

MELDO VIDEO GAME: COUPON MARKETING CAMPAIGN

CLICK START TO PLAY

>> START

MISSION OBJECTIVES

<< Select your customer

<< Select your coupon type

<< Select your coupon discount

» NEXT



Hello, my name is Rob and I will be guiding you through this game. Above you will see your game objectives for this mission. Meldo's marketing manager has hired you as our marketing strategist and wants you to lead the coupon marketing campaign. He wants to know what Meldo should do for this campaign to get customers to spend more and maximize profits. You will be making several decisions throughout the course of the game that will be vital to Meldo's success. Meldo is counting on you, so good luck!



Choose your customer! ...
You chose Tom! Click NEXT to continue.

» TOM



Player Profile

Shops for "self"

Average spent= 100.56

Shops weekly and purchases similar items

Uses mailings coupons

Uses coupon values 00 percent, 05 percent, 15 percent, 25 percent

» NEXT

JAKE



Player Profile

Buys for "self and family"

Average spent= 146.25

Shops often and purchases sale items

Uses both newspaper and mailings coupons

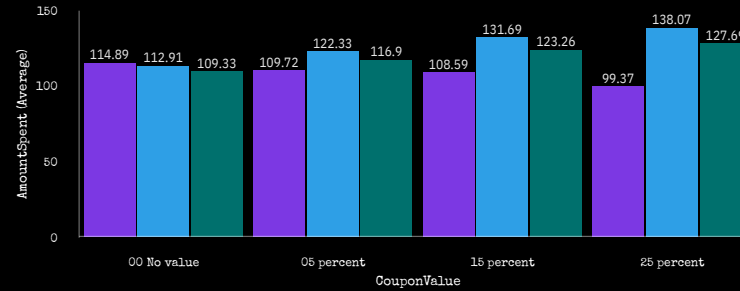
Uses 25 percent off coupons

Player Stats

AmountSpent by CouponValue colored by ShoppingStyle

ShoppingStyle

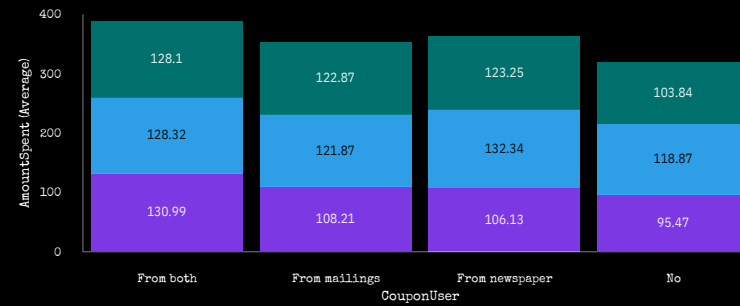
● Biweekly; in bulk ● Often; what's on sale ● Weekly; similar items



AmountSpent by CouponUser colored by ShoppingStyle

ShoppingStyle

● Biweekly; in bulk ● Often; what's on sale ● Weekly; similar items





Choose your coupon type! ...

You chose Mailings! Click NEXT to continue.



Average spent= 122.52



Average spent= 119.14

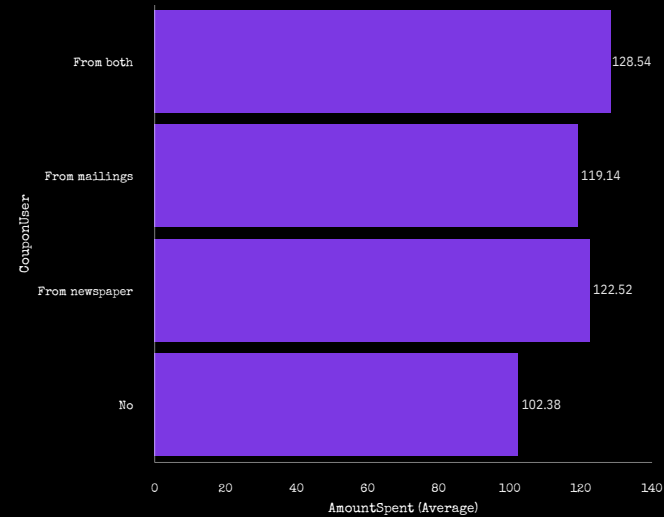


Average spent= 128.54



Coupon Stats

AmountSpent by CouponUser

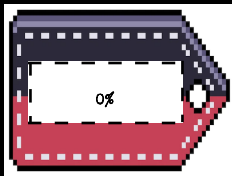


>> NEXT



Choose your coupon discount! You can select more than one! ...

