

USER PRE-READING



WHAT IS DIGITAL MediaPRO?

DIGITAL MediaPRO is an immersive simulation that illustrates media challenges in the digital age. In just a few hours, **DIGITAL MediaPRO** exposes you to the use of digital media, communicating with 'digital natives', and transforming media planning and execution.

To succeed you will need to focus on understanding consumers and their decision-making process, deal with the complexity of a rapidly growing market, and manage communications effectively in a competitive environment.

SPECIFICALLY, AS THE NEW MEDIA MANAGER YOUR KEY CHALLENGES ARE TO :

- Communicate with three different consumer segments about a single brand, across regions and seasonality
- Use traditional and digital media to influence the purchase decisions of target consumers
- Build market share and brand loyalty

THE SITUATION:

- A well-known consumer goods market – Energy drinks
- Real consumer segments – Generation X, Millennials and Generation Z
- Distribution across three different regions
- A product with potential, a growing market and aggressive competitors
- Five years to make a difference!

DECISIONS TO MAKE THE DIFFERENCE:

- Invest in high-quality insights to improve your content
- Analyze consumers' media habits
- Define media objectives
- Select effective media
- Maximize communications ROI
- Get the timing right

YOUR OVERALL OBJECTIVE - DRIVE YOUR BRAND MOJO TO UNDISPUTED MARKET LEADERSHIP!

WELCOME TO YOUR NEW POSITION

Welcome to your new job as Media Manager for the MOJO energy drink!

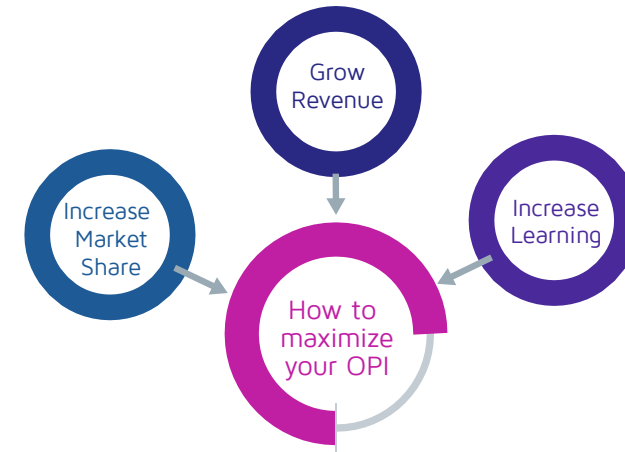
Your job is to define **and** execute the media strategy needed to achieve the company's aggressive objective of driving their brand MOJO to undisputed market leadership within the next five years.

Your **performance** will be assessed each year on two measures – your success in media management, and your business results.

Your **media management** skills are assessed on how well you connect with and influence consumers in their purchase decisions, summarized in the 'Purchase Funnel Performance' (PFP).

The **business results** – sales, market share gain and improved profit – are combined in an Overall Performance Index (OPI), which is what really matters to the company and so is likely to have a greater impact on your bonus!

Good luck in your new role, we're sure you are the right person for the job!





THE MARKET

The *DIGITAL* MediaPRO economy has roughly 300 million inhabitants.

It is a developed market and like many others inflation is virtually zero and no major political, social or economic events are anticipated.

REGIONS:

Competitors and distributors divide the market as 3 distinct regions



URBAN



RURAL



TOURISM

COMPETITION:

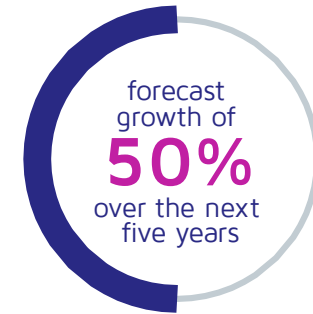
Four main competitor brands are fighting hard for market share including your brand MOJO.

Incremental improvements to these products are likely but as the market is dynamic and competitive no new entrant or disruptive innovation is expected. Competitors are dynamic and will react to what is happening in the market.



FORECAST:

The total energy drinks market is currently worth around \$1.2 billion. It is anticipated that demand in different segments and regions will grow at different rates.



BUDGET:

All competitor brands operate under similar budget constraints, The marketing budget is a function of the 'Earnings Before Taxes' (EBT) achieved in the previous year in each region, as explained in the table below. The total budget is the sum of the three regions budget. The budget is to be used this year (no carryover to the next year).

<hr/>	
$EBT \leq \$30\text{mio}$	$\rightarrow \text{Budget} = \6mio
$\$30\text{mio} \leq EBT \leq \60mio	$\rightarrow \text{Budget} = 20\% \times EBT$
$EBT \geq \$60\text{mio}$	$\rightarrow \text{Budget} = \$9\text{mio} + 5\% \times EBT$
<hr/>	

Consumers of energy drinks are divided into three segments:

GENERATION Z



Younger consumers, mainly teenagers, with around 34% already regularly consuming energy drinks. While overall consumption is less than the other two groups this is predicted to grow as they start work and go to university. Gen Z have grown up with the internet and most forms of digital media. They know about the technology, are skeptical about advertising and privacy, and have short attention spans so are best reached via multiple channels; for example, by using sponsorship and print to complement a social or mobile campaign. As they are younger consumers price is an important factor in their purchase decision, though they also value taste and quality packaging.

