

Spotlight

Total Media uses ProQuo Al to prove to Zoflora the impact of their media campaign

Total Media used ProQuo's real-time brand intelligence for planning, strategizing and building a pitch for Zoflora, a top brand in the disinfectant category. After winning the pitch, Total Media continued to use ProQuo to plan and understand the instant impact of the awareness driving campaign they developed for Zoflora.

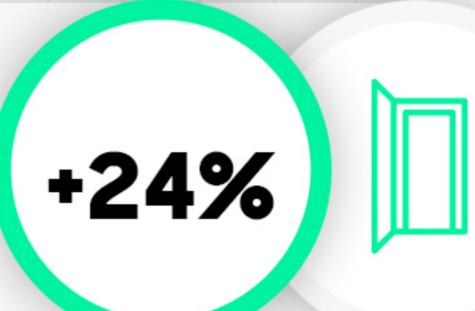
The campaign resulted in the brand acquiring a huge new user base and double-digit sales growth. Total Media are continuing to use the platform, to keep their finger on the pulse of the brand, and to redesign their upcoming campaign.

ProQuo Al Results Post-Campaign:

Zoflora Overall Sales Growth:

+45%

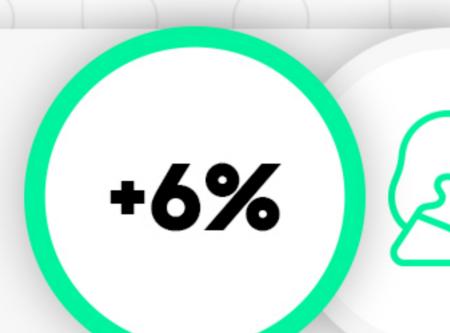
Accessibility Driver:



Relevance Driver:



Connection Driver:





"We really like working with ProQuo Al! It's easy to use and gives you real-time analysis every day, proving the instant effectiveness of every campaign."

Stephanie Watson
Senior Strategist
| Total Media





Growth Challenge

Media buying and behavioural planning agency, Total Media, found themselves needing a unique competitive edge to win their pitch with Zoflora.

The brand had a core following but wanted to tap into non-users and remove barriers of entry to grow their customer base. To win the pitch, Total Media needed real-time analysis of Zoflora and its competitors to understand the changing category dynamics, in order to drive awareness.

Then they said Hello to ProQuo Al.

To secure the Zoflora pitch, Total Media tapped into ProQuo's real-time analysis of the Zoflora brand, its competitors and its category. Understanding that Zoflora's objective was to expand the brand outside of its core base, Total Media used the ProQuo platform to analyze Zoflora's position in the market and to identify and seize growth gaps in the category.

