



# Spotlight.

## CleanCo uses ProQuo AI to gain distribution and optimize ATL campaigns

**CleanCo** is revolutionizing the spirit industry one clean gin & tonic at a time. Founded by TV star and entrepreneur, Spencer Matthews, the company has taken the low and no alcohol market to new levels, with a range of low calorie, delicious drinks, including clean versions of gin, rum and tequila. This year they've released new products, unlocked more distribution and launched a highly successful ATL campaign.

ProQuo AI 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



"ProQuo AI has helped us to unlock additional investment, as it's enabled us to justify the value of our brand by demonstrating the impact of our marketing spend to internal and external stakeholders."

**Dean Lavender**  
Head of Marketing  
| CleanCo



## Growth Challenge

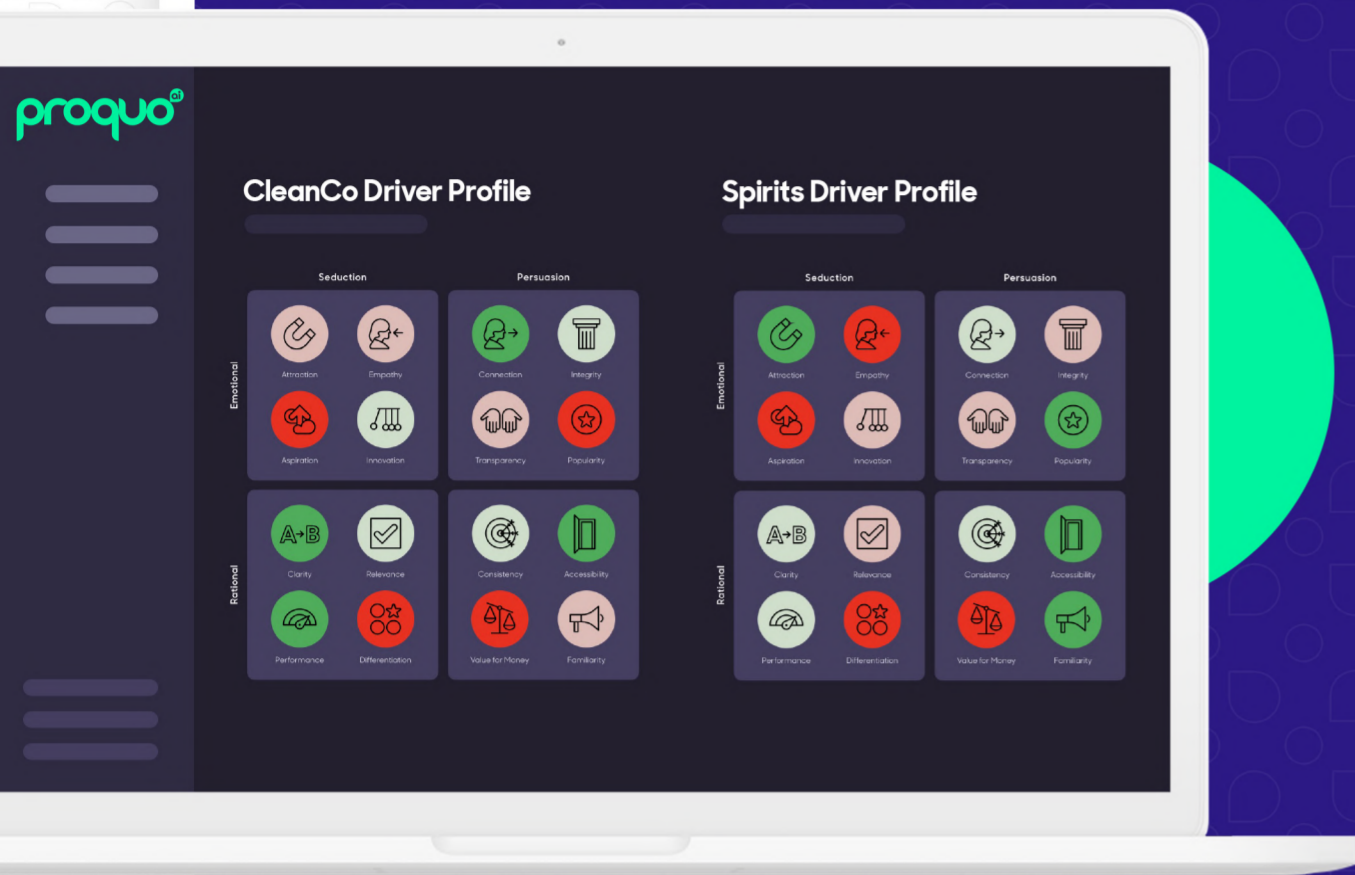
With the low and no alcohol market suffering from declining awareness and the category usage at an all-time low, CleanCo needed a solution to bring themselves front of mind for consumers.

