

Spotlight.

Challenger brand, Tenzing, grows awareness by 600% on a budget

Tenzing is the world's first carbon negative soft drink. Founded by Huib van Bockel, former Head of Marketing at Red Bull, this brand is no newcomer to the energy drinks space. Each day, Tenzing challenges the big dogs in its category by providing deliciously tasty products that don't cost the planet. Tenzing's values of health and sustainability govern everything they do. This is manifested through products that are plant-based and carbon negative, and brand activities that are focused around reducing environmental impact.

Tenzing's results after joining ProQuo AI:

Sales growth post-campaign:

+41%

Prompted (aided) awareness score:

+28%

Unprompted (unaided) awareness score:

+600%

Empathy Driver:

+16%



"We thought we needed big budgets to access intelligence. With ProQuo, we get access to so much more, like awareness data, up-to-the-minute intelligence on our audience, and guidance on the next steps for our brand to take. This year we've based key strategic decisions off ProQuo's data."

Ralph Strampfer
Marketing | Tenzing



Why we're on ProQuo

01 | Manage our Brand Strategy



02 | Drive our Distribution



03 | Grow our Penetration



04 | Lead our Competition & Category



05 | Maximise our Marketing ROI



06 | Optimize our Campaigns



07 | Gain Market Share



08 | Build Trade Stories



09 | Drive our Brand Awareness



10 | Land New Product Development

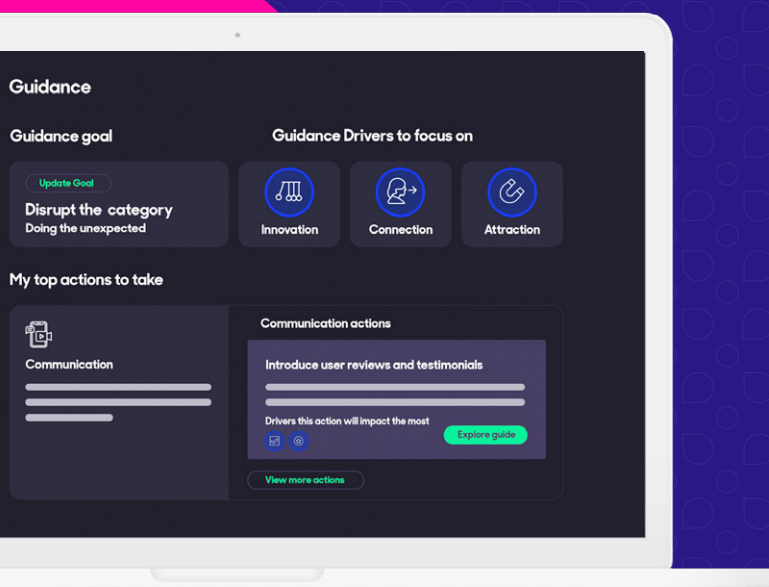


Growth Challenge

Tenzing operates in a market that is dominated by established household names with large marketing teams and budgets. A key challenge for the brand is cutting through with a leaner team, on a leaner budget.

Then they said Hello to ProQuo AI.

ProQuo AI's intelligence has helped Tenzing to achieve cut through and grow awareness. Because of ProQuo, Tenzing can feel certain that their strategies will achieve their goals, their creative development will generate its intended impact, and their Marketing activities will contribute to additional ROI.



