

1 Holst & Virtanen Strategy Project Peer Feedback

Overall, the strategy and presentation are truly impressive. The concept is well thought out and current. A truly out-of-the-box approach to the assignment. The overall feel is very convincing.

Content

- Holst & Virtanen have truly gone the extra mile in executing the strategy. For instance, the timeline provided is extremely detailed and thinking of the financing side is something other students did not consider.

Argumentation

- The business challenge is augmented clearly and makes one feel the campaign is justified from the very beginning. The suggested solution is a wonderful way to approach the described issue.

Presentation

- The slide deck is very convincing and professional. The structure is clear to follow and having a clear executive summary is great.
- The video presentation was professional, concise and to the point

Use of evidence

- There are many resources to back up their suggestions and the reference campaigns were a great addition

Applied understanding of digital marketing

- The concept is brilliant and building the phenomenon around it is well thought out and it is clear their understanding of how to make an impact within the target group is vast.
- Every aspect seems to be thought out and the approach is holistic.