

# Review of: "Evaluating the effect of BJI's marketing campaign on sales performance in the UK"

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**Potential competing interests:** No potential competing interests to declare.

- 1.- A better structure should be given to the material, making the Introduction, Objectives, Methodology, Results and Discussion and Conclusions clear.
2. -The tables should be improved, but better than that, replace them with a line graph to better check progress.
3. -I don't understand why for the USA and U.K. it analyzes Bracelets and for Japan Necklace. It must be homogenized to be able to compare.
4. -I don't see how you can confirm that the increase in sales is related to the campaign in the U.K. and mainly affecting other markets. It does not mention exactly what this campaign was.
5. – The most important. There is no scientific methodology, or at least a well-structured one, for carrying out the article.
6. - It should not be accepted