

The presentation by Katariina Järvinen and Ebba Stelander presented a very plausible and super interesting to follow. The slides included all the important factors that were supported by the clear presentation. I also enjoyed the nicely thought out visuals that could be ready to use for the Soberlicious. In addition, the presentation showed that both of them has a very good understanding of creating a digital strategy and the concrete examples of for example possible influencers to partner up with or specific channels that they could use, were great additions. I think that the discussion of a community is also very fitting for the sobercurious topic. One aspect though that could have been a good addition to the combo is the metrics that the brand could use in order to follow how the marketing efforts done are performing. Additionally, some kind of assessment of possible risks or challenges could have been included. However, overall I really enjoyed their presentation and I would definitely buy what their selling – hopefully this bar could actually happen at some point!