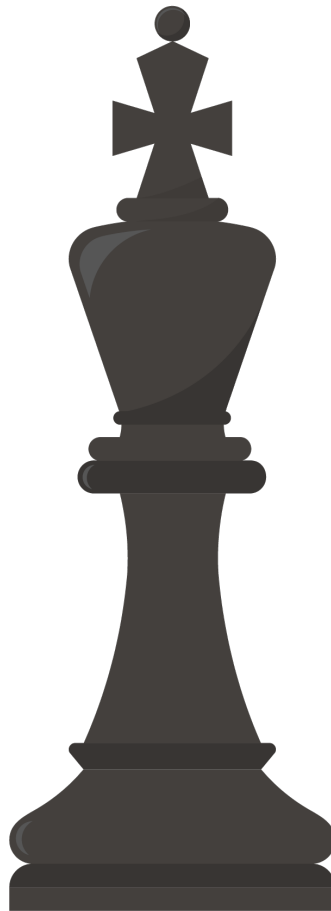


Interactive, multi-stage,  
gamified, algorithm-based  
marketing simulations derived  
from real-life scenarios

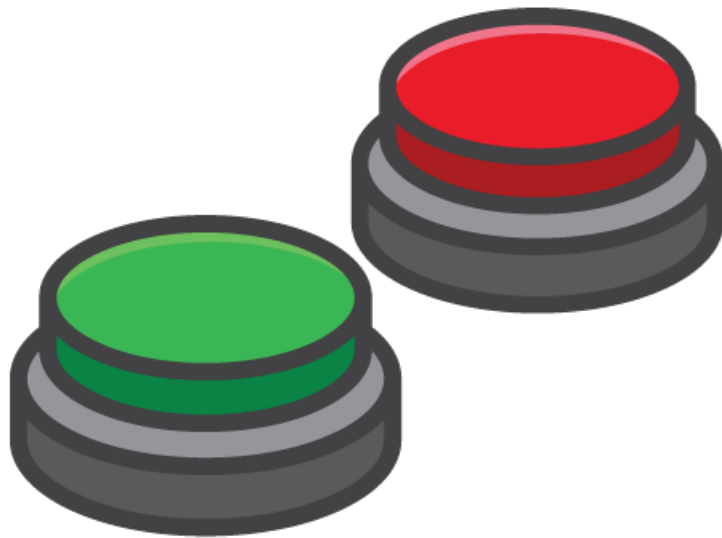
## Conquer the World®

Conquer the Market®



Conquer the Internet®





WHAT IS IT?

WHO IS IT FOR?

WHAT DOES IT LOOK LIKE?

WHY?

WHO ARE WE?

CONTACT

# CONQUER THE WORLD



## Marketing Department Simulation

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

# CONQUER THE MARKET



## Marketing Department Simulation

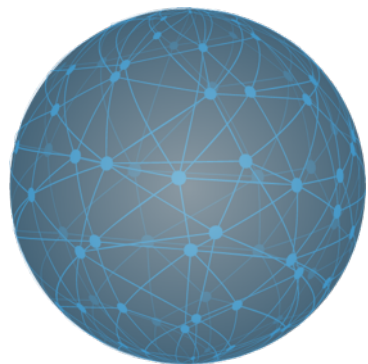
- Three decision-making stages
- Competitive
- Data and results taken from real life
- A melting pot for academia and industry
- Infinite results (algorithm based)
- Gamified
- Synchronous-asynchronous
- Individual or group participation
- Total runtime: 6 – 9 hours
- **Difficulty Level: Medium**

# CONQUER THE INTERNET



## Digital Marketing Simulation

- Seven decision-making stages
- Competitive
- Data taken from real life
- A melting pot for academia and industry
- Infinite results (algorithm based)
- Gamified
- Synchronous-asynchronous
- Individual or group participation
- Total runtime: 4 – 8 hours
- **Difficulty Level: Easy**



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

Conquer the World®



Conquer the Market®



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



Conquer the Internet®



**Role** Digital Marketing Agency Owner  
**Case** Digital Marketing Campaign  
**Sector** 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
- Direct competitor to Markstrat



