

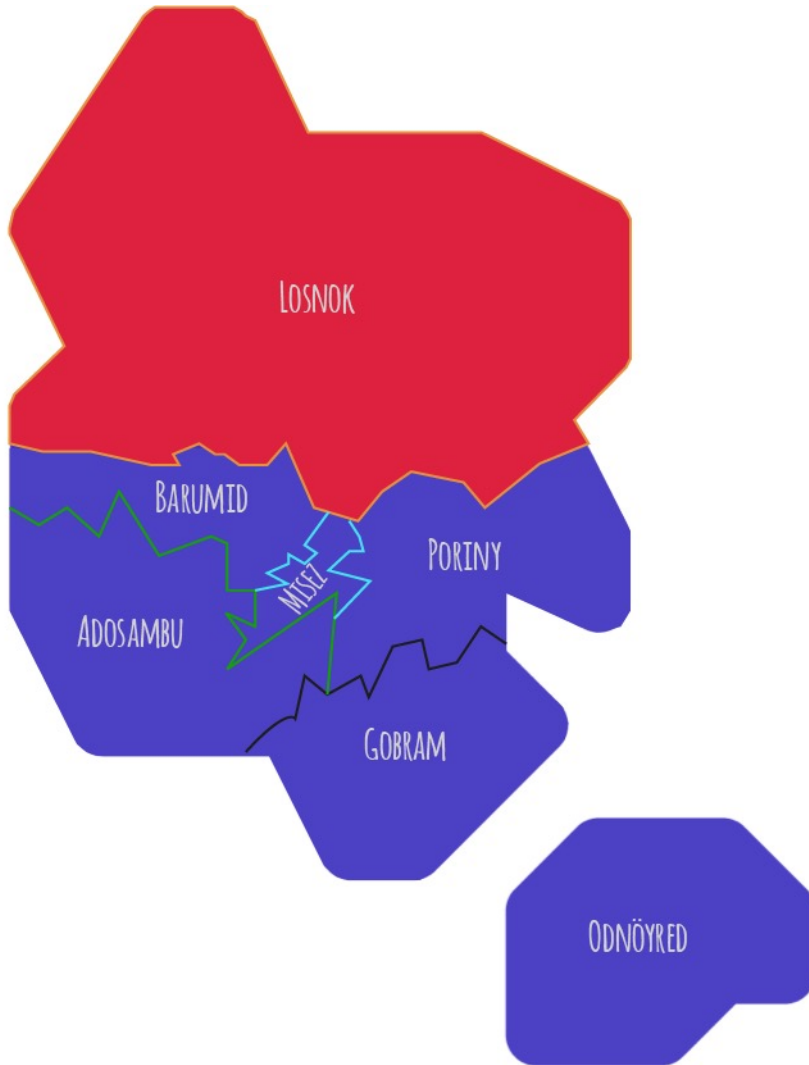


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# Welcome to Bentola!

- Population: 82 million
- Energy drinks market has been expanding since 2006
- Regulated market since 2020
- As of 2024 there are two main actors: Spirit Brothers and Modew
- Gobeldow is going to introduce Brimstax to the market



**Role** Digital Marketing Agency Owner

**Case** Digital Marketing Campaign

**Industry** Energy Drinks

**Constraint** Budget

**Results** TCR + ROMI + Score + Profit/Loss

- . The simulation consists of 7 decision making stages
- . There are no predetermined outcomes in Conquer The Internet where one decision sequence is superior to 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



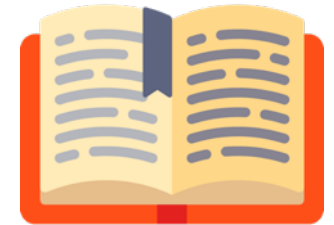
Information  
about the  
companies



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 log in?



- All group members will use the same username and password assigned to their group
- Please go to [www.marcadesimulations.com](http://www.marcadesimulations.com)
- Click on “Conquer the Internet®”
- Click on the “Login” button
- Enter the username and password assigned to your group. Please note that your username and password are case sensitive
- Group members can log in simultaneously using the same username and password



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

# Important Notes

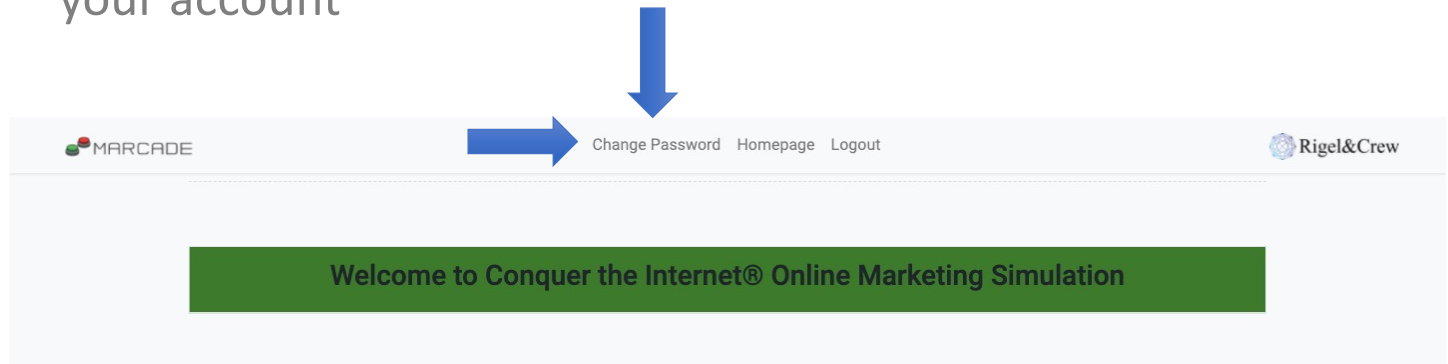


- Only one group member should submit the group's decisions
- You will not be able to change your decisions once they are submitted
- The group member responsible for submitting the decisions should ensure that all group members agree on the choices
- Pressing the «Enter» key on the keyboard or clicking the «Submit» button will submit your decisions
- The simulation will register the decisions made on the browser tab from which they are sent. Therefore, you should use a single browser tab on one computer to enter your decisions.

# Important Notes



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



# Preparation Account



- Please use the preparation account to familiarise yourself with the dynamics of the simulation and explore its contents
- You will be able to browse through all the stages, stage results, charts and graphs except for the overall results
- Please note that you will not be able to make decisions using the preparation account
- Please do not use the preparation account **once the actual session begins**. You are expected to log in using your group's username and password

# Questions



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



**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-owned company
- Operated domestically until 1984, producing various non-alcoholic beverages
- 51% of the company was sold to JBP Drinks, a foreign company, in 2007
- Exports to 63 countries
- Has operated exclusively in the energy drinks market since 2009





- Holds a combined market share of 97% with Spirit Brothers
- Market leader with a 52.4% market share
- Extensive distribution network
- Insufficient institutionalisation steps





G O B E L D O W

- New entrant to the Bentola energy drinks market
- Holds over 30% market share in every country where the company operates
- Will enter the Bentola energy drinks market by launching a new product named Brimstax
- You will create and manage the digital marketing campaign for Brimstax

