

Spotlight

Miso Tasty

Uses ProQuo AI to Prove Return on Marketing Spend

Miso Tasty is now listed in all major retailers in the UK, and with their expanding product range, are on a mission to become the no. 1 brand for Japanese home-cooking.

ProQuo AI results: NPD launch

Relevance Score:

30%
increase



Empathy Score:

26%
increase



ProQuo AI results: Digital Campaign

Performance Score:

11%
increase



Clarity Score:

8%
increase



Miso Tasty Results:

Units sold:

12%
increase

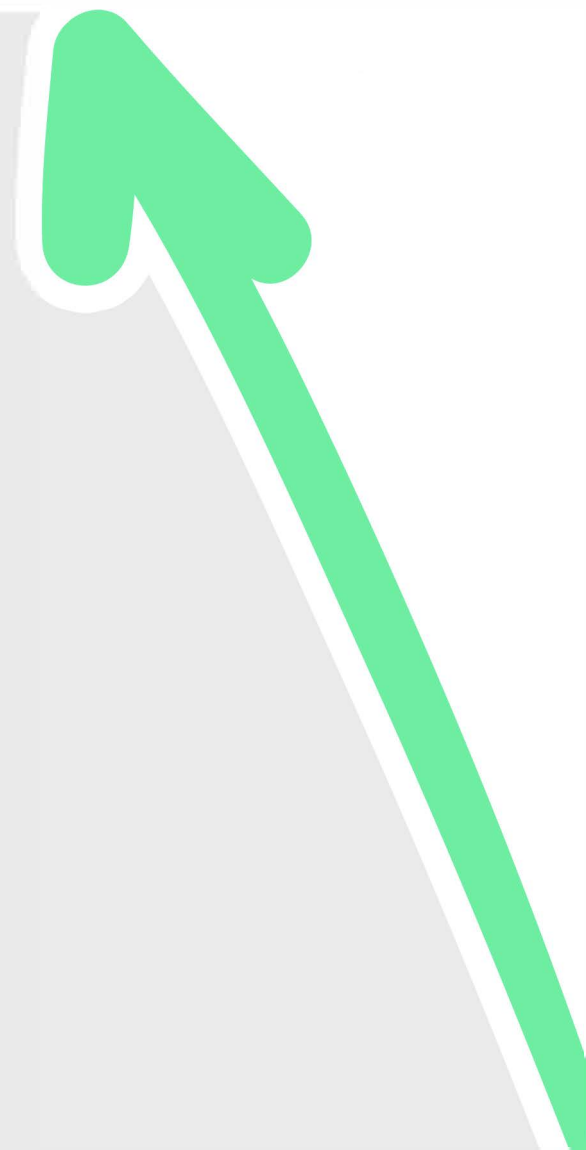


"Finally, I can track the impact of our marketing activities, down to the day. What messages should I focus on? Are we being memorable? And most importantly, is it driving sales? ProQuo AI guides us every step of the way."

- **Bonnie Chung | Founder**

Growth Challenge

For challenger brands like Miso Tasty, every penny counts. Miso Tasty had ambitions to **drive the awareness of their brand** in a really big way. But with no way of effectively understanding the return a campaign investment would have on their brand's value, they were hesitant to spend big bucks on media.



Then they said hello to **proquo**^{ai}

With ProQuo AI, Miso Tasty are able to see **the immediate impact of their marketing campaigns, live**, on their brand versus their key competition, reassuring them that the investments they make are **positively impacting how people felt about their brand.**

Since joining ProQuo AI, Miso Tasty have run two campaigns: the first for the launch of their new cooking sauces, and the second a major digital campaign to support the taste of their core business.



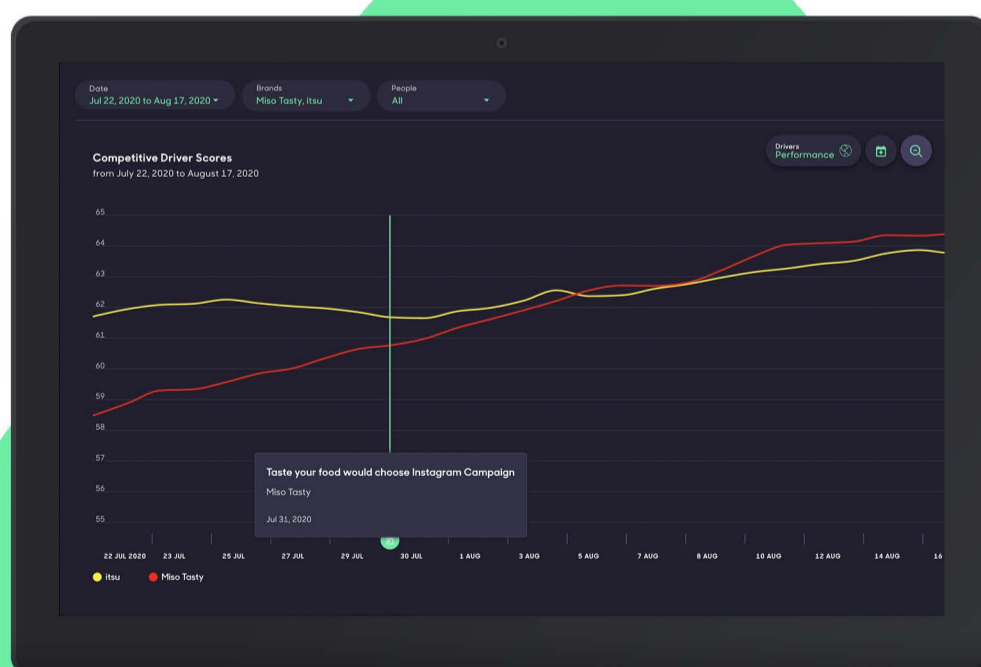
The Launch of New Cooking Sauces

With their new range of cooking sauces, Miso Tasty's aim was to drive their brand's relevance and meet the changing needs of the category during lockdown. **Miso Tasty saw an immediate rise in both their Relevance and Empathy scores**, once the campaign went live.

Digital Campaign on Taste

With the ability to understand the instant impact of their marketing activity, Miso Tasty then invested in above the line media – this time with a digital campaign promoting the taste of their product.

People's perception of the brand's taste grew in-line with their media investment, as they saw an immediate rise in their Performance score once the campaign went live, which saw them overtake the competition in this Driver.



Want to grow your brand like Miso Tasty?

Say hello to us