## FIRST STAGE – MARKET RESEARCH

Market research decisions based on the information given in the simulation

Conquer the Market®



## 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



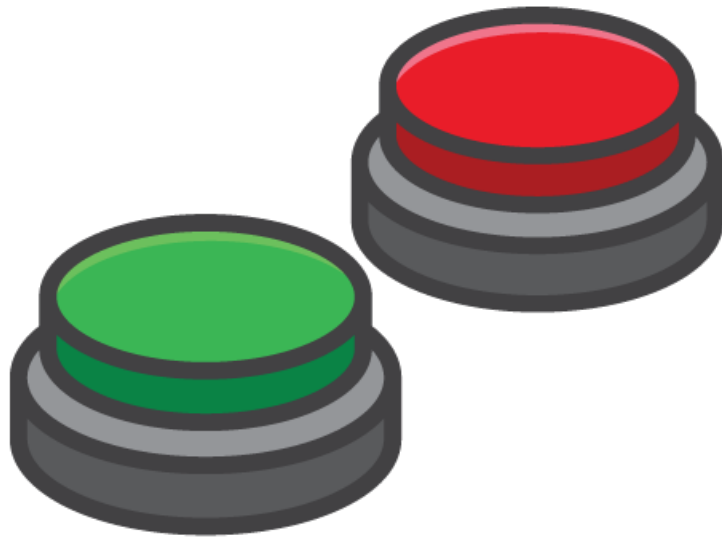
## STAGES

- 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



WHAT IS IT?

WHO IS IT FOR?

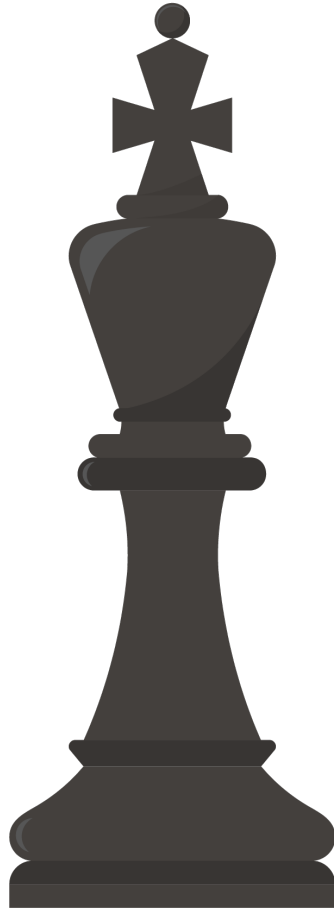
WHAT DOES IT LOOK LIKE?

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# Conquer the World®



## 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®

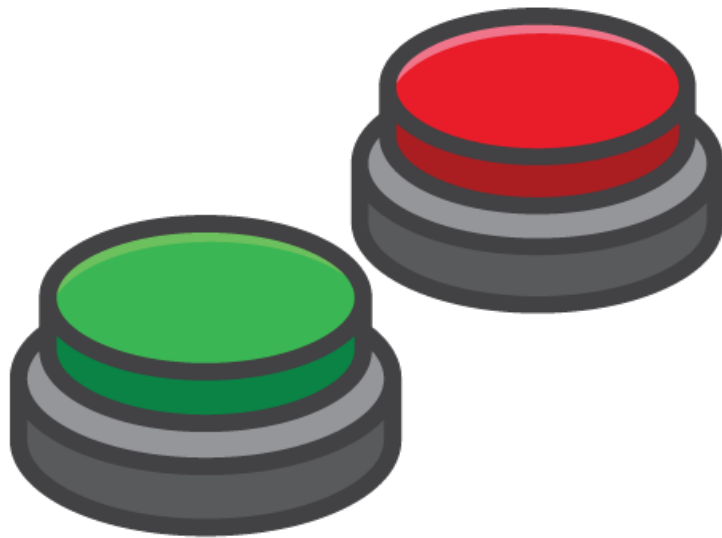


## MODULES

- 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



WHAT IS IT?

