

5 Tips for Brand Growth from the Former CEO of Victoria's Secret.

Sharen Jester Turney, on growing your brand at a pace, with ProQuo AI

Sharen Jester Turney was at the forefront of Victoria's Secret's E-commerce revolution. Appointed in 2000, as the President and CEO of Victoria's Secret Direct, Sharen quickly became one of the brand's biggest players. In 2006, she was named the first ever President and CEO to run the entire brand and under her stewardship, Victoria's Secret became a nearly 8 billion dollar brand, profits doubled and revenue increased by 70%.

Jester Turney has led global brands to growth, advising among others Marks and Spencer and Gloria Jeans, as well as supporting SMBs daily through her work on ProQuo AI's Advisory Board. ProQuo AI is the first and only Brand Management platform that harnesses the power of AI to give leaders certainty about the decisions they are making.

On ProQuo, brands can feel confident about the outcome of their marketing investments. The platform gives brands access to real-time data on their brand, category, and competitors, as well as a tangible way to utilize this data, serving every brand with a custom Action-Plan that is tailored to their growth goals.



"When brands invest in advertising, you want efficiency and effectiveness. With ProQuo, you know instantly how you're doing - finding success stories in seconds."

Sharen Jester Turney
Former CEO | **Victoria's Secret**



Tip 1: Know your customer inside out

"Brands must be in tune with the needs of their customer to be able to know what they want and need the most from you."

Sharen suggests that leaders ask themselves:

- Who are your customers?
- What are their most important needs?
- How can you meet and exceed these expectations?

Understanding the preferences, characteristics, lifestyles, and psychographics of your customers gives you a better idea of what they want – so you can provide a stronger offering.

That's why Sharen finds ProQuo AI so interesting. ProQuo instantly shows you how your customers are feeling and thinking. Its real-time data gives brands a clear idea of what customers are motivated by and how these motivations change, daily. Do they care more about the performance of the product or how attractive it looks? On ProQuo, you can understand this and more in a flash.

And with data segmentation, you can dive even deeper, comparing how segments vary.

Tip 2: Set your own standards then raise the bar!

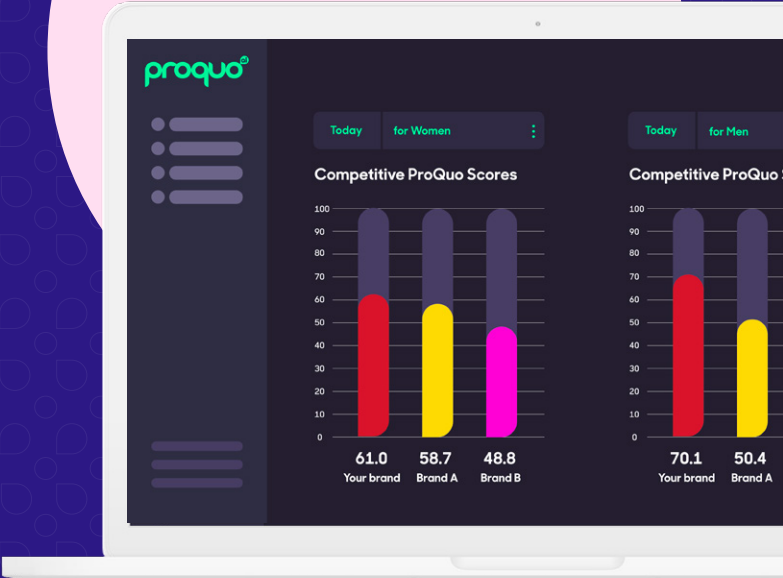
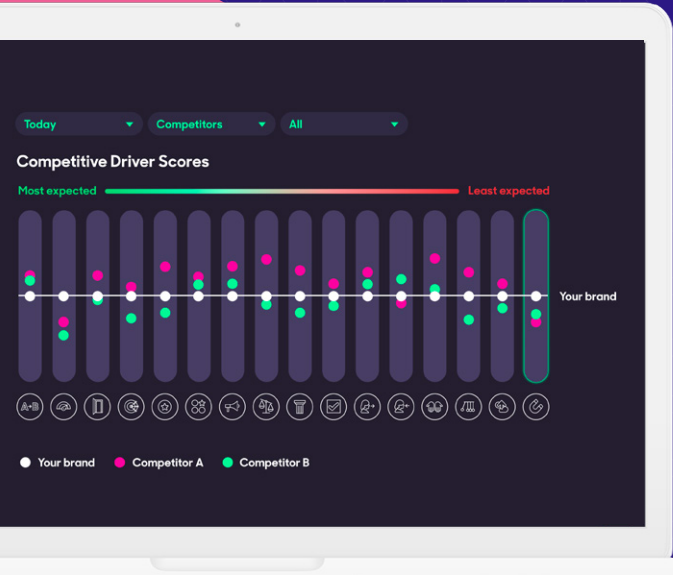
"Maximize your time by utilizing ProQuo AI and all that it can do for you."

