

Spotlight.

Safestyle use ProQuo AI for ongoing brand strategy and campaign optimization

Safestyle is the go-to double glazing brand. Not only do they occupy the largest share in the UK market, but they've also kept ahead of a tough and tightly congested category through embracing modern, sophisticated marketing methods, like ProQuo AI.

They are specialists at what they do, and they've been making homeowners happy through affordable, energy efficient window and door installations, since their establishment in 1992.



Safestyle Results:

Safestyle Q4 Revenue

+20.8%
YOY

Accessibility Score:

+12.5%



Integrity Score:

+8.8%



"What we're getting out of ProQuo is in-depth real-time analysis that keeps an eye on our competition and category and shows us how to drive differentiation in the market. This helps us to get closer to our key goal of gaining market share."

Martin Troughton, Marketing Director | Safestyle



Growth Challenge

To keep ahead of the competition and to sustain their growth, Safestyle needed a smart solution to identify growth gaps in the category and to inform their ongoing brand strategy. Safestyle were on the hunt for a sophisticated platform that would enable them to keep an eye on the movements of the category, guiding their brand in the right direction.

Then they said Hello to ProQuo AI.

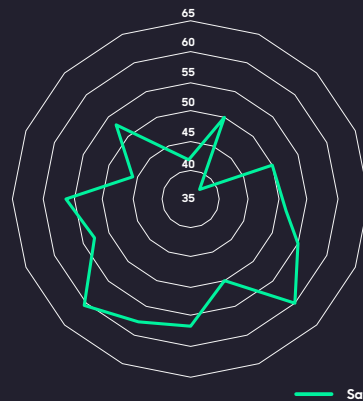
"Before ProQuo, we were forced to rely solely on surveys or dipping into the market only once or twice a year, so we couldn't track individual attributes or understand how our competitors were performing. With ProQuo, we've got a much more responsive and accurate way of looking at things, that allows us to see the movements of our category in real-time, so we can better adjust our strategies to compete."

For the first time, Safestyle had access to a brand management platform that analyzed the movements of their brand, category and competition in real-time. ProQuo's 16 Driver framework was key in guiding the brand's activities, informing their strategies, shaping the direction of any forthcoming campaigns, and providing the brand with custom action-plans to drive their growth goals.

Using ProQuo to understand the category

"ProQuo has caused us to polarise what we want to own in the minds of our consumers. We're using the 16 Drivers to guide our brand strategy and are setting ambitious targets against these Drivers to ensure our operations are in line with category expectations."

Safestyle created an airtight brand strategy, focused around ProQuo's IP, the 16 Drivers. The brand used the always-on platform to analyze areas of category importance and mapped these out alongside their own Driver Scores to see how their brand was meeting customer expectations. Through this activity, Safestyle were able to spot white spaces in the category that their competitors were missing, enabling them to position their brand to win. Accessibility and Integrity stood out as key Drivers to focus on.



Using ProQuo to guide brand behavior

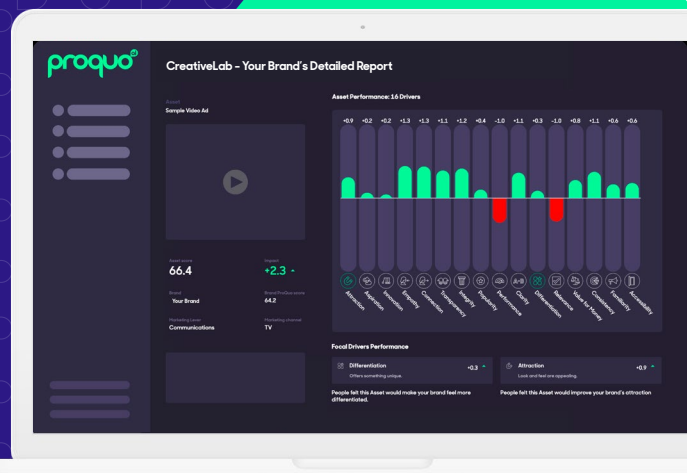
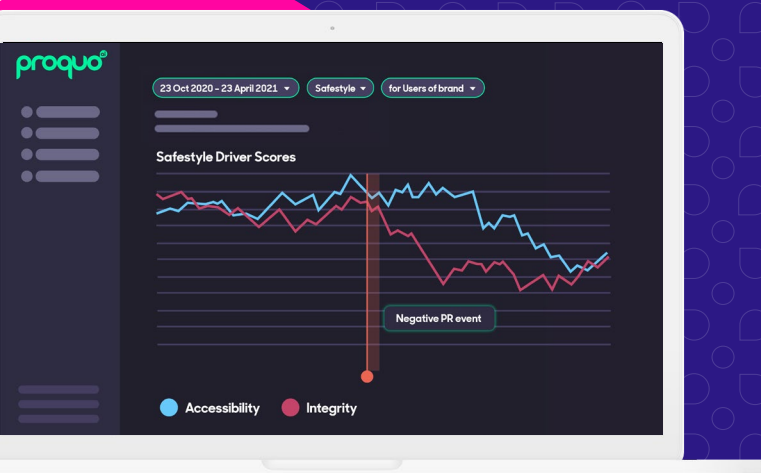
"We experienced a negative PR event earlier this year and if not for the ProQuo platform, we would have been in a very different place. ProQuo helped us to know, in real-time, the extent of the damage, enabling us to react quickly to ensure there wasn't any long-lasting impact on our brand."

Earlier this year, Safestyle benefitted from ProQuo's guidance to recover from a negative PR event. With ProQuo's custom action-plans at hand, Safestyle was able to alleviate the impact of this event. Because their Integrity Driver was most affected, to improve this the decision was made to progress plans with the Association of Professional Selling and train their sales reps in the practice of 'ethical selling'. Their Driver Scores have already started to increase from this action.

Using ProQuo to optimize campaigns

"We're tracking all future campaigns closely through the ProQuo platform to monitor consumer reactions. The ProQuo Scores have also played a significant part in our briefing process, for benchmarking internal and external agencies, and to guide the communication and strategy behind our new campaigns."

Safestyle are using ProQuo to guide their upcoming campaign and are benchmarking agency partners through ProQuo Drivers and Scores. The brand is also optimizing the messaging of this campaign through ProQuo's CreativeLab.



Want to grow your brand like Safestyle?

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