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# Conquer the World®



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

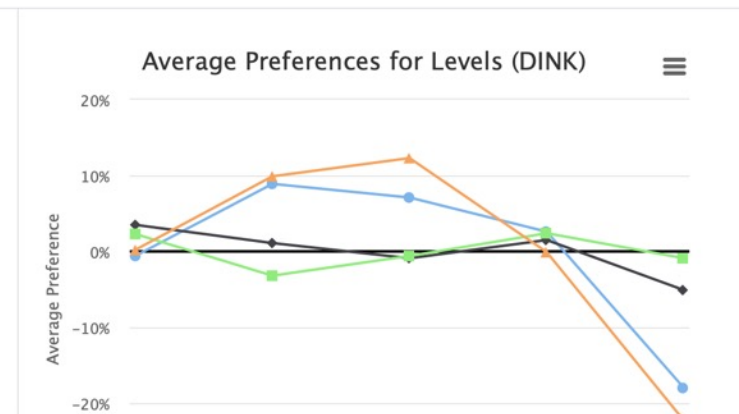
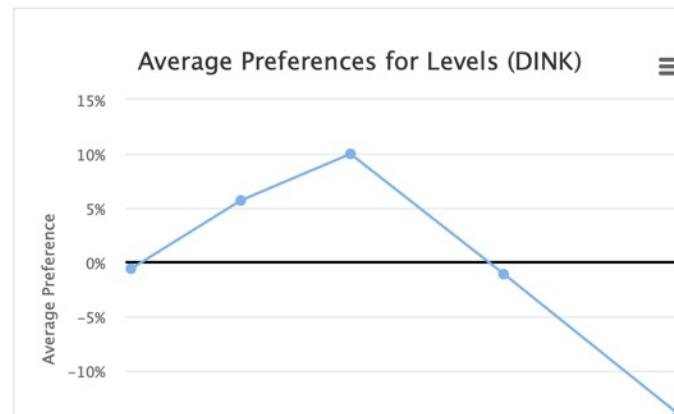
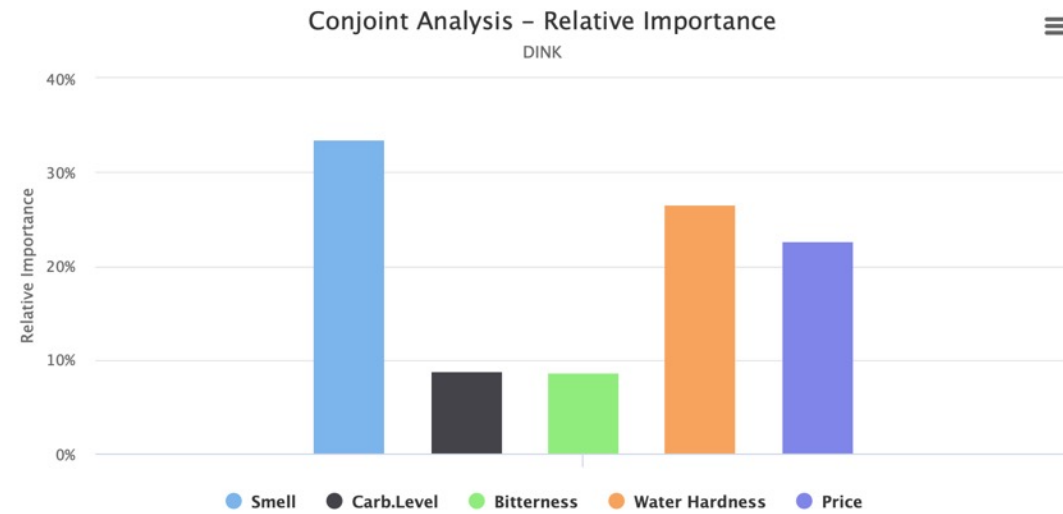
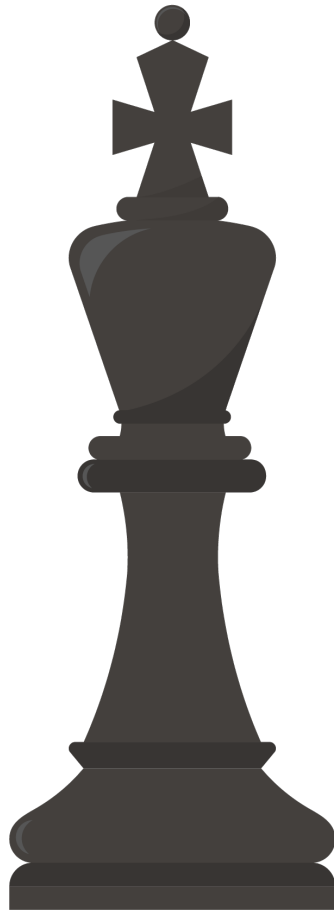
[https://marcade.games/ctw\\_participant\\_booklet.pdf](https://marcade.games/ctw_participant_booklet.pdf)