MILLENNIALS



Young adults in their 20's & 30's, Millennials are close to being the largest segment now, with analysts predicting significant growth over coming years as they aim to fit more into their busy lives. Health, fitness and vitality are important to them. They are also less brand loyal and look out for bargains. Millennials are tech-dependent (not just tech-savvy) and typically use mobile and social media throughout the day every day!

GENERATION X



Older adults (40+) . Currently the largest segment, though forecast growth is low. Gen X consumers are becoming more mainstream as they get older. Television is their main window on the world followed by printed media, though they also use internet and e-mail extensively. Premium products are preferred, price may be seen as an indicator of quality.



YOUR DECISIONS

Each year you will make decisions in these four areas and you will be able to test their implications in a forecasting module:

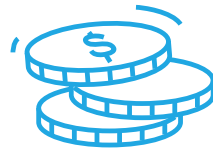
CONTENT POWERHOUSE

Discover and reinforce consumer insights by investing in Social Listening, Data Analytics and Creative sessions. Allocate a budget for each of these initiatives across consumer groups. Information is available on the most relevant initiatives for different consumers and on the relative quality of your insights. High quality insights increase the impact of messages and help to reach media objectives



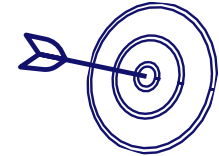
MEDIA MIX AND BUDGET

Review the media consumption of your consumers and divide your budget across the main categories. Then research in detail their media habits to allocate your budget across all media types e.g. for Traditional divide between Printed, Radio and Television. Information on previous years' media consumption by each segment is available to guide you.



COMMUNICATION GOALS

Decide which level of the purchase funnel you want to boost – Awareness, Interest, Action or Engagement. Select up to two objectives each year, with a greater focus on the first one.



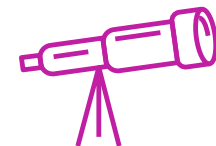
MEDIA SCHEDULE

The Media Plan allows you to fine tune the timing of your media investment. As you become comfortable in the role you can target spending accurately by semester, quarter or even by month, to address seasonal trends and major events



FORECASTING

In addition, a Forecasting tool allows you to test and estimate results for next year before you finalize your decisions



GETTING STARTED

Ready to get started on your first year's decisions? Here are the three steps:

ANALYZE

Review the 8 reports covering consumers, competitors, financial, technical, marketing and sales. Draw conclusions about your strengths, weaknesses, opportunities and threats.

DECIDE

Allocate your overall budget to Content Powerhouse, Media Objectives, Media Budget, and Media Planning.

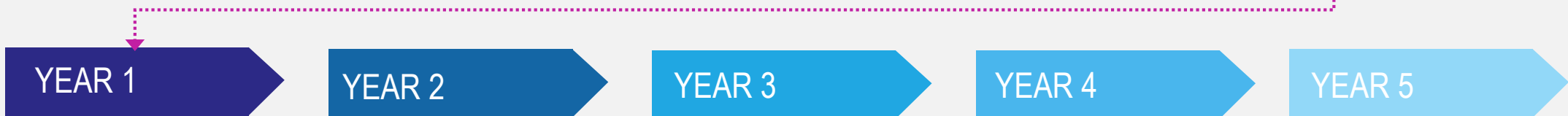
Note that the budget granted to you for one year depends on your profits the previous year, so short-term financial performance is important.

Finally, a reminder to respect your budget – you will not be able to run the simulation if you have over-spent!

RUN

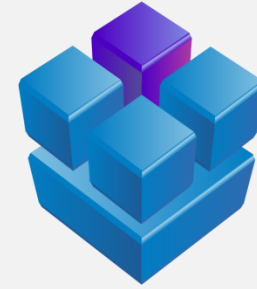
Take a deep breath and execute your decisions by clicking the RUN button.

Any errors or warnings in your decisions will be indicated in the left-hand bar and the simulation will not run if there are errors. Wait a few minutes for your results, celebrate and move on to the next year.



You have five years to run in total. As this is a new job it is quite normal to take longer to make decisions for the first and second years, but do keep in mind your overall time constraint.

THAT'S IT - YOU ARE READY TO START. GOOD LUCK IN ACHIEVING ALL YOUR OBJECTIVES!



