

### **Peer assessment for Thao Thai's group**

Overall, I think the digital marketing plan for Lavishe was very well done! As a business owner, I would be happy with this marketing agency's work.

Please find below my key feedback points:

- Campaign's key messages are clear and the tactics used are convincing
- There are a few things that made the proposal convincing:
  - The team had done an extensive analysis of the digital marketing landscape in Vietnam, which explained the reasons why the tactics mentioned were chosen.
  - Target audience is clearly defined. I like that fact that they had created 2 customer personas, which made the campaign more relatable.
- The deck was well done with management consulting style presentation. It is also visually appealing, suitable for a fashion brand.
- Extra point: promotional video for Lavishe. I do not know if the video was specifically made for this assignment. If yes, definitely an extra point.
- KPIs and budget for the campaign are clearly defined.

All in all, I think the team has shown a good understanding of digital marketing and applied very well, especially adding the Vietnamese context. As a Vietnamese myself and knowing the market in Vietnam, I think this campaign can really be a successful one.