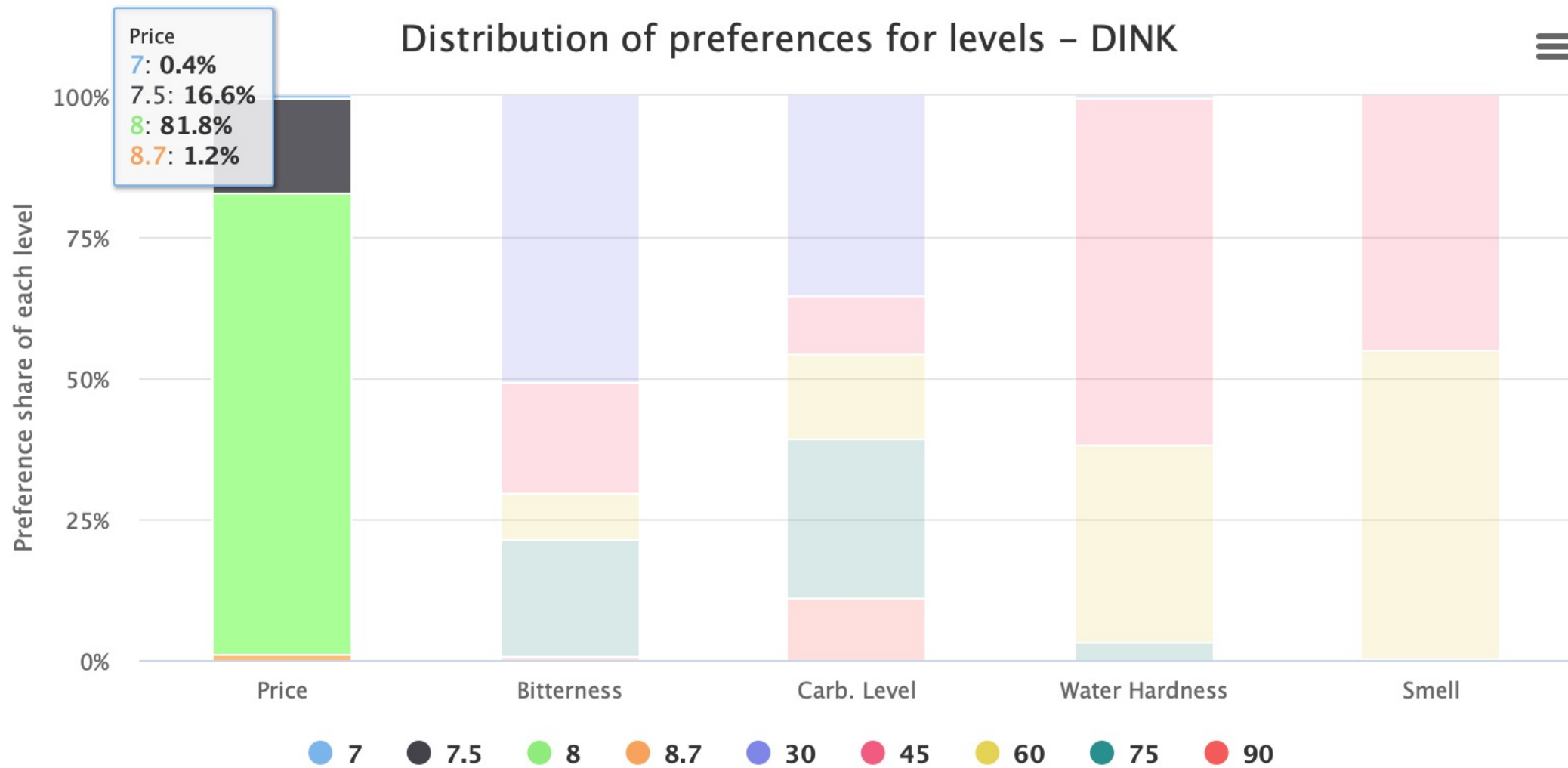
**Conquer the World® Booklet for Academics**

