



**Implementing Wegrow
to improve markets visibility
and scale best marketing
initiatives at Henkel**

About Wegrow

THE BEST PRACTICES REVOLUTION

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

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".

350 h

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.



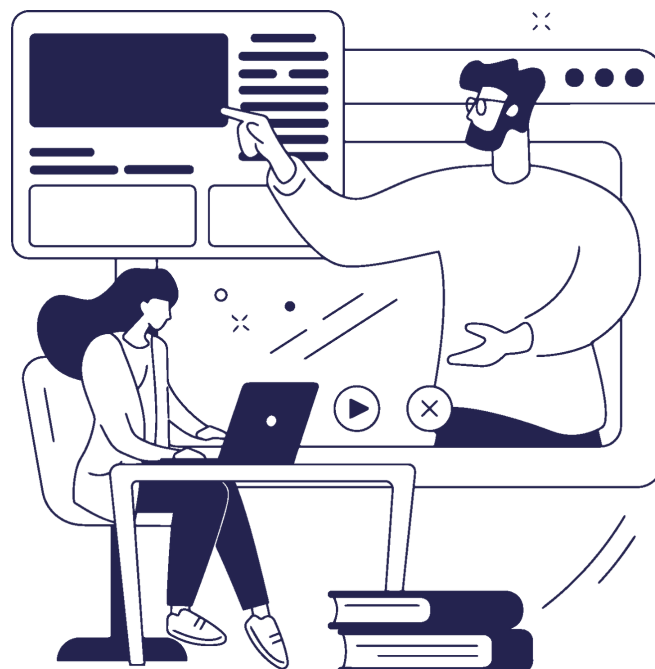
About the Henkel Case

The Challenge

Henkel is a leading producer of consumer and industrial goods with a presence in multiple markets worldwide.

The company leaders wanted to scale best practices to drive faster growth, by identifying local successes that could be replicated worldwide.

The central team had limited visibility on local market activities.



lack of motivation for local teams to share their successful campaigns and activations.

limited scaling of successful campaigns, and outstanding activations staying local, without real global synergies.

The Solution

Henkel deployed Wegrow to engage local markets to share their best activations on a regular basis. Wegrow's client success team animated the community of local marketing & sales managers and organized contests between the markets to drive engagement. Wegrow's key account manager tracked specific results on global priorities such as marketing campaign efficiency, point of sales material efficiency & e-commerce, and selected the best contribution to showcase to top management.

The Results

- The solution within 12 months, with marketing, trademarketing, sales functions sharing transparently their successes and failures The implementation of Wegrow helped Henkel at 3 levels : improved organization, more efficient marketing & sales spend, and faster talent recognition.
- At the efficiency level, the global team saved time by having immediate access to an organized library of best practices, and the local team can now pick and choose vetted best practices to reuse in their market, resulting in time & budget savings.
- At the talent recognition level, central teams now reward monthly the top 5 talents that shared the most successful activations & innovations, driving a much better sense of 'winning as a team' between central and local markets.

2100

BEST PRACTICES

within 12 months, with marketing, trademarketing, sales functions sharing transparently their successes and failures

A word from DIMITAR DUNCHEV

Dimitar Dunchev is the Marketing Strategy Manager from Henkel ACC. Here is what he had to say about his experience using Wegrow with his team.



Dimitar Dunchev

“

By instantly sharing great ideas and best practices, the Wegrow library engages our multinational teams and inspires them beyond belief. The userfriendliness of the tool effortlessly facilitates communication between countries and saves time by quickly accessing a library of relevant and duplicatable practices and ideas.

”

What Henkel says

International Marketing Director



Jaroslaw DABROWSKI

"The difference between cost and investment is an important concept to understand when managing a business. Launching a tool is always seen as a cost related both to the license fees and to the change management required to onboard people.

The Wegrow platform is designed to scale up best practices, that will ultimately have a positive business impact, and empowers your teams to be recognized for this. You should consider it an investment with a future return, both through income or team engagement."

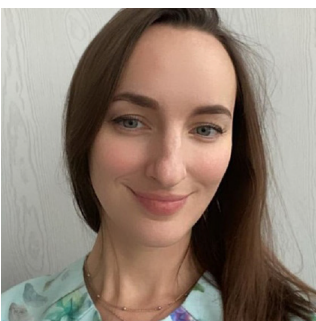
Lead Application Engineering CZ/SK



Slavomir VICIAN

"Wegrow and especially Best Practices give us a great place to share ideas and experiences across all countries. We are from different cultures, with different ideas but we all have the same goal."

Brand Manager



Tatyana TETEREVA

"I feel like it's important to share market insights and best practices with colleagues – and what is more important - to re-use content and practices already tested. Wegrow helps Henkel save all kind of resources – time and money, but also inspire and feed teams with new ideas relevant for construction market."

Some of Wegrow's client

Our clients shared 20.000 + best practices in 2022



KraftHeinz

Mondelez
International



SUNTORY

CAMPARI
GROUP



Barilla
The Italian Food Company. Since 1877.

Intermarché



 PUIG



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