

Feedback for Group 17

Thank you for your presentation. I think your short introduction of the company, was very on point and only presented us with the key things we need to know about the company. That's good as it left us enough time to focus on the main part of the assignment. Your slides in general were clean and easy to follow but provided enough information to understand the output without the presentation.

However, what I was completely missing were sources to your research. For example for the statement that Facebook is the most popular platform among "young people"(could also be defined better) in Vietnam. If I were to be an executive to decide based on your pitch, I would need this information.

Otherwise, I think you nicely stated the target audience and your goals. You also went into sufficient detail with what you want to display on the different channels to reach that audience. However, I would have appreciated some input on why you think that kind of content would speak to your chosen target audience. Some research to back this up would have been nice. Maybe you could even show what you also considered but didn't do and give reason to that. This can also deliver a lot of insight. However, I don't deem these 'alternatives' as necessary. Just an add on.

There were other places where I would have also liked a little more detail. It would have also helped to define "Ads through popular Facebook channels and groups" what are popular channels and groups for your audience? Also, the connection of the Facebook group to the marketing goals wasn't 100% clear to me. Is it an additional offering of the company, rather than marketing, or do you want to create your own future marketing channel through this?

Although, I was missing a certain level of research, I think as you are tackling the whole customer journey rather than focusing on one part of the funnel, it is ok, that you didn't go too much into detail. Afterall, the assignment instructions left it open for us to define our own scope.

Lastly, I liked how you optimize costs by only using paid media as a last resort- appropriate for a young company.