FOCUS ON THE DECISION SCREENS

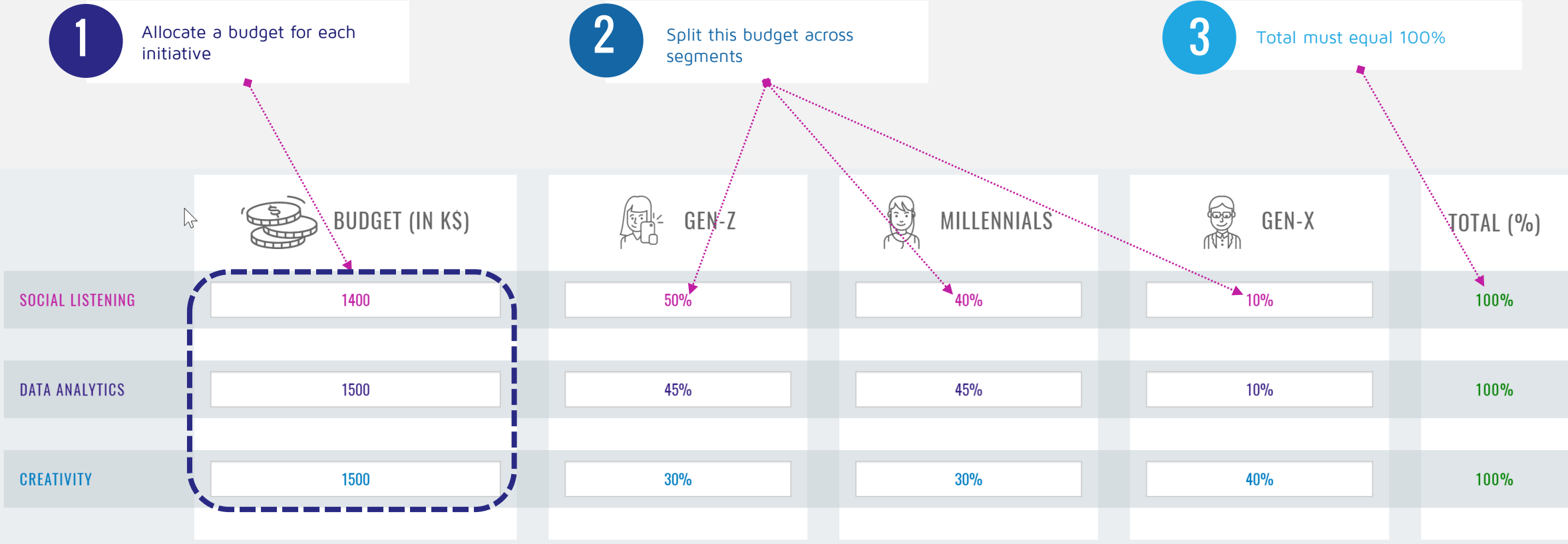


THE CONTENT POWERHOUSE DECISIONS

You have to allocate a budget for each **initiative** and across **segments** to improve your **insights quality**. You can continue to **invest** as long as you have not yet reached the highest level of insights quality. The standard budget allocated to initiatives is between **10%** and **20%** of your total budget.

You can use the helping charts to know which initiative you have to **focus** on to reach your **targeted segments**.

High quality insights increase the **impact** of messages and help to reach **media objectives**.



COMMUNICATION GOALS DECISIONS

Set the primary and secondary objectives of your communication in terms of the purchase funnel level that you want to boost. You can select the **same funnel level** for both objectives.

Your Objectives should be **consistent** with the brand and price modification decisions **taken by your management** and your **brand situation**, which may be reviewed in the Market Facts report.

The Objectives **impacts** are as follow:

- The **awareness** objective will generate a **greater increase in awareness** from a given communication spend.
- The **interest** objective will generate a better brand understanding and therefore increase your **consideration, preference** and **purchase intention**.
- The **action** objective will generate better merchandising and sales promotion and therefore increase your **distribution coverage** and so your **market share**.
- The **engagement** objective will generate loyalty programs and therefore increase your **loyalty** and your **advocacy**.

1

First Objective (60% of budget)

2

Second Objective (40% of budget)

