



ACTANDO SIMULATIONS FOR MARKETING

What is Actando Simulation (Simpact)?

A **Serious Game** serves as a learning laboratory, it is a live case study which reflects your market or business situation

The Serious Game has an educational impact: participants practice and improve their essential skills and competencies.

Serious games are based on complex algorithms developed by pharmaceutical experts **using real data**.

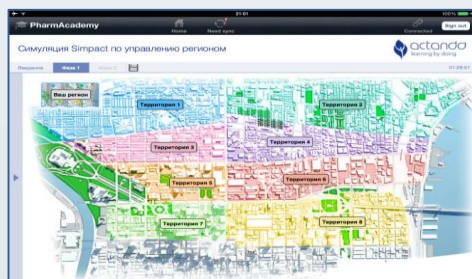
The main objective of the Serious Game is **to show a positive or negative impact of your decisions on results**.

The participants can go through the Simulation as many times as they need to get the best result and this is why our Serious Games **change peoples' mindset**.

The Simulations can be used **online or offline** and can be integrated as a part of the continuing education.

HOW DOES IT WORK?

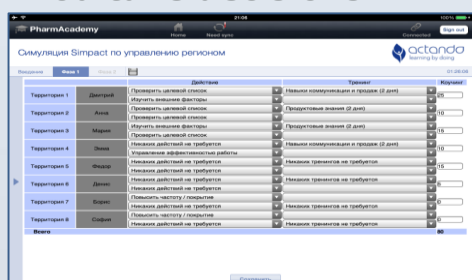
1 You review the situation...



2 You analyze the information...



3 You take decisions...



4 And see effects of your decisions



Simpact Brand Management

Building and implementing a marketing plan

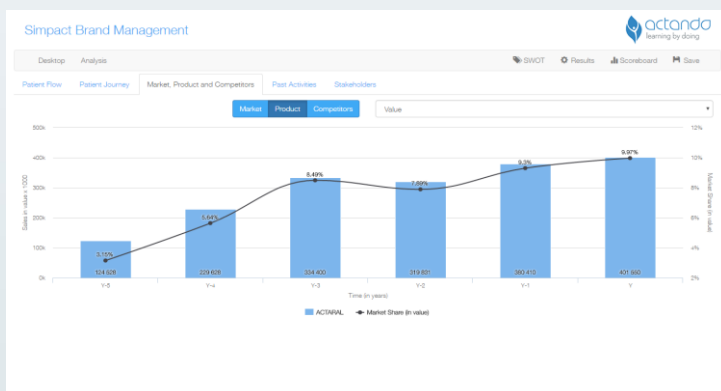
What is Simpact Brand Management?

Participants have to build and implement a brand plan. They have to build a patient flow and identify growth opportunities. They have to build their customer journey and identify customer insights, analyse the market, product and competitors to finally build a SWOT. Based on this SWOT participants have to choose the right strategy and build their positioning statement. They then have to profile the customers (potential, adoption, channel preference, needs) and choose the optimal multi-channel mix and message for each customer group.

They finally have to forecast and build a P&L. The simulation will then calculate the impact of their plan (in profitability and sales). They have to monitor after each quarter for the full year.

Who is this serious game for?

Product Managers, Brand Managers ...



