

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

How Can Co-creation Change the FMCG Marketing

Author of the Master's Thesis:

Bc. Filip Froněk

Goals of the Master's Thesis:

The main research question of this thesis is to analyze how co-creation should be used in international marketing of FMCG companies. In order to answer my research question appropriately, I set down three objectives. The first of them is a deep analysis of current trends in marketing with focus on digitalization and especially co-creation. The second one is the creation of a guide explaining how co-creation should be applied to international marketing. The final objective would be to show the

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and formal requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	97
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

I have read Mr. Froněk Master thesis with strong interest and appreciate his general theoretical overview and evaluation of Fa's Co-creation project. Moreover I agree with the conclusions which as from now will be implemented in Henkel's approach for future co-creation projects. Additional question from my side: Isn't there a risk of limiting creativity and own interpretations by trying to control the outcome of the co-creation process? To which extent should the company control the process? Isn't controlling the process a contradiction to co-creation? Additional question II: How could we improve the briefing, which Fa gave to Eyeka to explain the positioning of the brand?

The name of the opponent:

Pieter Willems

The employer of the opponent:

Henkel AG & Co. KGaA

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

27 January 2014

Pieter Willems

Signature of the opponent

Henkel AG & Co. KGaA
D-40101 Düsseldorf