3

Objectives for Rural Region

URBAN

FIRST OBJECTIVE

Interest

SECOND OBJECTIVE

Action

PURCHASING FUNNEL FOR URBAN REGION

AWARENESS

CONSIDERATION

PREFERENCE

PIS

MSH

LOYALTY

ADVOCACY

80%

73%

68%

43%

38%

24%

25%

RURAL

Action

Action

PURCHASING FUNNEL FOR RURAL REGION

AWARENESS

CONSIDERATION

PREFERENCE

PIS

MSH

LOYALTY

ADVOCACY

77%

69%

63%

36%

35%

25%

25%

TOURISM

Action

Action

PURCHASING FUNNEL FOR TOURISM REGION

AWARENESS

CONSIDERATION

PREFERENCE

PIS

MSH

LOYALTY

ADVOCACY

79%

73%

68%

35%

36%

25%

27%

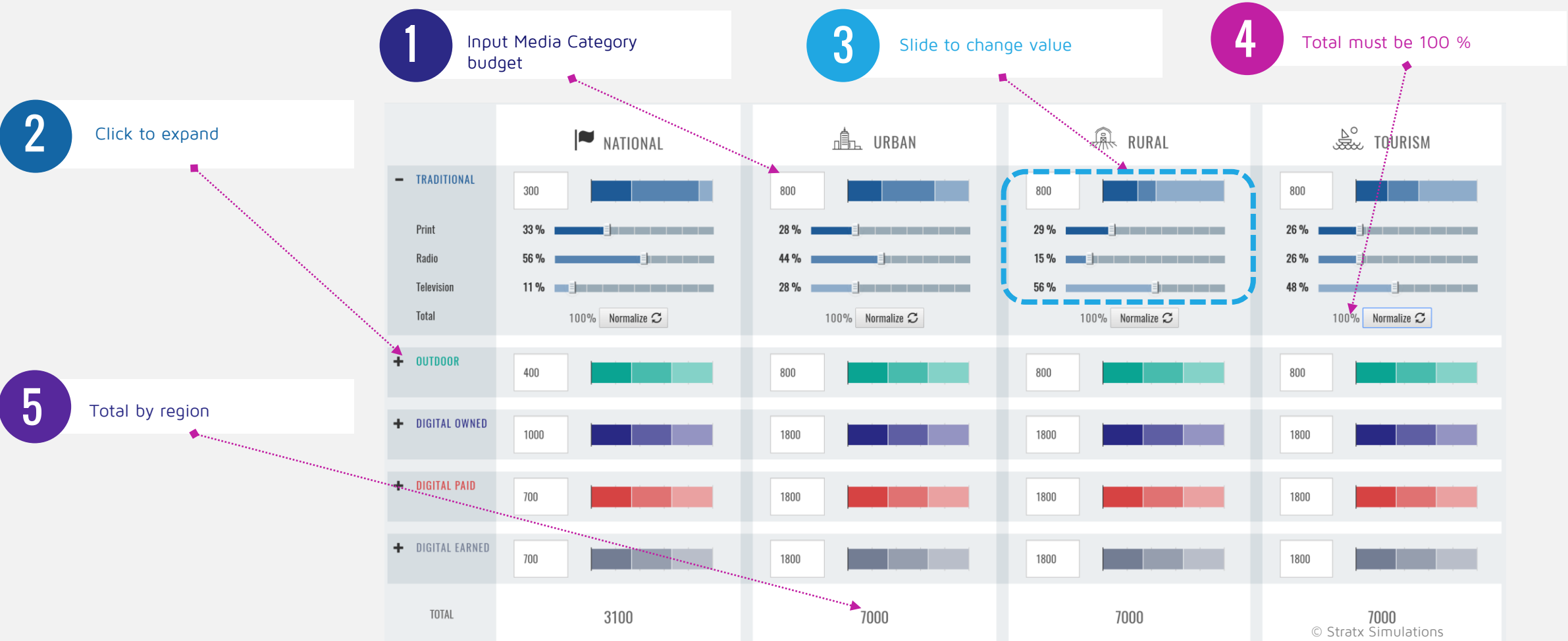
MEDIA MIX & BUDGET DECISIONS

Use this decision screen to split your budget across media **category** and **region**.

You can use the **National** column if you want to use the same strategy for each region. The National budget will be **automatically allocated** (proportionally) across the three regions during the **run process**.

Media Budget decisions should be consistent with **consumers' media habits** and the expected situation for next year, as explained in PREPARE > Your Decision.

Your can **customize** the budget allocation across media by clicking on each media category.



MEDIA SCHEDULE DECISIONS

Use this decision screen to choose how you want to **spend** your budget during the year

There are multiple impacts of this decision: **raising** and/or **maintaining** brand awareness, informing consumers on brand attributes, etc.




Ensure you respect your allocated budget while entering decisions in this form. You will **not** be able to Run the *Digital* MediaPRO simulation if you exceed your budget.

1

You will spend your budget evenly over the year for Rural region

3

You will spend 30% of your Media budget in Q2 for Urban region

	PLAN	BUDGET ALLOCATION												TOTAL	
		Winter	Spring				Summer				Fall				
 URBAN	Quarter ▾	25%	20 %				30 %				25%				100%
		Year													
 RURAL	Year ▾	-												100%	
		Jan	Feb	Mar	Apr	Mai	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
 TOURISM	Month ▾	8 %	8 %	8 %	8 %	8 %	8 %	9 %	11 %	8 %	8 %	8 %	8 %	100%	

2

Select your Timing type :
Month, Quarter, Semester,
Year.

4

You will spend 9% of your Media budget in June for Tourism region

FORECASTING - ESTIMATE YOUR FUTURE CONTRIBUTION

Use this tool to estimate your net contribution for the following year. The form below will automatically calculate key figures.




In **step 1**, the tool estimates the size of consumer segments for the following year. It will utilize the figures from the market forecast study.

In **step 2**, you must enter your best estimates of brand market share in each segment for the following year. Make sure to anticipate competitive actions.

In **step 3**, the tool calculates your Profit & Loss statement for the following year, using the estimated segment shares to calculate volume sales, and using your decisions to calculate the other rows: revenues, production costs, marketing & sales, etc.




STEP 1 - ESTIMATED SIZE NEXT YEAR

The numbers below are based on the forecast in the SEGMENTS report.

SEGMENTS	 GEN-Z	 MILLENNIALS	 GEN-X
SIZE IN YEAR 0	9 887	18 917	13 062
SIZE NEXT YEAR	10 875	20 997	13 715
GROWTH RATE	10 %	11 %	5 %

STEP 2 - ENTER YOUR ESTIMATED MARKET SHARES FOR NEXT YEAR

Click on "Copy last year values" to initialize this table with your market shares in Yea

SEGMENTS	 GEN-Z	 MILLENNIALS	 GEN-X
MOJO	54 %	53 %	20 %



1 (1) Read estimated segment sizes here.