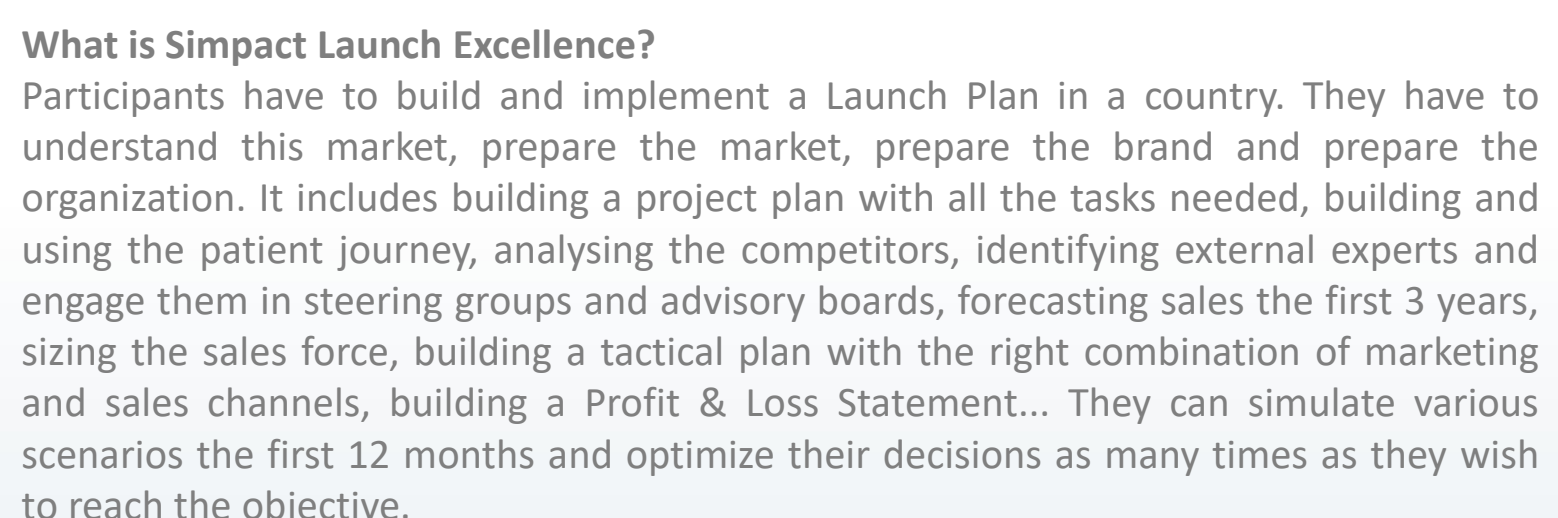
The dashboard displays a table with columns: OP Segments, Number of Customers, Frequency of Contacts Per Customer (1 year), Number of Contacts Required - Q1, Number of Contacts Planned, and Budget.

OP Segments	Number of Customers	Frequency of Contacts Per Customer (1 year)	Number of Contacts Required - Q1	Number of Contacts Planned	Budget
D	8 600	0			
DIGITAL	3 900	0			
INTERNET USERS	1 200	0			
Non Targeted	5 100	0			
A	3 600	12	43 200		5 400 1 196 800
DIGITAL	900	12	10 800	2 900	5 400 1 196 800
INTERNET USERS	300	12	3 600		
Non Targeted	2 700	12	32 400		
B	1 700	8	13 600		
DIGITAL	200	8	1 600		

INCREASE YOUR PERFORMANCE WITH ACTANDO

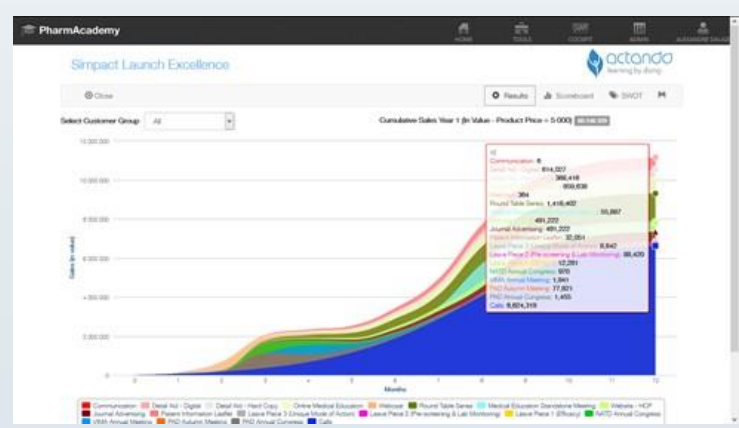
Actando helps pharmaceutical companies drive behavioural changes through a combination of conceptual content and simulation work, facilitating the implementation of new concepts in real life scenarios. Our methodology of "Learning by Doing" is the most effective and impactful way of changing mindsets and behaviours. At Actando we believe your competitive edge comes from developing high performing individuals by leveraging their expertise and the implementation of best practice. Our Blended Learning solutions, profound industry experience, global reach and professional team of consultants ensure you get the results you need, when you need them.

A stylized illustration of a person's hands and arms working at a desk. The person is holding a black smartphone with a bright blue screen. In the background, a laptop screen displays a line graph with three data series in black, teal, and red. To the left of the smartphone is a white crumpled paper ball. In the foreground, there is a white coffee cup filled with black coffee, sitting on a blue circular coaster. A pen is visible on the left side of the desk. The entire scene is set against a solid blue background.



Participants have to build and implement a Launch Plan in a country. They have to understand this market, prepare the market, prepare the brand and prepare the organization. It includes building a project plan with all the tasks needed, building and using the patient journey, analysing the competitors, identifying external experts and engage them in steering groups and advisory boards, forecasting sales the first 3 years, sizing the sales force, building a tactical plan with the right combination of marketing and sales channels, building a Profit & Loss Statement... They can simulate various scenarios the first 12 months and optimize their decisions as many times as they wish to reach the objective.

