

Spotlight.

Work.Life uses ProQuo AI for campaign optimization

Work.Life is a workspace brand with an ambitious mission, to create positive co-working spaces, that are fun, friendly and inviting.

They believe, if 90,000 hours of your life is spent at work, why not enjoy it? The brand has made huge strides in the market, taking on the category leader, through their magnetic personality and dynamic, emotionally charged campaigns, that provide a refreshing new perspective on a tired industry.

Work.Life Results 1 month after campaign launch:

Instagram Reach: +93.9%

Brand Awareness: +37.5%

Campaign Impressions vs. Target: +32.3%



"The marketing input from CreativeLab is invaluable, helping us make key decisions on our creative assets, shaping the direction of our campaign, and giving us confidence our concepts will land in market."

Jessica Ching
Inbound Marketing Manager
| **Work.Life**

WORK•LIFE



Growth Challenge

With COVID-19 impacting the workspace landscape, and ambitious brand competitors on the horizon, Work.Life needed a clear solution to identify growth spaces in the category, to inform their brand campaign, and to ensure the creative they were developing would shift the dial on their target audience. Compelling data was also required to convince senior stakeholders of the need to continue investing in their brand.

Then they said Hello to ProQuo AI.

With ProQuo, Work.Life have access to real-time analysis, helping them to see exactly where they need to focus to achieve their goal of becoming the most memorable workspace brand in the field. Work.Life are using the platform for their campaigns, to identify spaces for disruption in the market and to consolidate and optimize their assets before launching. They are continuing to use ProQuo for ongoing brand strategy and reporting.

Using ProQuo to identify white spaces

"ProQuo AI provides day-to-day data on our competitors, helping us to position our brand to address unmet needs within the category."

As the category was traditionally focused on rational needs, Work.Life repositioned themselves to fill a gap in the market. They recognized their biggest competitor was performing well in functional needs but was falling behind in the emotional Drivers. Work.Life took this as an opportunity to steal share and grow the category, setting themselves apart by going after the seductive Drivers, Attraction, Innovation and Differentiation.

Using ProQuo to optimize creative assets

"With COVID-19 affecting our budgets, we wanted to guarantee the money we put into our campaign would generate the right impact. That's why CreativeLab was such a valuable partner, enabling us to understand consumer responses before putting money behind our creative ideas."

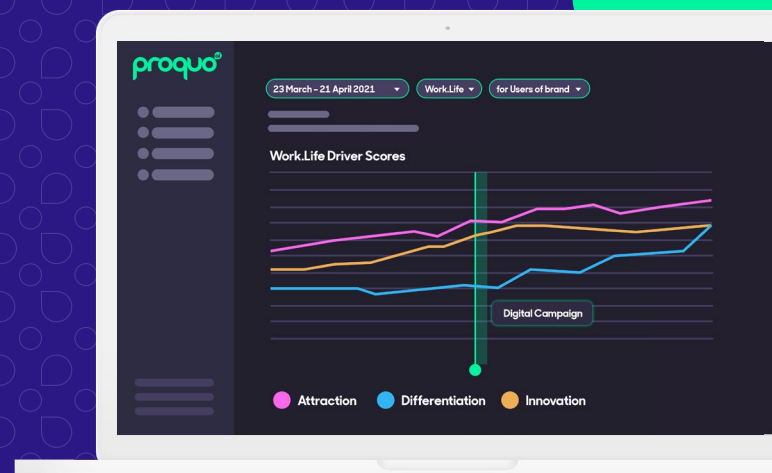
Work.Life's digital campaign aimed to boost awareness and brand saliency. To stand out from the competition, Work.Life created an edgy, vibrant campaign, focusing on the Seductive Drivers.

ProQuo's CreativeLab allowed Work.Life to test their assets before launching, and helped to inform and optimize their messaging, imagery and sound, ensuring the campaign resonated with its intended target audience. The result was a 37.5% increase in brand awareness and 4,432,683 total impressions, over the course of a month.

Using ProQuo for brand strategy and reporting

"In the past, we've had to rely on time-consuming surveys and manual reporting to demonstrate our progress to stakeholders. It's a real gamechanger to have clear, actionable data that proves our marketing effectiveness to convince internal and external stakeholders. It's going to be a driving force behind our brand strategy in the future."

ProQuo has changed the way Work.Life reports back to senior stakeholders. Their data is now in one, clear place, and is easily measurable, helping them to create reports, and implement actionable changes that will develop their brand. Work.Life are using ProQuo's custom action-plans to identify specific areas to focus on for growth and to develop their brand strategy for the remainder of the year.



Want to grow your brand like Work.Life?

Say hello to us