Sharen says leaders should be:

- Aware of your competitive set
- But should always be asking themselves what their brand can do to deliver more value to customers

It's scientifically proven that there are 16 different factors that are responsible for determining the strength of a brand's relationship with its customers. ProQuo AI uses these 16 drivers daily to monitor a brand, its competitors, and its category.

It's this real-time data – that's powered by AI and accessible to any leader – that interests Sharen. If a category is overly focused on meeting the consumers' rational needs, ProQuo would show you that there's a white space opportunity to fulfill the emotional needs of the target audience. It would serve up an Action-Plan on how your brand could build upon its emotion, like creating beautiful packaging and developing a highly transparent brand that has an open and honest proposition.



Tip 3: Focus on strengthening your brand’s relevance

“The brand is the heart and soul of any company. Take James Bond. He’s evolved throughout the years to keep up with changing times but largely his character has remained the same. If all of a sudden, James Bond became French and chose to drink red wine, it wouldn’t be the same movie.”

Brands – like humans – have lifecycles. And unless you evolve them to stay relevant, they will inevitably fade away and be replaced by newer companies, with more relevant propositions.

Sharen believes, ‘what’s relevant today won’t be tomorrow’. That’s why making sure you’re in tune with the latest trends and contextual movements in your category is so important, so you don’t lag behind what’s going on in the world.

Sharen feels ProQuo AI’s real-time analysis is an easy way to maintain relevancy, as it enables brands to keep a finger on the pulse.

The platform understands what people expect from categories, every day. So, when people’s expectations change or if something happens externally to rock the category, the brand knows first and can act to stay ahead of the curve.



Tip 4: Test your marketing ideas

“If you’re going to do a major campaign or product update and you want it to work, I would definitely be testing it. And if you’re going to be testing, you need to do it in the right way, with the benefit of leveraging AI.”

Sharen believes marketers should consider these questions:

- Are you delivering products that your customers want?
- Are you picking up on trends that are relevant to your audience’s needs?
- Are you optimizing your ideas before you invest on launch?

Sharen is such an advocate of ProQuo AI’s CreativeLab, a feature that allows you to test any creative idea – from new products to packaging, and campaign assets – to give you confidence that they’re the best they can be before you hit ‘go’.

CreativeLab allows you to upload any concept, at any stage of development, to see how your customers feel about it. After showing the idea to a sample group within your target audience, it then provides guidance – in a matter of hours – on how to improve. This helps leaders be certain they’re getting the most out of the money they spend.

Tip 5: Embrace new technology wherever you can

“Utilizing data and AI will determine the brands that succeed today and in the future.”

Just a decade ago, it used to take a vast amount of resources to get the kind of data you have at your fingertips with ProQuo AI.

Victoria’s Secret was ahead of their time with regards to data. They understood early on just how important research and customer data is for making informed brand decisions.

But technology has now caught up and AI-powered marketing platforms, like ProQuo AI, are invaluable. The platform integrates all of a brand’s data in one central space and gives guidance on the next steps a brand should be taking to grow.

The always-on data that ProQuo’s AI crunches enables marketers to monitor, create, strategize, and make the right decisions for their brands. With ProQuo AI, brands can have a clear picture of where they stand, always knowing what to do to make their brand the best it can be.