Using ProQuo for confident strategic direction

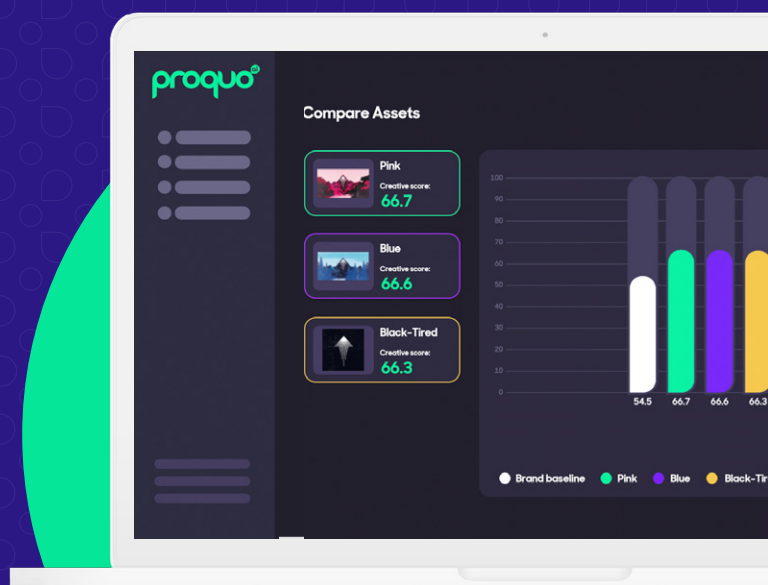
"ProQuo's Guidance helps us to know whether we are going after the right action at the right time. This helps us to optimize our budget, knowing our efforts are always targeted at the most lucrative opportunities. I use Guidance regularly to see if any adjustments to our marketing plans are necessary."

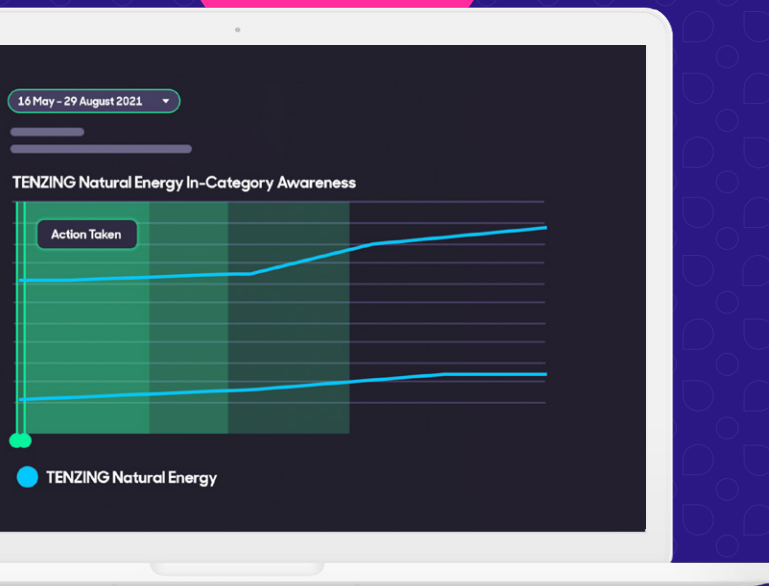
ProQuo's custom Action-Plans inform and support Tenzing's marketing strategies – identifying new growth opportunities to build the brand's awareness and giving Tenzing confidence their existing plans will lead to optimal outcomes.

Using ProQuo for certainty around campaign assets

"CreativeLab was essential for our campaign – informing the strategic direction of our digital assets and helping us to make a decision on the color and concept that will perform best with our audience."

Tenzing used ProQuo's Creative Optimization solution, CreativeLab, to determine which ad to use for their upcoming campaign. CreativeLab surfaced category users' feelings and thoughts on 3 different digital assets, in a matter of days, helping Tenzing to identify which color asset will get them to their goal, of increased awareness.





Using ProQuo to secure ROI

"After launching our campaign, we noticed our ProQuo Scores hadn't shifted, so we quickly pivoted our strategy. We went from a more niche audience to a broader one and noticed huge increases in our Awareness Scores because of this decision."

ProQuo's intelligence gives Tenzing instant feedback on the performance of their brand activities, so they can pivot actions for better results when necessary. Earlier this year, Tenzing noticed an awareness-driving campaign had not had an impact on their scores on ProQuo. They quickly responded to this, shifting the audience of their campaign to ensure broader reach. This resulted in an immediate sales increase of 41% and over the course of the year, the brand's awareness has grown by 600%.

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Want to grow awareness like Tenzing?

Say hello to us