

# Consumer Marketing Today™

*A business simulation that helps participants understand how marketing, sales and business decisions drive market performance and financial results.*



Have you ever noticed that many marketing and commercial decisions make sense in isolation, but their real impact only becomes visible when they interact with pricing, distribution, product development, competition and financial performance? And yet most professionals rarely have the opportunity to experience these dynamics in a risk-free environment.

**Consumer Marketing Today™** is a highly interactive, board-based business simulation, designed to help participants understand the full commercial ecosystem of a consumer business. Working in competing teams, participants manage their own portfolio of brands and products, make strategic and operational decisions, respond to market developments and experience the consequences of their choices through realistic business results.

# Consumer Marketing Today <sup>TM</sup>

## • Who is it for?

- Marketing professionals
- Sales managers and commercial teams
- Brand managers and category managers
- High-potential employees preparing for broader business responsibilities
- Cross-functional teams involved in commercial decision-making
- Organisations looking to strengthen business acumen and market understanding

## • What will you learn?

### How to...

- make marketing and commercial decisions with a stronger business perspective
- understand the relationship between segmentation, targeting, product development and market performance
- evaluate the impact of pricing, promotion, distribution and sales decisions on business results
- interpret key market, commercial and financial performance indicators

## • What to expect?

- Multiple decision-making cycles where teams compete for market share and consumer penetration
- Continuous analysis of market results, financial performance and competitive positioning
- Team-based learning that encourages collaboration, strategic thinking and business judgement
- Structured debriefs that connect simulation insights to participants' day-to-day

## • How is it delivered?

### FORMAT

In-class

### DURATION

2–3 days (customisable  
based on objectives)

### COHORT

Groups of 16 to 24  
participants working in  
competing teams