Distribution was a top priority for CleanCo if they were going to achieve their key goal, of growing the category.

# Then they said Hello to ProQuo AI.

With ProQuo's 16 Drivers, CleanCo can easily identify the latest consumer needs to focus on for brand growth. With real-time analysis, the brand is better equipped to create compelling, data-driven retailer stories to boost their distribution in UK retailers. And CreativeLab, ProQuo's creative optimizer, is crucial for boosting the quality of their campaign assets.

In a recent ATL campaign, the brand uploaded creative assets into CreativeLab to see which resonated best with their target audience. The results speak for themselves, as the campaign generated a 600% increase in retailer value.



## Using ProQuo AI to educate retailers

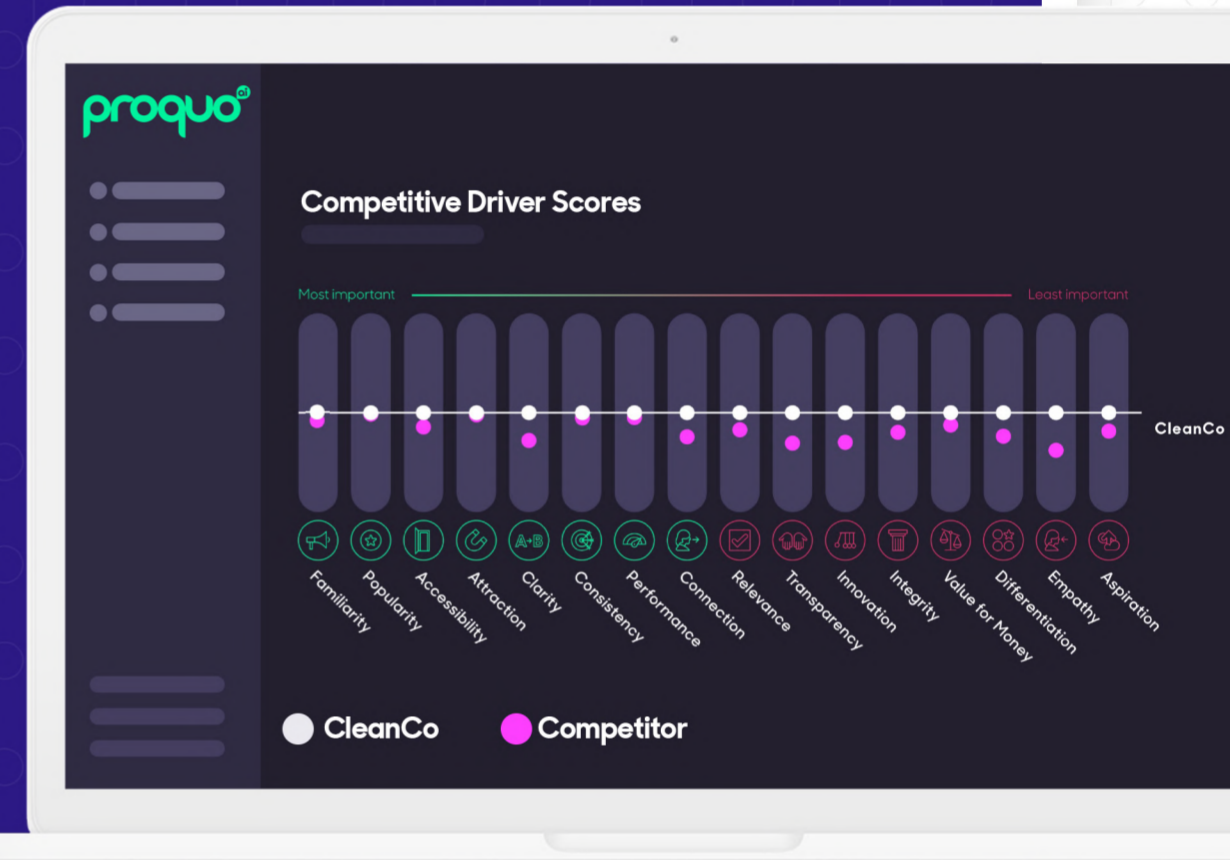
"As a new business, it's difficult to know where to start. And because our category is relatively new, buyers often don't understand it that well. But with ProQuo, we're able to come to retailer pitches, armed with data that positions us as 'category partners', and our intel is helping retailers to grow the category, every day."

