

Spotlight.

American Flatbread uses ProQuo for AI Brand Management

US premium pizza brand, **American Flatbread**, is on a mission. They want to provide unbeatably tasty products that are flavorful, nutritious and fresh, but don't compromise on their key company value, sustainability. The brand takes pride in their products, choosing to mimic the restaurant experience through premium ingredients and a personalized creation process. The team even physically roll their dough in-house and create their sauces from scratch.

American Flatbread Results:

Dollar Growth (Natural Grocery Channel)* **+50.3%**

*SPINS Data 52 Weeks ending 12.27.20

Repeat rate: **+50%**

Empathy score: **+22%**

Connection score: **+50%**



"ProQuo is a fantastic platform that's made everyday Brand Management so much easier, helping us to run every facet of our business more confidently. What sets ProQuo apart is their guidance, which is AI-powered with a deep understanding of how consumers feel and think."

Allison Houle, Director of Marketing
| **American Flatbread**



Why we're on ProQuo

- | | | | |
|--------------------------------------|----------------------|-----------------------------------|--------------------|
| 01 Manage our Brand Strategy | ████████████████████ | 06 Optimize our Campaigns | ██████████████████ |
| 02 Drive our Distribution | ████████████████████ | 07 Gain Market Share | ██████████████████ |
| 03 Grow our Penetration | ██████████████████ | 08 Build Trade Stories | ██████████████████ |
| 04 Lead our Competition & Category | ██████████████████ | 09 Drive our Brand Awareness | ██████████████████ |
| 05 Maximise our Marketing ROI | ██████████████████ | 10 Land New Product Development | ██████████████████ |



Growth Challenge

With COVID-19 disrupting category needs across the board, American Flatbread needed up-to-the-minute intelligence to ensure survival in a deeply competitive category, so they could exit the pandemic in a stronger place than they entered it. A compelling retail story was also a top priority for the brand to boost their distribution and shelf space in both local and national stores.

**Then they said
Hello to ProQuo AI.**

With ProQuo, American Flatbread has access to real-time intelligence on their category, competition and consumers. This in-depth understanding is crucial for American Flatbread's brand strategy, helping to keep them on top of consumer needs, adding more color to briefs, providing custom action-plans, guidance and a closer understanding of target audience, as well as assisting with reporting, retailer pitches and everyday brand management.

Using ProQuo to build a compelling trade story

"Without the platform, we wouldn't have gained traction with one of America's largest retailers. They were really impressed with our data, as it showed a clear correlation between marketing spend and impact."

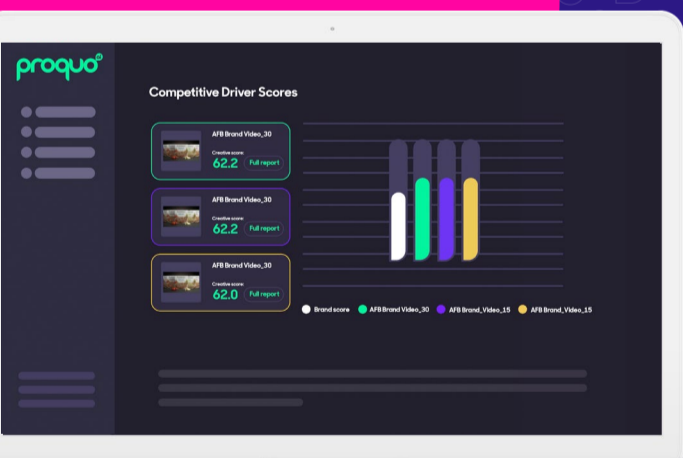
Before ProQuoAI, retailer meetings were a huge headache for American Flatbread. It was difficult to prove brand value in an overcrowded category without concrete data to show growth and development. But with the ProQuo platform, American Flatbread have the ability to create persuasive retailer stories, at the touch of a button, helping them prove to buyers they will drive category growth.



Using ProQuo to brief agencies

"Meetings with our content provider are so much clearer now we have ProQuo. Before, it was never certain which direction we should go in but now we know exactly which areas to focus on because of the 16 Drivers. Each month, we make sure our content is based around our Driver Scores."

