

## Gamers for Change - Lou Holst, Miia-Mari Virtanen Peer review

By Muzaddid Ahmed

What a great idea and concept! As someone who is an avid gamer, and has played Fortnite, I really saw what they were going for and how feasible it actually is. I'm definitely convinced and it helps that a lot of the things they propose have already been done and are fully possible. While the concept of an in-game concert may sound weird to someone, there has been multiple in Fortnite with attendance ranging in millions, and seeing as Billie Eilish is in collaboration with Greenpeace, getting her to do the show is possible. I really like how they chose to address such a crucial business problem with a solution that is so obvious and effective, it's surprising that it hasn't been implemented yet or at least given a chance. What thing I would note is that since the target group is 18-25 year old men, Billie Eilish may not be the best to get their attention, but in fact someone like Travis Scott would work better, but it'll bring up challenges with the financing. All in all I'm very impressed with the thorough, well thought out and extremely digital marketing campaign that has been presented and the slide deck looks immaculate to top it all off.