

Peer feedback for the presentation 'Soberlicious – A new social mocktail experience bar in Helsinki'

This presentation's strength was certainly in the overall concept, that was so well figured out, and tied into the current trend of going sober curious. Especially the beginning of the presentation was brilliant, for the way it explicated the gap in supply in Helsinki, and how soberlicious would effectively provide for that. I appreciated the strength in the argumentation, paired with the visuals, both building for a vivid case of the brand.

Moreover, the visuals throughout the presentation were beautiful, and purposeful. What I mean is that they really added to the delivery. They made grasping the different aspects of the digital strategy easier. Also, allowed the brand's essence to show.

The five digital marketing tools presented were smart. They covered all the essential aspects of a current, up-to-date, digital marketing strategy. Given the nature of the brand, the strong focus on social media, Instagram, and influencer marketing felt right. Also, the choice of the main influencer, Hanna Tikander, for she has been a longstanding ambassador of the sober lifestyle. Pairing her up with Janita Autio, an influencer that has not yet promoted soberness that much, for the purpose of targeting the audience still new to the phenomenon, was really cleverly thought out. The last sections of the digital marketing tools – SEO, email, and paid ads – were presented in good detail, too. I think it showed that they were tailored for the soberlicious brand specifically.

Considering the time frame of the presentation, it is really hard to find any space for additions, or criticism. The assignment was clearly understood, and answered coherently.