2 (2) Enter segment share estimates in white cells.

3 (3) Read volume, revenues, costs and profits here.

STEP 3 - ESTIMATED COMPANY P&L STATEMENT FOR NEXT YEAR

The statement below is calculated based on estimated segment sizes (step 1); estimated brand r

	 URBAN	 RURAL
BRAND	MOJO	MOJO
VOLUME	17 977	12 774
REVENUES	161 797	114 970
PRODUCTION COST	89 887	63 872
MARKETING & SALES	7 000	7 000
BRAND CONTRIBUTION	71 910	51 098
PRODUCT DEVELOPMENT	-	-
EARNINGS BEFORE TAXES	63 036	42 363



SEVERAL TIPS THAT WILL HELP YOU MAKE YOUR DECISIONS.

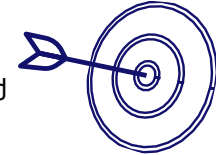
CONTENT POWERHOUSE (research for insights to make your communication more effective)

- Identify main target segment, and possibly a secondary target
- Understand which initiatives provide the main insights for target segments
- Invest in appropriate initiatives to maximize insight quality for target segments



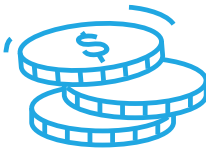
COMMUNICATION GOALS (decide where across the purchase funnel to focus)

- From the purchase funnel identify opportunities and weaknesses by segment and region
- Select media objectives to boost key stages of the purchase funnel in target segments
- Be aware that the first and second objectives are weighted 60:40



MEDIA MIX & BUDGET (allocate your annual budget across media categories)

- Note the relative importance of different media categories for target segments across regions
- List the key media types for target segments, also across regions
- Define level of expenditure per media type required to gain competitive advantage



MEDIA SCHEDULE (allocation of media across the year)

- Consider seasonality data for target segments across regions
- Translate seasonality into budget allocation across the year
- Review next year Events information to reallocate spending and gain sales





OPERATING INSTRUCTIONS

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SIGNING INTO *DIGITAL* MediaPRO

Use ***DIGITAL* MediaPRO** on a desktop, laptop or tablet running Windows, Mac OS, iOS, Android, Linux, etc.

Open your favorite internet browser (Firefox, IE, Safari, Chrome, ...) and go to **MediaPRO.stratxsimulations.com**.

You will need a **Participant Activation Key**, a **Team Name** and a **Team Password** to sign into *DIGITAL* MediaPRO.

WELCOME TO *DIGITAL* MEDIAPRO

Input your Participant Activation Key (e.g.: YWK-9J5GI8) :

A72780-RDTEST1

Select your team

Team-01

Password :

6149821

☐ Stay connected

CONFIRM

PARTICIPANT ACTIVATION KEY (PAK)

This is the license to the software.

For some courses a PAK will be provided to you by the instructor.

Otherwise, please visit the StratX store at www.stratxsimulations.com to purchase a PAK.

TEAM NAME AND PASSWORD

The course participants will be grouped in teams.

Each team will manage a fictitious company for a total duration of 5 years. Your course instructor is in charge of assigning participants into teams and of communicating your team name and password to you.

WORKING IN A TEAM WITH DIGITAL MediaPRO

You and your teammates can sign in and work in DIGITAL MediaPRO in **parallel**, each using his or her login details.

However, a decision page can only be used by **one team member at a time**. When you use a decision page, your teammates will not have access to it until you quit the page.

The **TEAM INFO** page shows which of your teammates are logged in, as indicated below.

- 1 Which team members are logged in ?
- 2 How long ago did they log in ?
- 3 Are they making decisions? If yes, these two columns will tell which page is used and how long it has been used.

WHEN SHOULD I DISCONNECT ONE OF MY TEAMMATES AND HOW TO DO IT ?

The disconnect button appears in front of a teammate currently accessing a given decision page. This page is then **locked** and you cannot use it. To access it, you may need to click the corresponding disconnect button.

The disconnect button is particularly useful if one of your teammates closes the internet browser without **properly logging out**. The decision page he or she may have been using will be locked for about 20 minutes.

Make sure you only disconnect **inactive teammates**, not ones that are making decisions.

Monitoring Teammates Activity

The table below shows which of your teammates are logged in, since when, and what decision they may be working on. A decision page can only be used by one team member at a time. When you use a decision page, your teammates will not have access to it until you quit that page. If you cannot access a decision page, you may find in the table below who is currently using that page and since when.

When should I disconnect one of my teammates ?

If you or one of your teammates is making decisions and closes the internet browser without signing out properly, the decision page being used will be locked for about 20 minutes, until the session expires by time-out. In this case, you can have immediate access to the page by clicking on the Disconnect button. The page will be unlocked immediately. Please, note that the disconnect button will only appear in front of teammates currently making decisions.

Team Member	Logged in since	Using Decision Page	Since	Disconnect ?
John Smith	1 m	Media Objectives	0 m	
Rebecca Taylor	1 m	Media Strategy	0 m	

Close

- 4 Click here to unlock the decision page in use.

