

# Fantasy Utility

# Case Study

## The Highlights

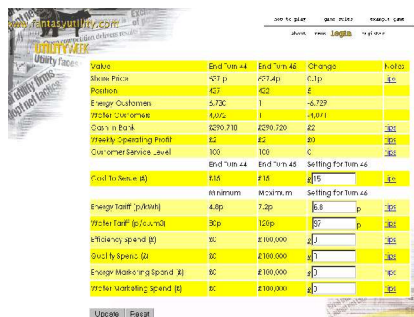
- On-Line business game based on the utility industry
- Attracted over 500 teams in key target companies
- Viral marketing increased participation and competitiveness
- Over £250k of advertising equivalent coverage generated

## The Problem

Our client was a leading supplier of software into the utility industry. With competition coming from global operations such as SAP and IBM, and a relatively limited marketing budget, trying to make their voice heard above the competition was not easy.

## The Solution

We worked with the client to develop an interactive business game for the utility industry. We further secured sponsorship of the game by Utility Week, the leading Utility Industry magazine. The game enabled players to take control of a virtual utility company, setting prices, marketing, training and technology spend to compete for the most customers, best revenue and highest share price. The game was played over the course of 9 months, and players received a weekly email giving details on their progress – and client marketing messages.



Value	End '04	End '05	Change	Notes
Share Price	47p	57.4p	1.1p	1.1
Revenue	62	62	0	
Energy Customers	1,700	1	-6,739	
Market Coverage	1,000	1	-0.011	
Cost of Sales	229,710	229,720	10	10
Market Operating Profit	40	40	0	0
Customer Service Level	100	100	0	0
Cost to Service (€)	114	114	0	0
Minimum	124,000,000	Setting for '04		0
Energy Staff (p/100k)	4.0p	7.0p	3.0	3.0
Market Staff (p/100k)	3.0p	10.0p	7.0	7.0
Market Spend (€)	0	1,000,000	1,000,000	1,000,000
Market Spend (€)	0	2,000,000	2,000,000	2,000,000
Energy Marketing Spend (€)	0	1,000,000	1,000,000	1,000,000
Market Marketing Spend (€)	0	1,000,000	1,000,000	1,000,000

## The Result

The game was played by over 500 teams, and was so successful it was run for a second year. Viral marketing resulted in many sub-leagues being formed within companies. Even staff from the industry regulator played. The game received over £250k of advertising equivalent coverage

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