Product Managers, anyone involved in the launch plan



Simfact Segmentation and Targeting

Targeting Execution

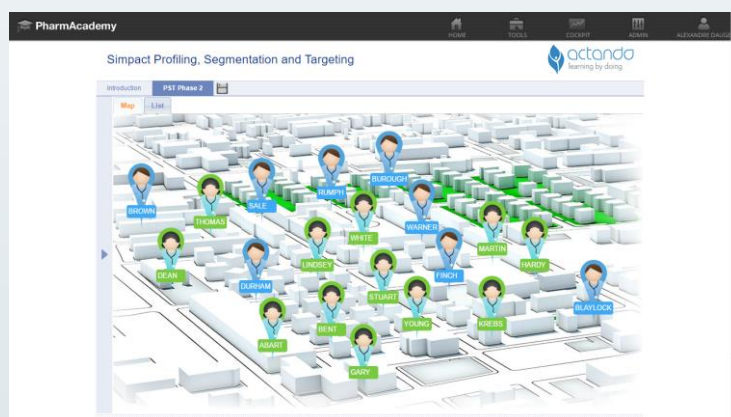
What is Simfact Segmentation and Targeting?

In this simulation participants have to analyze 20 customers, identify their profiles and build an action plan.

They have to choose among different channels including face to face calls. They can run the simulation several times and see by themselves the impact of targeting the right customers.

Who is this simulation for?

Representatives visiting customers, Brand Managers



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Simpact Segmentation and Targeting Level 2

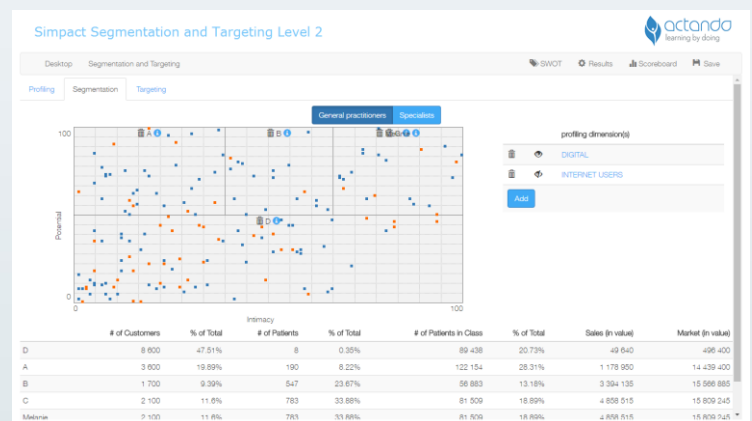
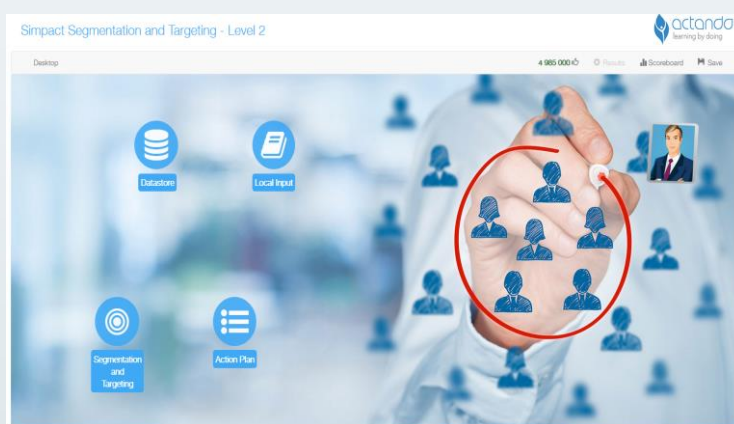
Building a Target List

What is Simpact Segmentation and Targeting Level 2?

In this serious game you will have to build a profiling, segmentation and targeting process at country level. You will have to define the optimal frequency of contacts in each segment to optimize both revenues and profit. You can simulate different scenarios and see how an optimal profiling, segmentation and targeting brings better results. This serious game can be adapted to your own process.

Who is this simulation for?