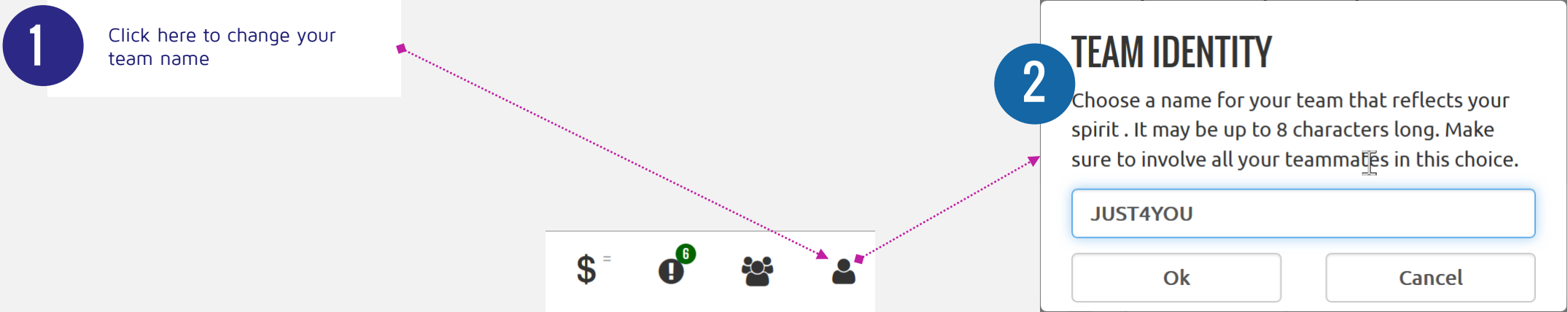
EXECUTING YOUR DECISIONS

In the first round, choose a name that reflects your **spirit** and make sure to involve all your **teammates** in this choice.

Initially, your team name looks like Team-37 or Team-124, where 37 or 124 is the serial number of your team. The new name may be up to **8 characters long** and must only contain **letters and/or digits** plus the two characters space and dash.

The following names are valid: **Just4You**, **MIXTURE**, **I Love U**, **So-Good**, **24 Hours**. The following names are not authorized: **Last Resort** (too long), **Olé !** or **Ben&Jerry** (forbidden characters).

Your new team name will be automatically followed by your serial number, and will look like **MIXTURE (37)** or **So-Good (124)**.



CHECKING DECISIONS

Check your **Errors**, **Warnings** and **Highlights** before attempting to run the *DIGITAL* MediaPRO simulation.

Errors, such as exceeding your budget, will prevent you from running the simulation; they **must be fixed**.

Warnings should be carefully analyzed as they may indicate a **potential error**.

Highlights summarize some of the key decisions made, such as a product modification.

1

Click here to review check your budget

2

This team will not be allowed to run its decisions!

3

Click here to review errors, warnings and highlights.

\$

1200 k\$

4

1

	Allocated Budget	Expense	Exceeded/Remaining Budget
Urban	6 700 k\$	4 500 k\$	2 200 k\$
Rural	9 400 k\$	9 500 k\$	- 100 k\$
Tourism	9 800 k\$	8 000 k\$	1 800 k\$
Global Expenses	-	5 100 k\$	- 5 100 k\$
Total	25 900 k\$	27 100 k\$	- 1 200 k\$

Close

Error

Warning

Highlight

Title	Message
Budget limit exceeded From: Finance Department	Title: No budget allocated to Media category Printed in Urban region From: MsgFromMarketing Sent on: Year 5 Team: M The resources allocated to media category Printed are equal to zero in Urban region. Please verify that this decision is consistent.
Invalide Media Plan From: Management Board	
No budget allocated to Media category Printed in Urban region From: MsgFromMarketing	
One or more of your competing brands were modified last year in Urban region. From: MsgFromMarketing	
One of your brand was modified last year in Tourism region. From: MsgFromMarketing	
Price modification in Tourism region From: R&D Department	

Close

4

Click on a title to view a detailed message.

CHECKING YOUR DEVIATION FROM AUTHORIZED BUDGET

At the end of each year, you are given a marketing budget for the following year. This budget is a function of your Earnings Before Taxes, as explained in *DIGITAL* MediaPRO **Operational Rules**.

Your expenses include the **Content Powerhouse** budget and the **Media Strategy** allocated budget.

REVIEWING DECISIONS

You may review your past decisions at any time by clicking on the **DECISION REVIEW** button in the left bar.

The **combo box** at the top lets you select regions.