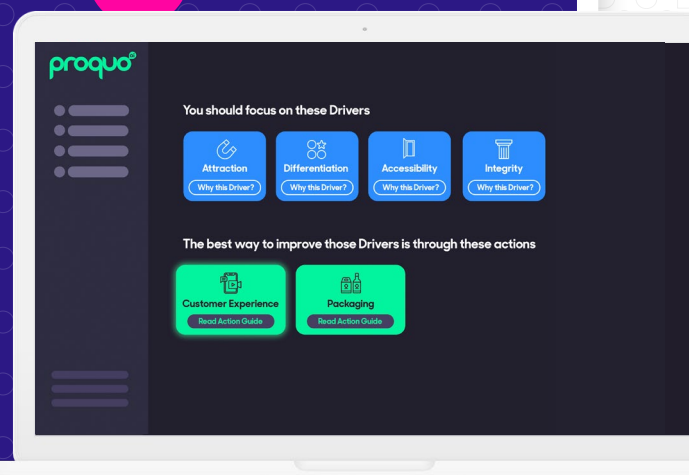
American Flatbread used to find it difficult to communicate what they really wanted to achieve with their work when speaking with agencies. But now they regularly use ProQuo data from BrandManager (ProQuo's live Brand Management platform) and CreativeLab (ProQuo's creative optimizer) to brief stakeholders. The quality of their briefs has been taken to the next level, as they are now based around the 16 Driver framework and real consumer feedback, generated through CreativeLab. The brand has noticed more clarity and consistency around output and is better able to hold stakeholders to account due to the real-time nature of ProQuo.



Using ProQuo for brand management

"Before ProQuo, we wouldn't have known for certain which actions to take to grow our brand. Now with ProQuo's AI-powered custom action-plans, we know exactly what to do to ensure growth. We've already adapted our customer experience based on the guidance, introducing more personalization to engage with consumers on a deeper level. We're already seeing huge benefits."

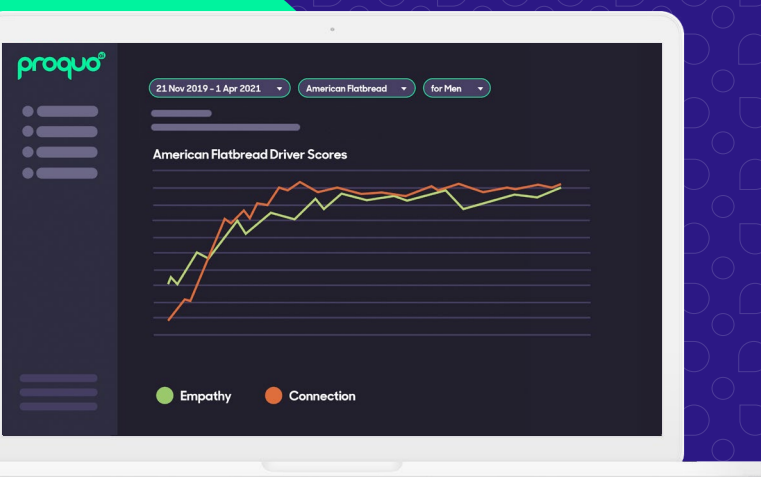
American Flatbread's brand strategy has been supercharged through Guidance, which has informed direction and shed light on areas that require improvement. Their monthly reports now revolve around ProQuo data, and the Drivers are being used both internally and externally to determine where the brand should focus their efforts and resources. Clearly, it's working as the brand has achieved a repeat rate of almost 50%!



Using ProQuo to identify new audiences

"Without ProQuo, we would have missed a fantastic opportunity to grow our sales within an untapped audience segment. We thought our audience was 90% female but through ProQuo, we saw the brand was stronger amongst men, so we pivoted and adapted our communication strategies to engage with this new audience. The conversion rates have been phenomenal, and we now have a new top audience, male pizza lovers."

Through ProQuo's segmented data, American Flatbread discovered a completely new audience. ProQuo's analysis and custom guidance engine helped the brand to extend their reach to a new group, and this has informed their communication strategies ever since. The brand has seen their Connection score amongst men grow by 50%.



Want to grow your brand like American Flatbread?

Say hello to us