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

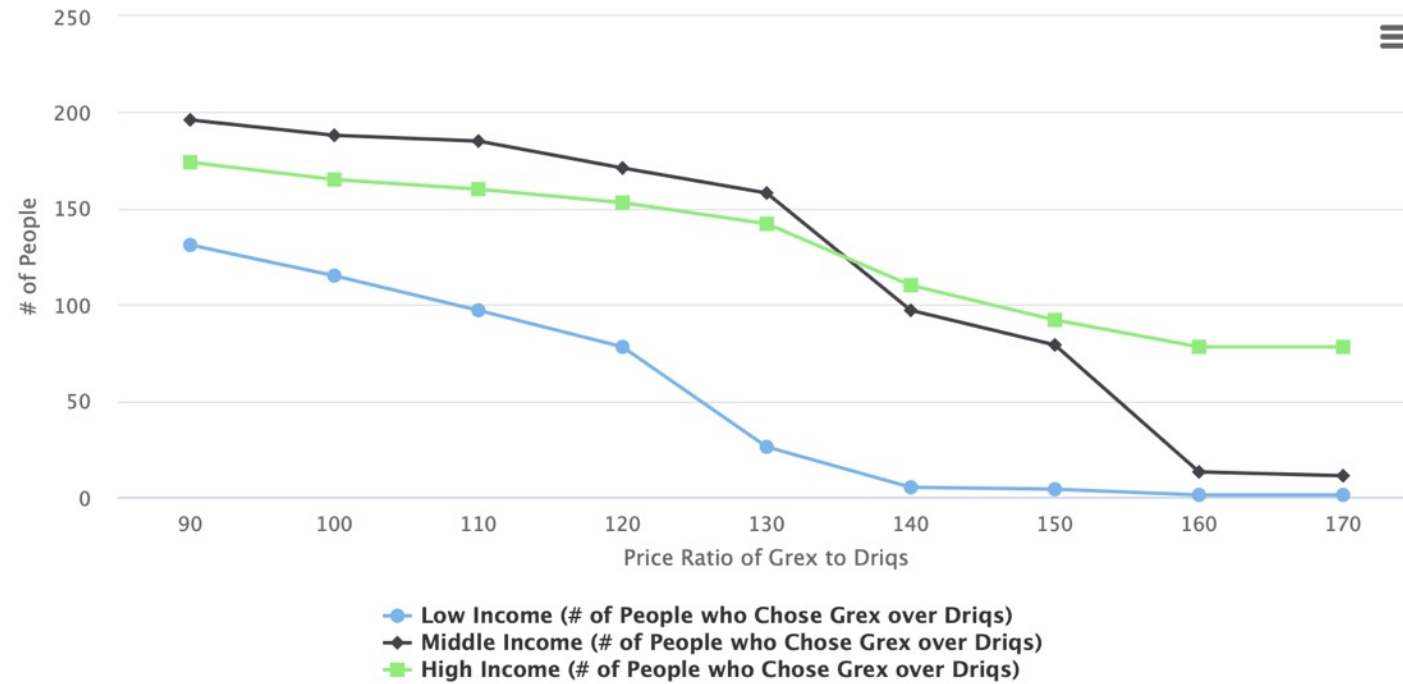


# Conquer the World®





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

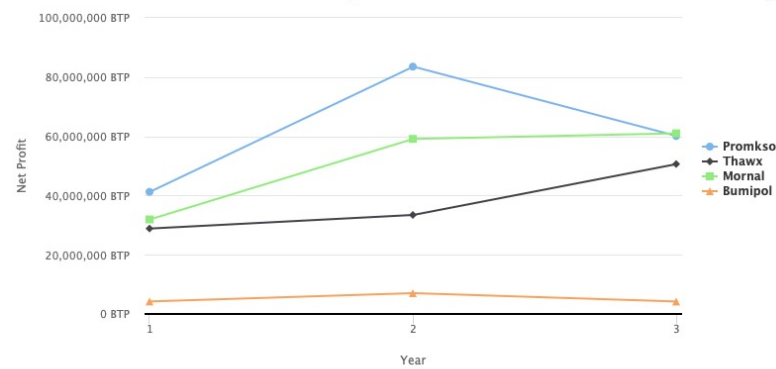


Net Profit



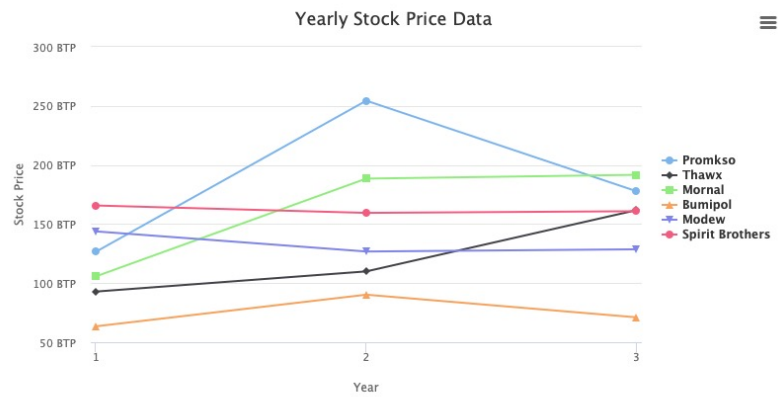
Firm Name	Net Profit - Year 1	Net Profit - Year 2	Net Profit - Year 3	Change (Year 2 - 3)
Promkso	41,234,508 BTP	83,525,625 BTP	60,094,311 BTP	-28.05% ↓
Thawx	28,853,046 BTP	33,443,240 BTP	50,633,356 BTP	51.40% ↑
Mornal	31,928,538 BTP	59,117,661 BTP	61,002,126 BTP	3.19% ↑
Bumipol	4,228,368 BTP	7,035,255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

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

MARCADE

Rigel&Crew

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)

