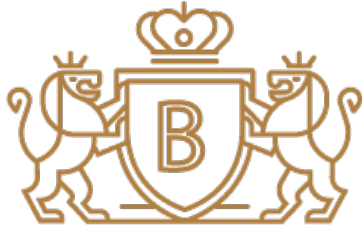
Live Discussion Session

- . Optional live discussion session
- . Discuss their strategies and results with participants
- . Clarify any question marks they may have in their minds

24/7 Support



- . Response guarantee in 24 hours
- . E-mail average response time : 30 minutes (between 8 am – 11 pm Central European Time)
- . Telephone average response time : 5 seconds



SPIRIT BROTHERS

EST. 1963

- . Established in 1963 as a family company
- . Domestic operation until 1984, various non-alcoholic beverages
- . 51% was sold to JBP Drinks, a foreign company, in 2007
- . Export to 63 countries
- . Has operated only in energy drinks market since 2009





- . A total of 97% market share combined with Spirit Brothers
- . Market leader with 52.4% market share
- . Wide distribution network
- . Insufficient institutionalisation steps





G O B E L D O W

- . New entrant to the Bentola energy drinks market
- . Over 30% market share in every country the company operates
- . Entered Bentola energy drinks market by launching a new product named Brimstax.
- . Digital marketing campaign of the new product is going to be created and managed by participants of the simulation

