

Spotlight.

Mother agency, Broody, uses ProQuo AI to supercharge marketing campaigns

Creative agency, Broody, was founded in 2017, as an essential part of the Mother Family (AdAge's 2020 International Agency of the Year). Broody is the ultimate brand incubator - delivering bespoke, world class brand building strategies for consumer-facing brands, while working directly with Mother on creative communications and placement. This year, they used ProQuo to create a stellar TV campaign for CleanCo, a new no alcohol spirit. The result of which was a 600% increase in retail value and national distribution in over 478 UK stores.



"ProQuo's real-time campaign monitoring is incredibly fast and straightforward, so it unlocks confident decision-making quicker. It's feedback we can rely on."

Andy Medd
Founder
| Broody



CleanCo results Post-Campaign:

Retail Sales Value:

+600%

National Distribution
(Morrisons)

478
Stores

Website Visits
(Post-Campaign)

250K

Relevance Driver:

+20%



Clarity Driver:

+17%

A→B



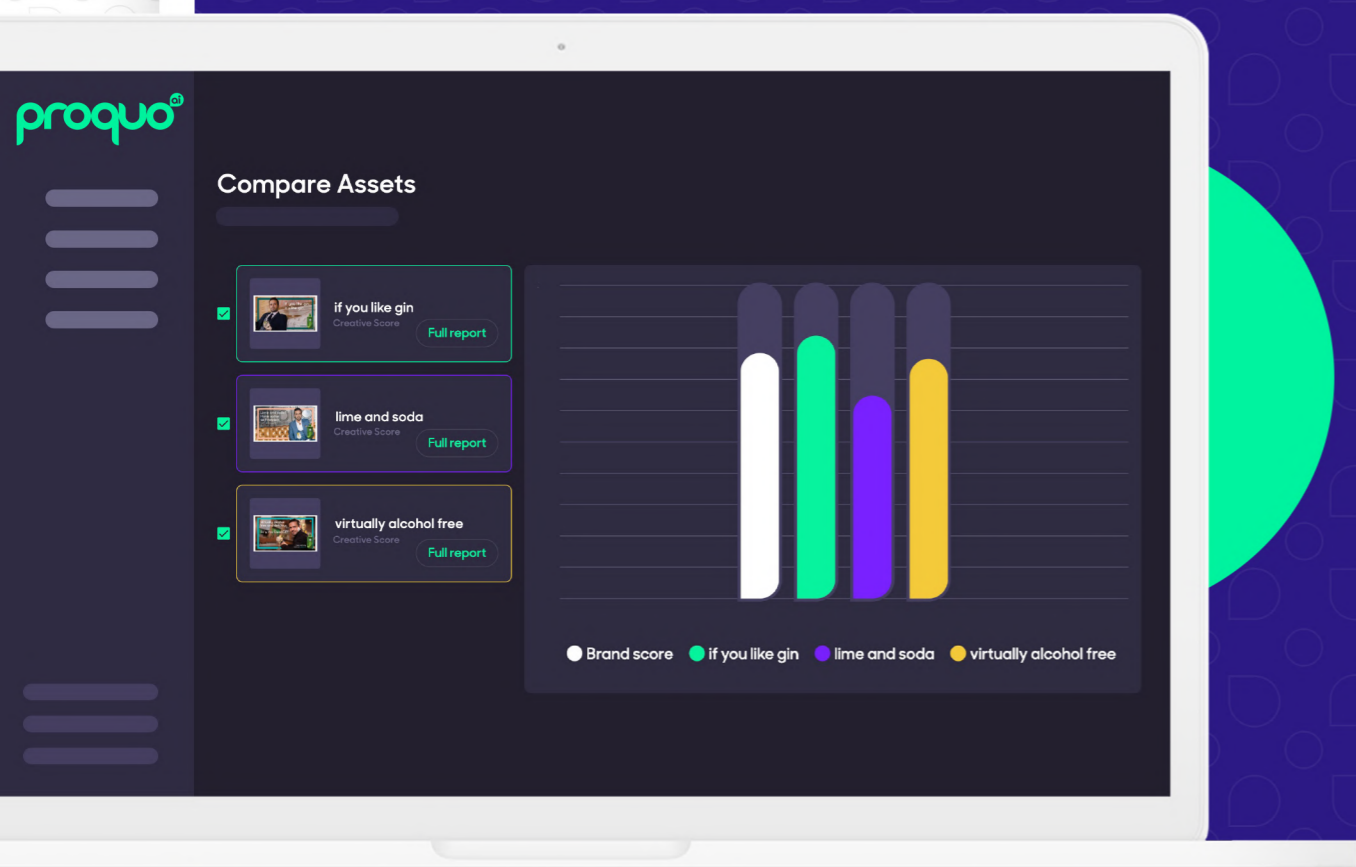
Growth Challenge

As CleanCo was operating in a relatively new category, a key challenge for the brand was low awareness, both on a brand and category level. Because of this, the brand needed smart intelligence to help them introduce new customers into the market, build awareness for the category at the same time as the brand, and inform their TV campaign.

Then they said Hello to ProQuo AI.

"We know what we're trying to achieve but we need help understanding which messaging strategies to adopt. With ProQuo, we're able to make these decisions with confidence, knowing our choices are based on smart real-time data."

With ProQuo's AI Brand Management platform, Broody can make better decisions, that are informed through data. Through ProQuo, Broody was able to explore the impact of different creative executions on their campaign. And the agency is continuing to use ProQuo for ongoing monitoring, to see how the campaign is progressing, and to understand which advertisements are landing and why.



Using ProQuo AI to optimize creative assets

"The speed of ProQuo's CreativeLab is incredible. There's nothing cooler than being able to see actual responses on your assets, in hours. Quarterly dips, focus groups... forget it. CreativeLab has seriously changed the game for marketing optimization."

Broody needed more certainty around messaging to help them identify the content to use in their upcoming campaign. With ProQuo's CreativeLab, they were able to try out a series of copy options to see which would be most effective. This informed their messaging and media strategy, guiding Broody to go with a multi-messaging strategy rather than singular messaging. The end result? CleanCo's website traffic increased by 250K in just one month.

Using ProQuo AI to gauge marketing impact

"All the questions you'd ever want to know about ads and never had the opportunity to answer before with pre and post-campaign reports, are immediately resolved with ProQuo. The real-time nature of the platform gives us answers to the tough questions so we can understand the impact of our assets from the moment they go live."

To accurately judge the performance of their campaign, Broody used ProQuo's 16 Drivers of Relationships. The 16 Drivers added texture to Broody's campaign findings, helping them to make sense of their data and enabling them to isolate the success of their assets from the noise of the category. Because of the Drivers, Broody could identify the impact of their messaging to see what the most effective content option was.



Using ProQuo AI to inform future campaigns

"ProQuo's real-time analysis helped us to understand more about our creative assets and this has informed our second burst of advertising, as we now know which areas to invest in for future activity."

Through the ProQuo platform, Broody can see the long-term impact of their messaging on brand performance. For their second burst of activity, Broody took this data into account, selecting executions and copy that differentiated CleanCo from their competitors (as seen on the ProQuo platform). They found that intrinsic-led messaging was most holistic. Because of ProQuo's intelligence, Broody now have certainty they're investing in the right areas.

Want to drive creative development
like Broody and CleanCo?

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