You chose all coupons! Click NEXT to find out how you did.

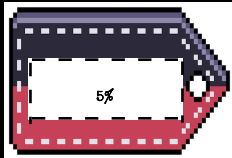


Average spent= 111.12

If shop biweekly; in bulk = 114.89

If shop often; what's on sale= 112.91

If shop weekly; similar items= 109.33

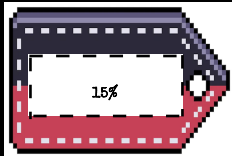


Average spent= 116.57

If shop biweekly; in bulk = 109.72

If shop often; what's on sale= 122.53

If shop weekly; similar items= 116.9

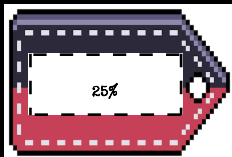


Average spent= 122.06

If shop biweekly; in bulk = 108.59

If shop often; what's on sale= 131.69

If shop weekly; similar items= 123.26



Average spent= 124.22

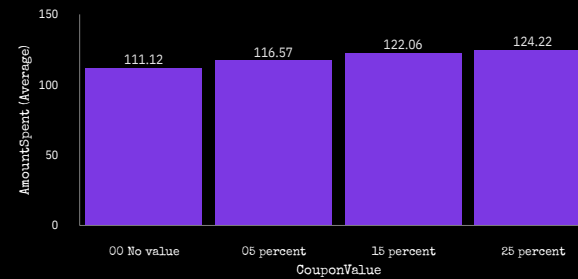
If shop biweekly; in bulk = 99.37

If shop often; what's on sale= 138.07

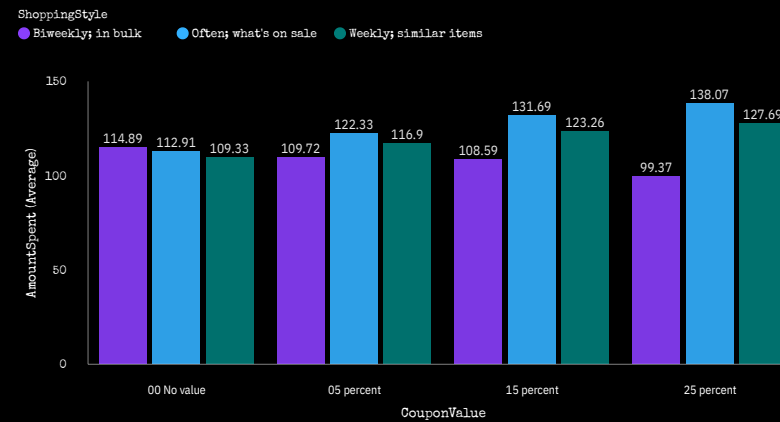
If shop weekly; similar items= 127.69

Coupon Stats

AmountSpent by CouponValue



AmountSpent by CouponValue colored by ShoppingStyle



NEXT



MISSION FAILED!



Meldo did not make enough sales from the coupon marketing campaign. The business went under and was acquired by Amazon, who also owns Whole Foods.

You chose unprofitable customers! You should have chosen customers who buy for "self and family", shop often and what is on sale, use both coupon types, and use 25% off coupons. These customers are your biggest spenders and would drive up sales!

As a marketing strategist:

1. Create a family rewards program that gives family households exclusive access to more coupons
2. Create coupons that give additional discounts on sale items, encouraging customers to shop often and buy items on sale
3. Distribute even amounts of mailings and newspaper coupons to encourage customers to use both
4. Distribute higher amounts of coupons with 25% off than other coupon values



RESTART