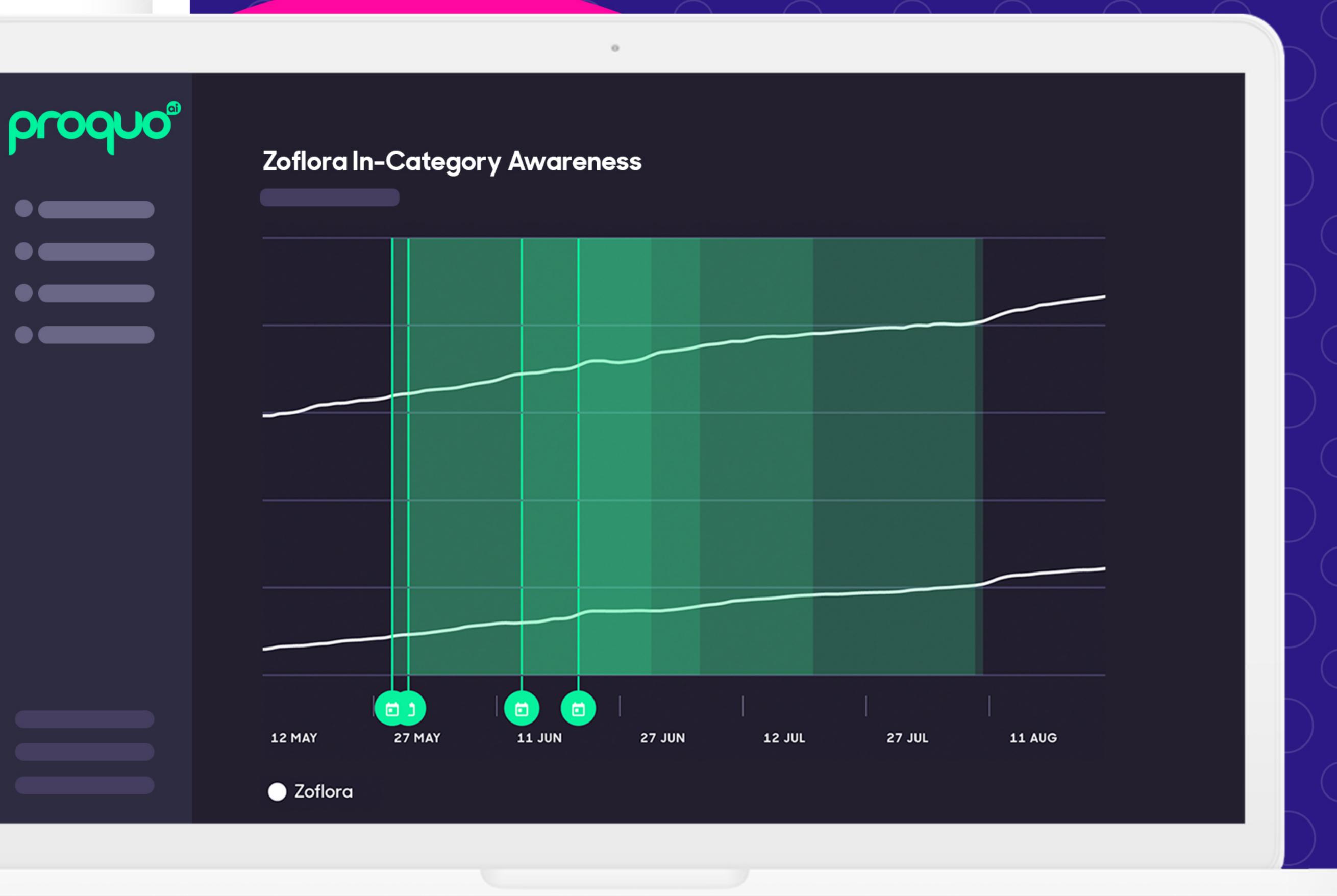
Total Media use ProQuo Al to pitch and plan their campaign

Total Media knew they needed to understand what non-users felt about the brand to drive penetration and attract new customers.

Focusing on the ProQuo Drivers of Familiarity, Relevance and Clarity, they pitched an ad campaign via TV, radio and digital media to drive awareness, penetration and remove the complexity surrounding the product's use case.

