

Name: Thao Thai

Student Number: 713465

Peer Review

**Case: Limón Company (By Laura From, Tea Mertaniemi)**

Limón is a rental clothing provider in Finland. The presentation starts out with clearly defined and selected value propositions, focusing on value creation, customer experience, sustainable fashion.

Firstly, regarding the content, this presentation is certainly comprehensive, covering company and market analysis as well as digital marketing strategies. The team's analysis of the company and the market provides a holistic view of the environment that the company is operating, consequently determining their marketing strategy to establish a position in the market. They also include a detailed description of target market or customer segmentation, which allows me to see the effectiveness of their selected marketing tactics in terms of reaching their target audience.

Secondly, their discussion of a wide range of digital marketing tactics reflects the team's comprehensive understanding of the subject. An example is included in each of the tactics, which helps me to better evaluate the feasibility of the tactic. However, there is still a lack of performance metrics and specific goals for some of the tactics. The inclusion of such metrics would allow the management to see how well each tactic performs.

Overall, the team manages to deliver a detailed, well-structured presentation, in which they are able to illustrate their understanding and the know-hows of different digital marketing tactics. Their delivery is also engaging to the audience.