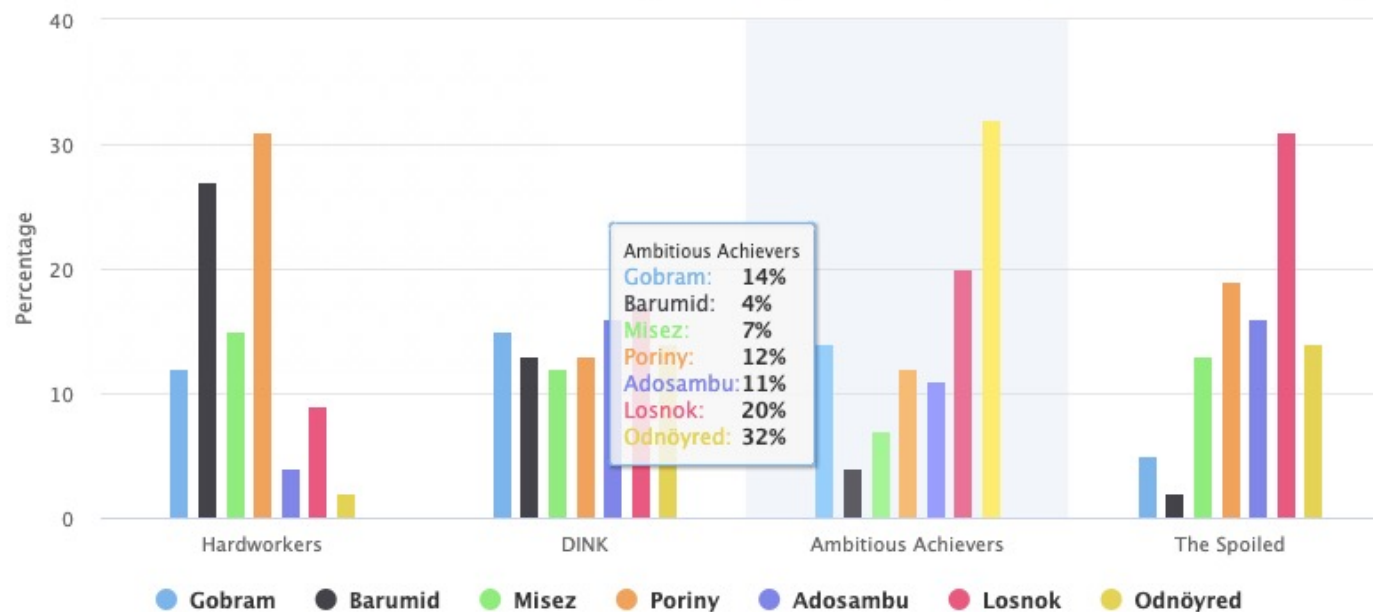
Participant: Group5 ▾

	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

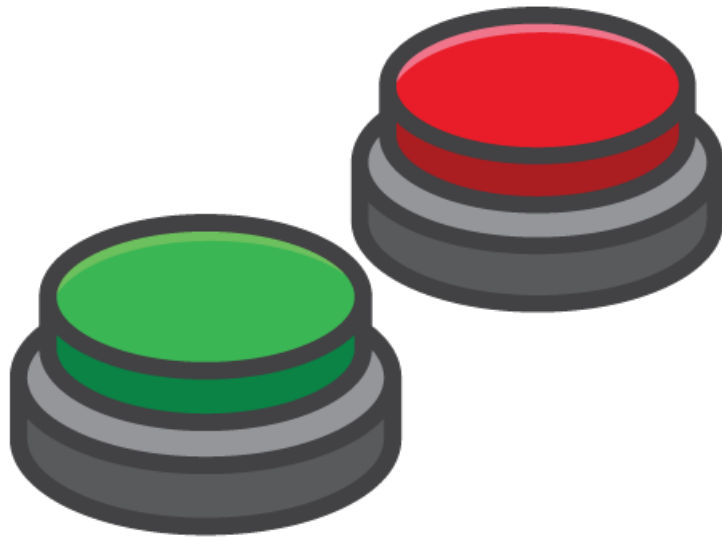
- Prelude
- Appendix
- Scoreboard
- Feedback
- Session: Conquer the Internet Demonstration Session (5 participants)

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?

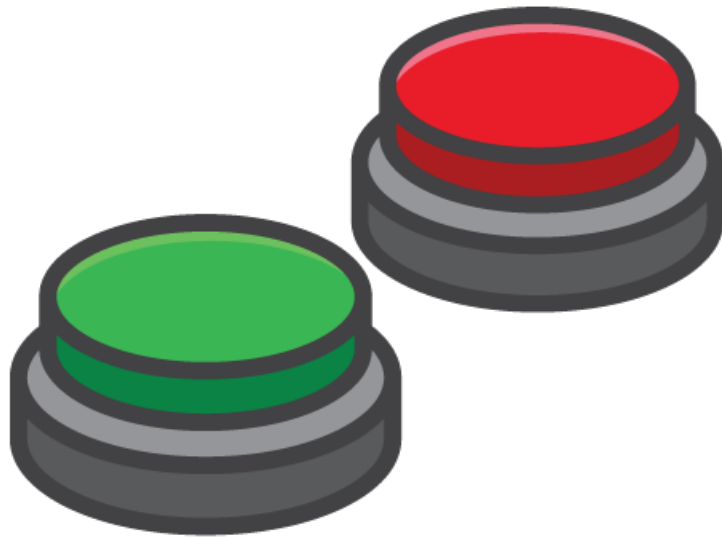


## Points of Parity

- Digitalisation of education
- Marketing experience without taking the actual risk
- 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
- **Very competitive price**



WHAT IS IT?

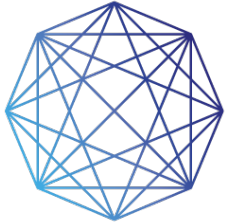
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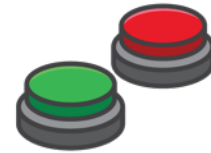
