

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

How the Influencer/Celebrity Brand Endorsement and the Identity of the Endorser Influence the Customer Engagement of Female Millennials in the Czech Republic

Author of the Master's Thesis:

Mohamed Amine Najid

Goals of the Master's Thesis:

The aim of the study is to extend the literature review in regards to brand endorsements and investigate its impact, along with the influence of the endorser identity, on different indicators of customer engagement. In this sense, the study will address the following variables: self-brand connection, brand involvement, brand purchase intention, and finally brand loyalty. In addition, the research will study the impact of endorser-product congruence on the dependent variables.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Conclusions were constructively presented with different point of view that colorates with existing market and trends situation. Missing the key traditional channel – retail as it can offer better understanding of influence when choosing celebrity / influencers.	20	15
	Goals	The goals of the thesis were all answered.	10	10
	Methodology:	Methods were used with relevancy to the selected topics and key finding in pre-test. I would challenge the choose of the 4 indicators more closer to the IAB Europe's Brand Advertising Committee current marketing metrics Adv. Re-call, Brand awareness/uplift approved by IAB Europe's Brand Advertising Committee.	20	15
	Theory/ Conceptualization:	Content shows deep understanding of the topic and relevant literature. Might go deeper and concrete usage of recent studies of consumers behaviour and of the market as the focus is focus on closed beauty category.	20	17
Formal requirements 15%	Structure:	The structure is clear and consistent, leading to final conclusion and open questions.	3	3
	Terminology:	Adequate to needed level.	4	4
	Formalities:	Adequate to needed level.	4	4

	Citing:	Adequate and relevant to needed level.	4	4
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

Klikněte nebo klepněte sem a zadejte text.

Questions or comments to be discussed during the thesis defence:

Based on the presented conclusions – what role is Influencer/Celebrity playing in Online-to-offline (O2O) commerce business model?

What the author thinks about the future of Influencer's vs Celebrity role in overall omnichannels marketing mix?

What other channels appart from social/magazine would author consider based on presented results?

How would the conceptual model look with the use of IAB Europe's Brand Advertising Committee current marketing metrics? Does the author think that it would lead to similar results?

The name of the Opponent:

Ing. Jan Los

The employer of the Opponent:

L'Oréal česká republika s.r.o.

Date 6. 6. 2019

Signature of the Opponent:
