

Unlock the Secrets to Marketing Success: Success Stories from Our Clients

Discover Real Marketing success cases



<https://www.wegrow-app.com/>



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About Wegrow

The best practices revolution

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Wegrow is the platform where your teams share & scale marketing, sales & operation best practices to drive efficiencies.

Wegrow's mission

Our mission is to transform the way companies approach sharing and scaling best practices. We believe that by empowering teams to easily share their knowledge and experience, we can help drive ROI and margin growth. We want to make the process engaging and even fun, so that people are motivated to participate and contribute their insights. By doing so, we can help businesses unlock the full potential of their teams and drive lasting success.

The most efficient way to drive results in large organisations is to share & scale best practices, but the process is inefficient.

55%

of business leaders think

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that "best practices are the most efficient lever to drive business results, in front of investing more, recruiting more or re-organizing teams".

93%

of business leaders consider

.....

that "current processes and tools are inefficient".

350H

per month wasted

.....

for a team of 100 collecting, distributing and following up on the scaling of best practices.

Wegrow benefits



Increase margin.

Scaling best practices is the best way to avoid re-inventing the wheel. Wegrow helps your teams to share and scale marketing, sales & digital best practices to drive savings & growth.

20 best practices scaled per year for a team of 100, resulting in 1 to 3 Million € savings.



Save time.

20% of your teams' time is wasted hunting for information (Mc Kinsey study), which often leads to frustration. Cut this loss by half with Wegrow, through faster collection of intel, less reinvention of the wheel and faster projects.

10% team's time saved, equivalent to 10 full time employees for a team of 100.



Engage your teams.

People feel rewarded and their great initiatives are recognized by their top management. Wegrow helps you to detect, motivate and keep your talents.

200 best practices shared per year for a team of 100.



Wegrow's vision

To be the leading digital platform for organizations to efficiently share and implement best practices, resulting in improved collaboration and increased profitability.



About the Marketing cases



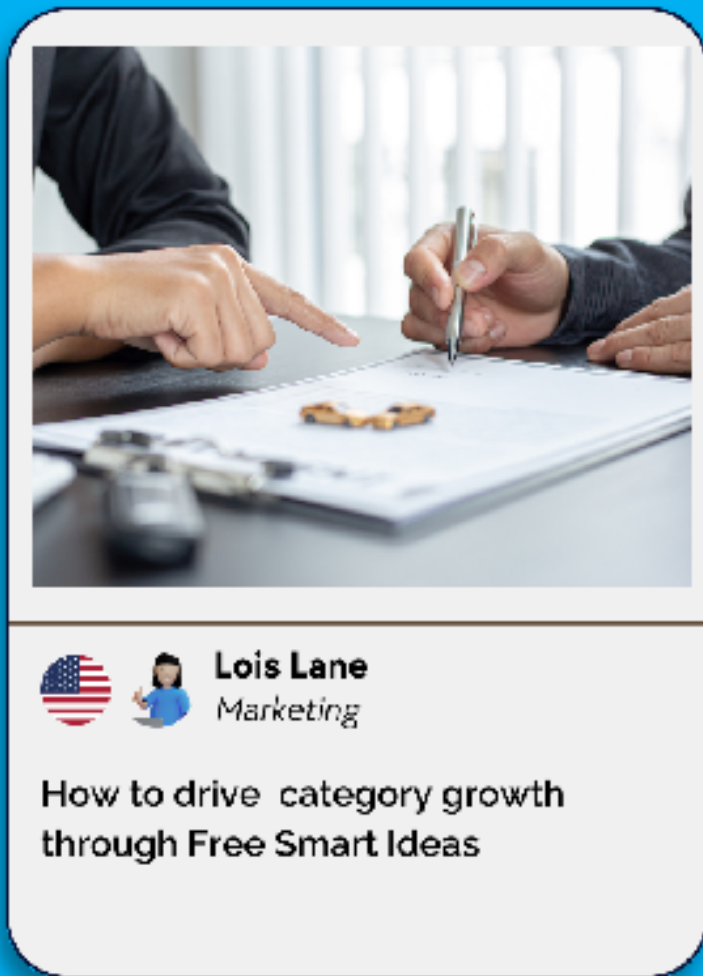
Disclaimer: Some information presented in this report may have been altered or hidden in order to protect the privacy of our clients. However, we assure you that the actual results and information presented are based on real data and have not been manipulated in any way. We take our clients' privacy very seriously and have taken appropriate measures to ensure that their sensitive information remains confidential.