CONTACT



# Rigel&Crew

- Parent company
- 360 degrees marketing consultancy
- Clients in three continents & multiple countries
- Extraordinary ROI figures for our clients (as high as 540% in one year)

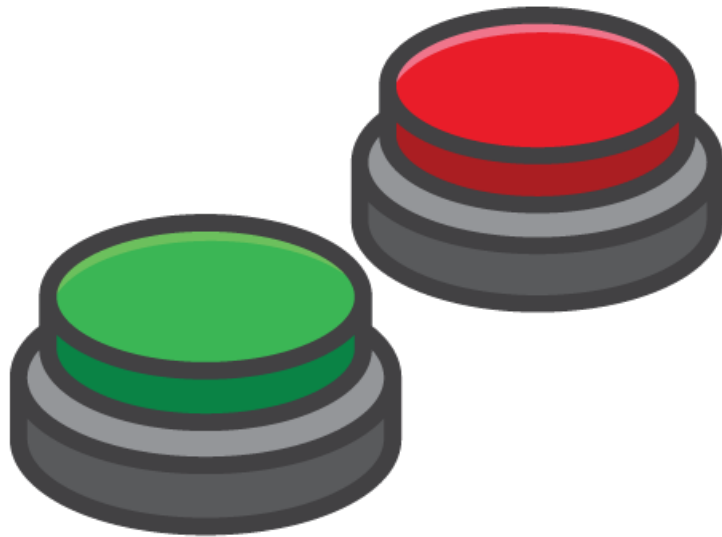
<https://www.rigelcrew.com>



# 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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<https://marcade.games>

<https://www.rigelcrew.com>

## CONTACT



[onder@rigelcrew.com](mailto:onder@rigelcrew.com)



+90 532 220 09 41

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

## Conquer the World®

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