CleanCo's category is relatively new, so many retail buyers are unfamiliar with the wants and needs of consumers in this market. That's why ProQuo's real-time analysis has been invaluable to the brand, enabling them to better understand their audience and providing them with a huge competitive advantage.

## Using ProQuo to gain distribution

"Retailer pitches used to be a minefield but now any meeting we go to is a cinch. Every retailer we've shown our ProQuo AI data to has been really impressed. We now have 4 SKU's in Sainsbury's and are stocked in 478 Morrisons stores."

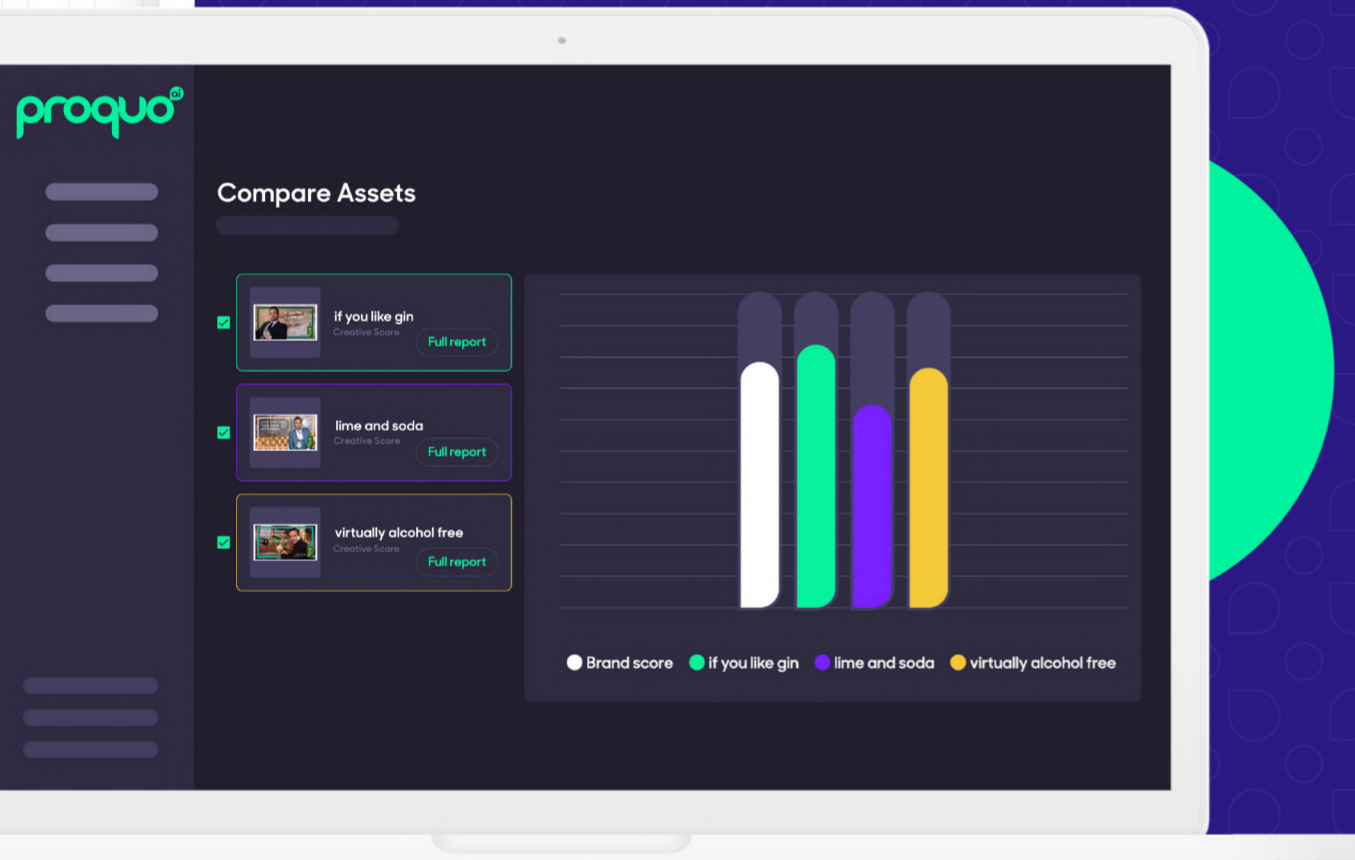
With ProQuo's data, CleanCo have been able to boost their distribution and reach, and are now stocked in hundreds of UK supermarkets.



## Using ProQuo to optimize campaigns

"We used to have so much insecurity around the decision of which creative asset to use in our campaigns. But with ProQuo's CreativeLab, this has completely gone! It gives us comprehensive results, in hours, on which creative the public will like best. We've used it for our ATL campaign this year, and the results have been phenomenal."

