



The power of the customer

Inspire people and help them realize your company's marketing strategy.

Celemi Livon Lite™ is a serious game offering the fast track to a basic understanding of the principles of marketing and branding

At the starting point, four companies are fiercely competing in a narrow segment of the marketplace. There is little differentiation, causing a restless customer base with little loyalty to their respective companies. Teams need to decide on how to best use their limited resources to attract a selection of customers.



KEY THEMES

- Marketing
- Branding



TARGET GROUP

Sales and marketing staff



NUMBER OF PARTICIPANTS

4-several hundred participants at one time, or simultaneous seminars. Participants in teams of 3-4. One facilitator for every 25-30 people.



MATERIALS

Board-based business simulation.



TIME

4-6 hours.



What clients say

"Good for large audiences to understand marketing fundamentals. A couple of well-spent hours!"

–Training and Development Director, Insurance group, Middle East



Some of the big issues that are discussed in Livon Lite™:

- How will we attract and retain a steady customer base?
- What are our strengths – and how can we leverage them?
- What type of market profile do we want – and how will we communicate it?

Key employee results

Use Celemi Livon Lite™ when you want:

- To create alignment around the “big picture”
- To create and understanding of marketing strategy and tactical initiatives
- To stimulate better decisions for optimal allocation of limited marketing resources
- To increase responsiveness to customer needs and preferences
- To create a deep understanding of the overall business impact of your employee’s decisions
- To inspire glocal (local within global) performance
- Sales and marketing staff (central level) to become more aware of the challenges on the local level (and vice versa)
- To fuse together differing brands (are facing a merger or acquisition)
- To build a shared understanding of the new profile among key employees

KEY CONCEPTS COVERED

Strategic decision-making
 Customer responsiveness
 Customer segmentation
 Competitive landscape analysis
 Net Promoter Score (NPS)
 Branding & Image Tracking
 Pricing vs. profitability
 Marketing Agility