

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MIB
<b>Student:</b>	Anatskaya Anna
<b>Title of thesis:</b>	Digital Marketing Strategy for Luxury Cosmetic Brand in Russian Market: Case study of Lancôme

**Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.** Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.

A variety of companies now sell online and use digital marketing. Why do companies need a digital marketing strategy? The simple answer: because without one company will miss opportunities and lose business. Formulating a digital marketing strategy will help company to make informed decisions about foray into the digital marketing arena and ensure that efforts are focused on the elements of digital marketing that are most relevant to company's business. It's a crucial first step towards understanding how the constantly evolving digital marketplace relates to company and how it affects the relationship between business or brand and customers and prospects. The goal of this research is to elaborate the framework for the digital marketing strategy development for the luxury cosmetic brand operating in Russian market. Research tasks: analyze Internet trends for the luxury cosmetics market in Russia as well as the internal capabilities and resources for digital marketing activities and the possible digital marketing strategy for the brand. The last task was to draw the conditions and limitations for digital marketing strategy development.

**Structure and logic of the text flow.** Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.

The thesis is structured in a logical way. The structure of the research is divided in to several parts. The literature review which consists of theoretical overview on digital marketing, digital marketing strategy, presents main theories of marketing and business strategy. The last part of the literature review is the digital marketing strategy framework development. The theoretical part is finalized with the model of relationships between factors and outcomes and hypotheses. The empirical part on methods and data description includes the focus group analysis, interviews, social networks followers' analysis, competitors internet activities analysis. This part is characterizing the process of the digital marketing strategy framework implementation into life on the example of Lancôme brand. The last chapter provides the overall conclusion of the research. Both theoretical and empirical part of the thesis are consequently quite aligned in terms of their structure.

**Quality of analytical approach and quality of offered solution to the research objectives.** Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.

Author demonstrated a good example of autonomous thinking and research work by conducting the study and interpreting the results.

**Quality of data gathering and description.** Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.

Most of the data was taken from Lancôme and is up to date. The list of references is complete and relevant.

**Scientific aspect of the thesis.** Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.

The digital marketing strategy development framework was formed, a set of suggestions and limitations for digital marketing strategy development for all luxury cosmetic brands in Russian market were developed.

<b>Practical/applied nature of research.</b> Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.
Efficiency of developed framework was empirically tested on Lancôme digital activities in Russia. Within the period of almost five months, the digital marketing manager as well as the marketing director highly evaluated the elaborated digital channels development tools.
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
The thesis' layout corresponds with the requirements to master thesis of MIB program. All the tables and figures are properly edited.

The Master thesis of Anna Anatskaya meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date 14.06.2013

Scientific Advisor:

*Associate Professor Sergey Yablonsky*