1

Click here to review your decisions

TOOLS

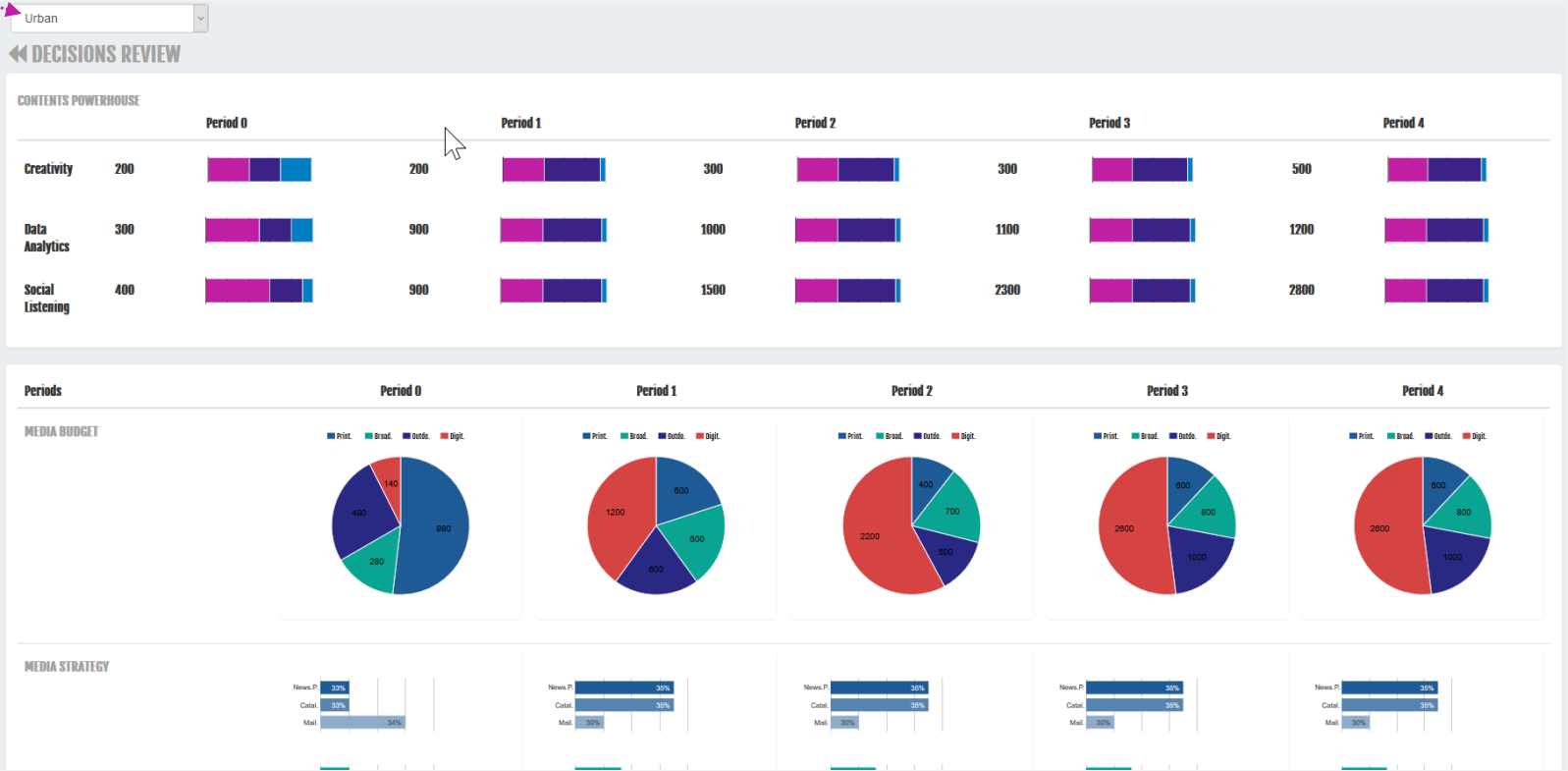
HANDBOOK

PRINT

DECISION REVIEW

2

Select a Region in the combo box



EXECUTING YOUR DECISIONS

Once you have made and checked your decisions for the current year, you may **run the simulation** to move onto the next year, get new results and see if your decisions have been successful in creating value.

Please note that running the simulation for a given year is an action that **cannot be cancelled**. Please make sure to get the go-ahead from your teammates before clicking on the Run button.

How do I know if my work will be saved before clicking RUN?

Any new values entered by you will automatically be saved. If they have an impact on the budget, this will be reflected automatically in the expenses in the left home column. All your decisions can, however, be modified until you have clicked on the RUN button and confirmed their execution.

YOU WILL HAVE TO RUN DIGITAL MEDIAPRO FIVE TIMES.

1

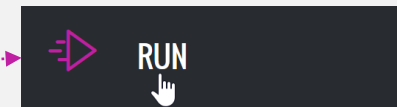
Check your errors and warnings. Fix your errors, if any, to be allowed to run. Then, analyze and validate your warnings, if any.

2

Check your expenses against your authorized budget.

3

Click on the RUN button to open the RUNNING YOUR DECISIONS page.



4

Check your errors and warnings. Fix your errors, if any, to be allowed to run. Then, analyze and validate your warnings, if any.

▶ RUNNING YOUR DECISIONS

There are no errors. You can run your decisions.

Click on the RUN BUTTON below to execute your decisions and move to the next year

▶ RUN

Please note that this action cannot be rolled back.



GLOSSARY

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ADVERTISING is the placement of announcements and messages in time or space by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience regarding their products, services, organizations or ideas

ADVERTISING MEDIA are the various mass media that can be employed to carry advertising messages to potential audiences or target markets for products, services, organizations, or ideas.

These media include digital media, newspapers, magazines, direct mail advertising, radio, broadcast television, cable television, outdoor advertising, transit advertising, and specialty advertising.