CleanCo wanted to ensure their campaign would drive sales and boost public perception on the taste of their products. Through CreativeLab, they were able to understand which creative assets were best positioned to achieve both of these objectives, and how to optimize these ideas for maximum impact. Since using CreativeLab, retail sales have increased 600% and the brand has received an incremental 250k website visits in only one month.



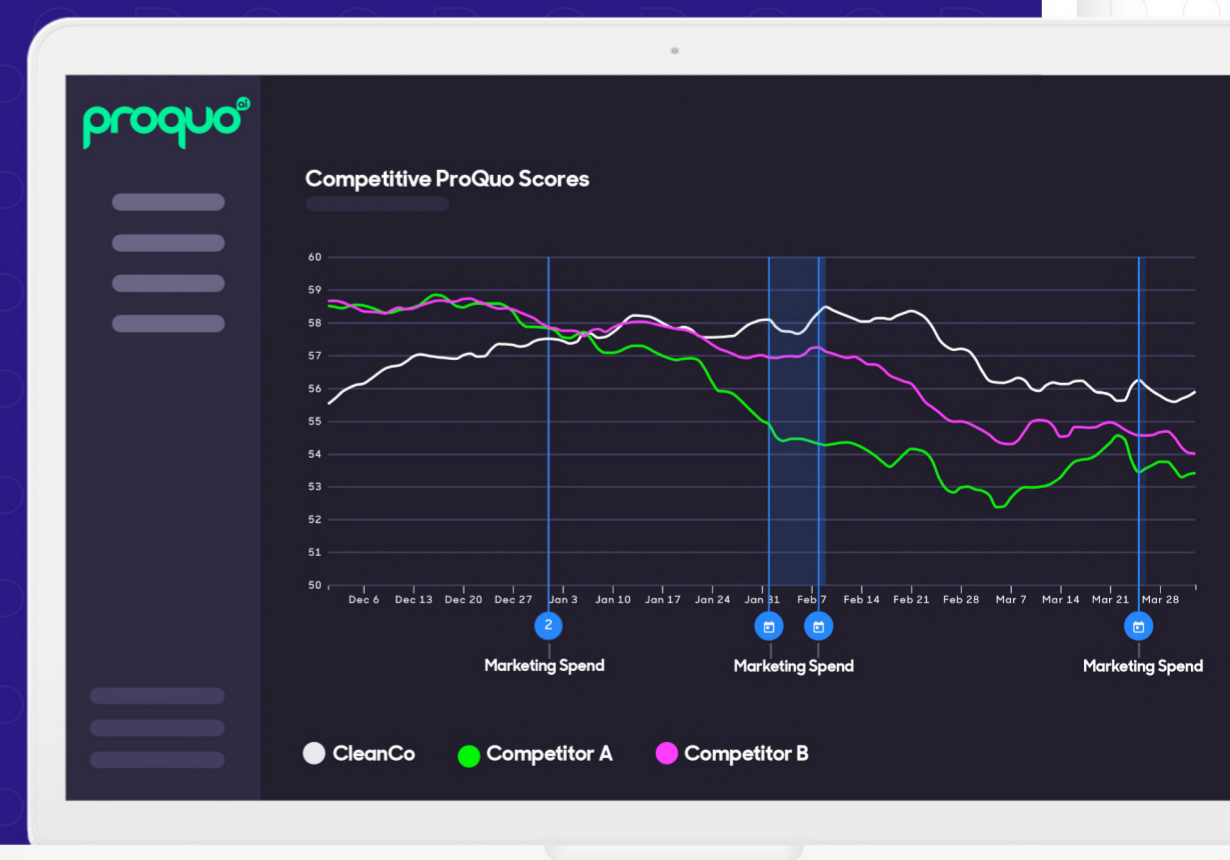
## Using ProQuo to justify marketing spend

"Before ProQuo, we had to rely on quarterly marketing dips that couldn't track changes over time, were unable to show segmented responses and had no Driver information.

Tracking key Drivers pre, during and post-campaign has allowed us to demonstrate both internally and externally the value and impact of our media spend. It's enabled us to unlock further investment later in the year and we're back on TV as we speak."

Because of ProQuo's real-time analysis, CleanCo are able to correlate their marketing spend with their sales. They can clearly show as they spend in marketing, their ProQuo Scores go up.

This has helped them to convince internal and external stakeholders of the need for more advertising spend, which will be used in the future to continue their goal of growing awareness and market share.



Want to drive distribution like CleanCo?

Say hello to us