wegrow Case Study



How to drive category growth through Free Smart Ideas



Lois Lane
Marketing

How to drive category growth through Free Smart Ideas

KEY CHALLENGES

Our brand was in slow decline as well as the category because no new consumer were coming to the category.

No differentiation was done through product origin on this category which was largely commoditized.

KEY INITIATIVES

- We showcased the fact that we had linked to local production to create a stronger sense of local community. Our packaging insisted on unique ingredients that could only be found in this part of the world.
We also developed recipes to mix our product with complementary ingredients by bartenders to have a stronger sense of belonging to the local region. These recipes were communicated to iconic bartenders in the region on online.
- We engage local LGBTQ plus association in order to drive cultural relevances. We identified icons of invisible figures of the community locally to have them create their own recipe with our brand and we sponsored their key events.

KEY RESULTS

1%

We drove plus 1% versus before in organic media reach and we drove 20,000 clicks on Ecommerce to drive sales. We achieved our goal of driving category growth by becoming the number two recruiting brand for the category.

KEY LEARNINGS:

- ✓ We will keep connecting with LGBTQ Plus community to drive relevance as it created a strong sense of belonging and uniqueness around our brand.
- ✓ We will improve coordination between media buying and local community organization, local community activation, especially on the out of home media buying to make it more relevant on presize.

wegrow Case Study

How a leader in food and beverage saved €500,000 by scaling globally a winning creative campaign



KEY CHALLENGES

Teams were very autonomous at a local level, which meant that every marketing director was creating his or her local communication campaign.

40% of the marketing spend was in creating content on only 60% in purchasing media

KEY INITIATIVES

- The marketing team based in Australia shared how they developed a communication campaign which drove plus 3% growth on the broad with a return on investment of 1.2.

This communication campaign was also rewarded as a grand prix for out of home advertising of the year from the local association. The global team of this company, supported by Wegrow showcased this campaign and pushed it for reuse for other local markets.



Charlie Brown
Marketing

How a leader in food and beverage saved €500,000 by scaling globally a winning creative campaign

KEY RESULTS

€500,000

Free Markets reused the Communication Campaign: UK, United Arab Emirates or New Zealand. As a result, €500,000 was saved in creative development to be reinvested in media buying.

KEY LEARNINGS:



Sharing Local Assets helped to reinvest money in working media.



Learning out of home campaign on Ecommerce campaign are the easiest to reuse with minimal adaptation fee.

wegrow Case Study

How to drive a cultural relevancy in a unique way while being efficient with its marketing budget



KEY CHALLENGES

Our clients are leading premium food global brand was losing cultural relevancy.

This problem was tackled with local activation that were each time a one off with zero synergies created between the different markets

KEY INITIATIVES

- The team based in China from this brand created a unique partnership with the Schengen Fashion Week, where local designer used the brand colors to do designer fashion clothes which were displayed during the Shanghai Fashion Week, driving \$1 million plus of media coverage. This campaign was then showcased on Wegrow to be reused by other markets.



KEY RESULTS

\$5 million

The brand drove \$5 million plus of press coverage globally while minimizing media spend

MORE RESULTS

The German Berlin show of Mercedes Platts Berlin and the Korean Fashion show reused the material that was designed by the China marketing team. They even shipped dresses done in the Shanghai Fashion Show to be reused in Berlin and Seoul

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