An **AUDIENCE** is defined as “the number and/or characteristics of the persons or households who are exposed to a particular type of advertising media or media vehicle.”

Ad **AWARENESS** is defined as the percentage of target customers or accounts who demonstrate awareness (aided or unaided) of a brand’s advertising. This metric can be campaign-or media-specific, or it can cover all advertising.

BRAND AWARENESS is a marketing concept that enables marketers to quantify levels and trends in consumer knowledge and awareness of a brand’s existence. At the aggregate (brand) level, it refers to the proportion of consumers who recognize—or name—a given brand. Marketers may research brand recognition on an “aided” or “prompted” level, posing such questions as, “Have you heard of Mercedes?” Alternatively, they may measure “unaided” or “unprompted” awareness, posing such questions as, “Which makes of automobiles come to mind?”

CREATIVE SESSION. In advertising agencies, this is the activity of creative teams who collaborate to understand the needs of consumers, develop concepts, and design content

DATA ANALYTICS is the process of examining data sets to draw useful business conclusions about the information they contain, increasingly with the aid of specialized systems and software.

DIGITAL MEDIA includes any online or digital means of transmitting marketing communications. Digital media currently includes—but is not limited to— websites, social networking environments, search engine ads, banner ads, email communications, streaming audio and video, online gaming, and mobile services.

LADDER OF ADOPTION OR ADOPTION PROCESS: is a term sometimes used to refer to a model of stages in the purchase process ranging from awareness to knowledge, evaluation, trial, and adoption.

MARKETING COMMUNICATIONS (MarCom) are coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels such as digital media, print, radio, television, direct mail, and personal selling.

A **MARKET SEGMENT** is an identifiable group of individuals, companies, or organizations, sharing one or more traits such as similar interests, needs, or locations. Market segments generally respond similarly to marketing strategies.

A **MEDIUM** is a way to transfer and convey information about goods or services from the producer to the consumer, who is a potential buyer of that item. (The Media Handbook, p5)

A **MEDIA CHANNEL** refers to the specific medium by which an advertiser’s message is conveyed to its intended audience. Tradition channels include newspapers, magazines, billboards, direct mail, radio stations, and television stations. Online media channels include such communication vehicles as websites, social media, email, and search engines.

MEDIA CONSUMPTION-MEDIA HABIT, also media usage, is measured by the time individuals spend with a medium within a certain period, e.g. daily or monthly

MEDIA MIX: The specific combination of various advertising media (including network television, local television, digital media, magazines, newspapers, specialty advertising, etc.) used by a particular advertiser and the advertising budget to be allocated to each medium.

MEDIA PLANNING involves the determination of advertising objectives, advertising strategies and advertising tactics relating to the advertising media to be used by specific clients. Media planning refers to the process of selecting media time and space to disseminate advertising messages in order to accomplish marketing objectives.

A **MEDIA PLAN** includes a statement of objectives, target market definition, types of advertising media to be used, and the amount of resources to be allocated to each (the media mix), and a specific time schedule for the use of each media vehicle.

A **MEDIA VEHICLE** is a specific television program, digital media, newspaper, magazine, radio station, outdoor advertising location, etc., that can be employed to carry advertisements or commercials (or any other marketing communications). For example, Vogue magazine is a media vehicle in the magazine category of advertising media.

NUMERIC DISTRIBUTION is the percentage of stores that carry the product.

PFP (PURCHASE FUNNEL PERFORMANCE): A measure of how well the purchase funnel has been managed.

The **PURCHASE FUNNEL** is an overview of steps a customer goes through when considering, purchasing, using, and maintaining loyalty to a product or service.

Awareness: Extent to which a brand is recognized by potential consumers, and is correctly associated with a particular product.

Consideration: Consumer evaluation of how your offering meets this need, including the evaluation of offerings from your competitors.

Preference: A consumer's logical and emotional inclination towards one solution or another, ultimately leading to a purchasing decision.

Purchase intention: Consumers will intend to purchase the brand if they can find it.

Market share: Consumer has bought your product.

Loyalty: Likelihood that previous consumers will continue to buy your product.

Engagement: Consumers will promote and recommend your product.

RETAIL PRICE is the end-user price.

SHARE OF VOICE quantifies the advertising "presence" that a specific product or brand enjoys. It is calculated by dividing the brand's advertising by total market advertising, and it is expressed as a percentage

SOCIAL LISTENING, also known as **SOCIAL MEDIA MONITORING**, is the process of identifying and assessing what is being said about a company, individual, product or brand on social media.

A **TARGET MARKET** is a particular portion of the total population which is identified (i.e., targeted) by the marketer or retailer to be the most likely to purchase its products or services.

WE WISH YOU A LOT OF SUCCESS IN



The StratX Simulations Team

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ABOUT THE MARKSTRAT HERITAGE

DIGITAL MediaPRO has been developed from Markstrat, the world renowned Marketing Strategy simulation used by leading business schools worldwide and by over 1,000,000 students.

StratX Simulations designs world class action-based learning tools in Marketing, Strategy and Innovation to provide live, realistic and powerful learning experiences.

StratX Simulations are built on solid theoretical foundations, and have garnered worldwide acclaim for their learning effectiveness and ability to engage students.