

Feedback – Group 5

Overall, a good work. I really appreciated the idea of transforming an influencer into a brand, like the Italian influencer Chiara Ferragni did (since I am Italian as well, she immediately came to my mind when going through your slides deck). The presentation's template is minimal, but extremely clear and appropriate to the content type. There are a lot of interesting suggestions that every influencer, who is eager to launch his own new brand, should follow. You started wisely by analyzing successful cases, capturing as many insights as possible, and you coherently adapted what you learned with your research to your specific case. You also properly implemented a sort of CSR strategy for your brand, which included the realization of the brand's products with sustainable and durable materials, highlighting in this way the importance of being as "green" as possible to preserve the planet. Identifying a customer persona for your work was a paramount, and you were able to describe her concretely and fully, by conveying the message that your strategy is well-thought out and implemented. You have clearly stated the digital marketing goals that you wanted to achieve, but in my opinion, you should have provided more concrete examples, such as thinking about an Instagram story for the content marketing, to make the presentation more engaging. Finally, I would have appreciated if you forecasted some marketing metrics, by making some assumptions and calculating reach, impressions, and most importantly ROI, which is fundamental in today's marketing. I noticed that you invested time in your work, and for this reason it was pleasant to go through the slides and watch the video presentation.

Well done!

Matteo Sorrentino