

## 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 of your decisions have a cumulative effect on your final score
- . The results are going to be calculated by the algorithm

# Information given in the simulation



Information  
about the  
country



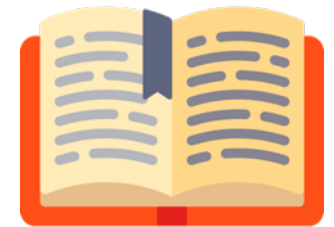
Information  
about the  
companies



Information  
about the  
market



Information  
about the  
competition



Terms and  
academic  
knowledge

# Before you make your decisions...

- 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



# How to Register



- 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](http://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

# 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
- You can find important information in the **APPENDIX and the Overview parts**. Please read from the start to the finish at least once before making your decisions
- There are going to be unexpected negative outcomes if you do not complete the simulation within the given budget constraint



# Important Notes

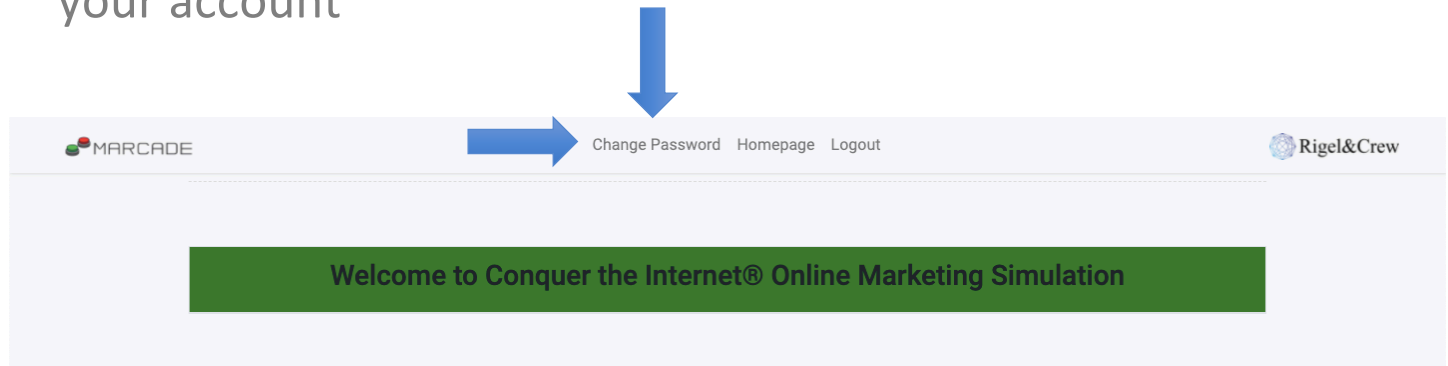


- . Please go to [www.marcadesimulations.com](http://www.marcadesimulations.com) , click on Conquer the Internet, and login to the simulation using your account (username and password are case sensitive)
- . All group members are going to have access to the simulation
- . **Only one group member should submit group decisions**
- . **You are not going to be able to change your decisions once they are submitted**
- . The group member responsible with the submission of the group decisions should make sure that all group members agree on the decisions

# 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



# Questions

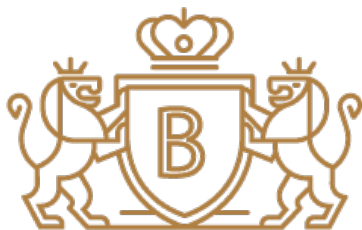


- We are not allowed to help you with your decisions. E-mails asking for help on decisions will not be answered
- Any other questions should be sent to [support@marcade.games](mailto:support@marcade.games)
- Please write “SESSION NAME – YOUR GROUP NAME” to the subject of your e-mail
- Alternatively, you can click on the “Help” link in the sidebar after starting the simulation

A screenshot of a web application sidebar. The title is "Marcade Online Simulations - Conquer The Internet®". The menu items are: "Stages", "Overview", "Stage Results", "Prelude", "Appendix", "Scoreboard", "Feedback", "Help", "Session: Independent Session - Digital Marketers - 2021 October (16 participants)", and "Participant: Mary\_0". Two blue arrows point towards the "Help" link from the left and right sides of the sidebar.

Marcade Online Simulations - Conquer The Internet®

- ☰ Stages
- ☰ Overview
- ☰ Stage Results
- 📄 Prelude
- 📄 Appendix
- 📄 Scoreboard
- 💬 Feedback
- 🔗 Help
- 📄 Session: Independent Session - Digital Marketers - 2021 October (16 participants)
- 👤 Participant: Mary\_0



## 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 you

