Simpact Brand Management

Building and implementing a marketing plan

What is a Simulation (Simpact)?

Serious Games/Simulations (called Simpact) provide the highest retention rates and effectively incorporate new competencies and change peoples' mindset. Nothing ensures a better impact. A serious game is a live case study in which the computer determines the effects of your decisions. You examine a situation and decide how to act. Serious games serve as a learning laboratory, in which the participants can practice and apply the concepts taught during the learning modules (eLearning or in-class).
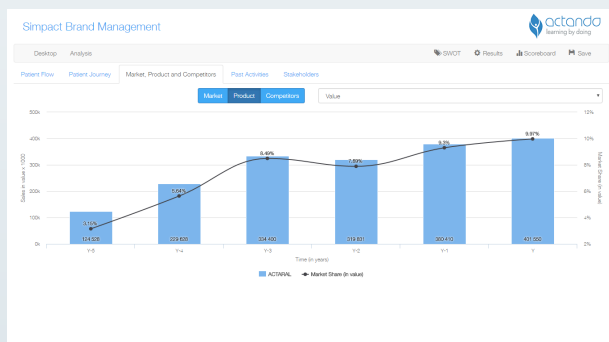
What is Simpact Brand Management?

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

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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.