Commercial Excellence Managers, SFE Managers, First Line Sales Managers and Product Managers



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Simpact Strategic Marketing

Portfolio Management, Pricing, Finance and Strategic Negotiation

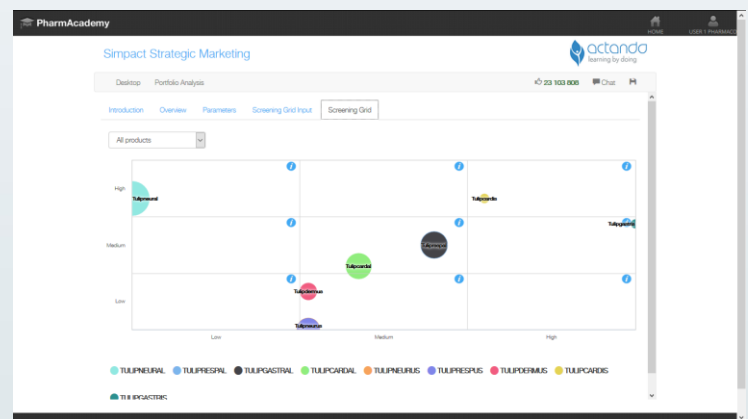
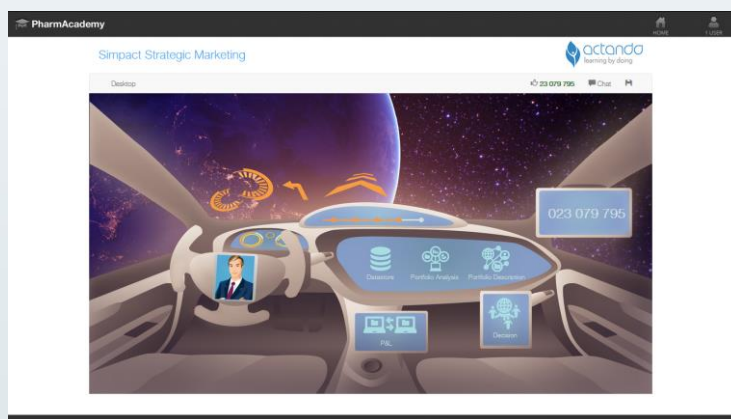
What is Simpact Strategic Marketing?

Teams will compete directly against each other. They have to manage a portfolio of 9 products at different stages of their life cycle. Decisions are about product prioritization based on the GE Matrix and financial indicators, marketing and sales investments, pricing and strategic negotiation.

They will process the simulation to see the impact of their plan on their commercial contribution over a period of 4 years.

Who is this serious game for?

Senior Product Managers, Brand Managers and Marketing Managers.



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Simpact Multichannel Marketing

Provide “the right content to the right customer, through the right channel, at the right time

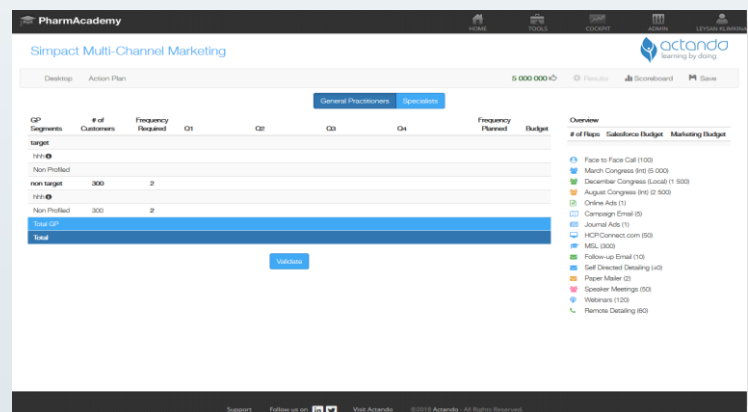
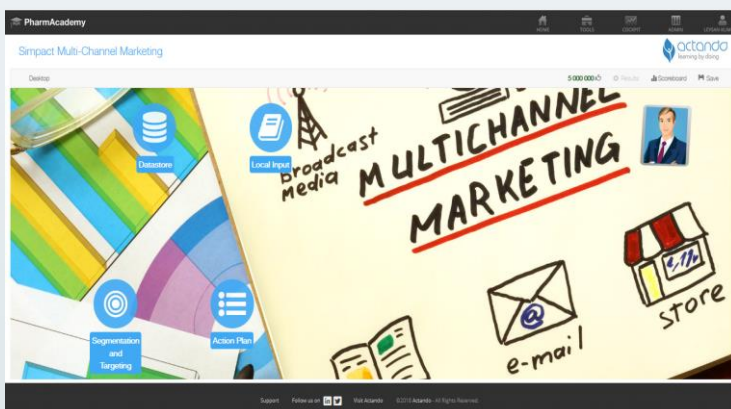
What is Simpact Multichannel Marketing?

In this serious game you will have first to build a profiling, segmentation and targeting process at country level. You will have to define the optimal frequency of contacts in each segment to optimize both revenues and profit. And then you will choose appropriate channels for each segment.

You can simulate different scenarios and see how an optimal channel mix brings better results.

Who is this simulation for?

Commercial Excellence Managers, SFE Managers, First Line Sales Managers and Product Managers



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