

Feedback for Jussi Ojansuu and Eveliina Lehtisalo (Group 13)

Thank you for your presentation. You had a clean set of slides that was understandable with, as well as without the presentation.

During the video, I got the impression that you spent significant amount of time to create a company and its business model rather than the focus of this course – digital marketing. As a result, 4 out of 9 minutes felt like a pitch for funding the company rather than the campaign. I think however, that this is largely due to the assignment stating to choose a fictional company. Antti later explained to a smaller group of people, that he just wanted to give us a chance to work with our family's company or our own start-up, but we could also choose a known one. In case Antti should read this – this could maybe be stated more clearly on the next course to prevent misdirection of effort.

3min 25sec – over 1/3 of the presentation – where used to establish the fictional company and its goals. I think you did a good job in prioritizing what needs to be said. However, I think as the presentation was supposed to sell the media plan to management /investors, it can be assumed they are familiar with their product. Detailed info could have been provided on the slides and the intro in the video restricted to a simple summary and the business goals that are addressed by the media plan.

Unfortunately, it seems like creating the company took significant energy, leading you too only address the digital marketing tools, we mentioned in the lectures, without doing more extensive research on who your audience exactly is and why certain channels should then be used and what message should be communicated on these. What is the monetary budget for this campaign? Where do you prioritize? The channels could be adapted to the target audience. Where are these people, you want to address? Why LinkedIn, Instagram, and Facebook as main social media channels? Some background research would have been nice.

Lastly, I personally feel like the target group seems too broad. I think today's 16-year olds have a very different relationship to apps than 35-year olds. Also, how do you identify people that want sustainable information? Additionally, "provocative messaging" could result in different reactions between these generations. In the GenZ, psychologists are talking about a climate trauma, that leads to inactivity (decision paralyses), when being confronted with the issues, while older generations might need urgent kind of messaging to start acting. How do you respect this? Different channels?

Anyhow, although I am missing some background research, I think it is nice how you used the purchase funnel to explain where your different campaign components will be relevant, and I think you addressed the concepts mentioned in the lecture. I also like your choice of company! :)