

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.

Dear Authors,

The main idea of the study is interesting. However, currently, it feels unfinished.

1. Restructure into the following sections:

- Introduction
- Theoretical background
- Methodology
- Results
- Discussion
- Conclusion
- References

2. Expand on the Theoretical background

3. Expand the literature review with new additional references.

4. Discuss the implications of the paper

5. Discuss the limitations and advantages of your study

6. Discuss guidelines and idea for future potential studies in this domain

Kind regards,

Reviewer