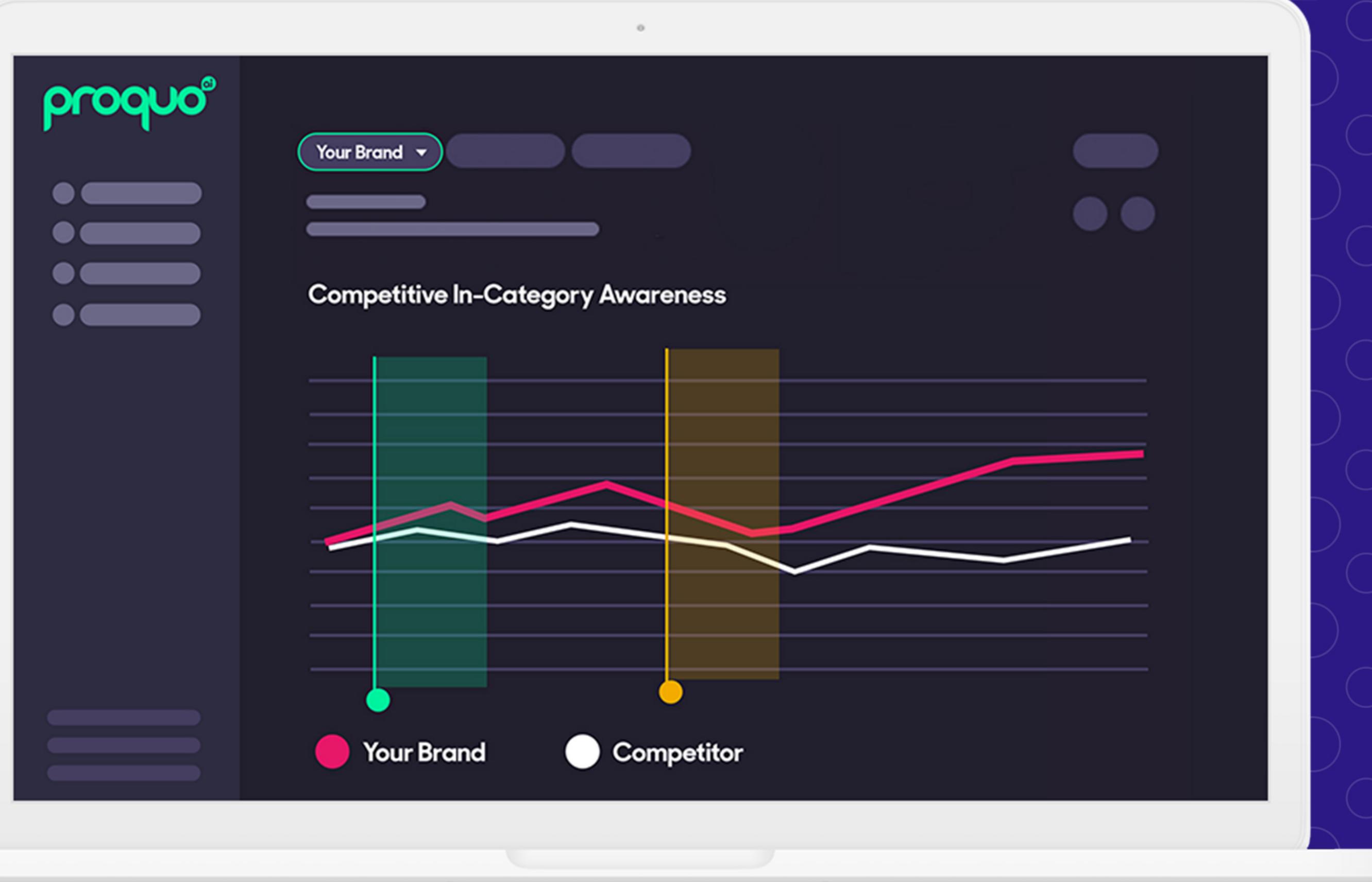
"It's great to have an innovative solution to client challenges which feeds into pitches, providing a deeper understanding of the category"

– Stephanie Watson, Senior Strategist at Total Media.



For the first time, both Zoflora and Total Media can correlate the impact of their marketing activities on the brand. As a result of the campaign, Zoflora saw immediate rises in Accessibility, Connection and Relevance, an increase in awareness, and a 45% growth in sales.

Real-time analysis proved the effectiveness of the campaign, helping Total Media and Zoflora to convince stakeholders of the need to invest in broad-reaching marketing going forward to grow the brand.







Total Media use ProQuo Al to prove the impact of their Zoflora campaign

"Looking at the ProQuo data is great because it allows us to see a daily build of the impact of a campaign in real-time. The solutions we used before were ad hoc and only looked at one moment in time – which meant any results were skewed by the noise of the category and the cultural context at the time.

Only with ProQuo can we see the real-time analysis every day, proving the effectiveness of our campaigns."



Total Media use ProQuo Al for ongoing planning and strategy

"ProQuo's real-time brand guidance platform is way more in-depth than other consumer intelligence tools. It gives us a holistic picture of any brand's performance, relative to the competition and category. It's really helped our strategy; guiding our planning in terms of where we want to take the brand going forward."

With ProQuo's always-on analysis, Total Media can see in real-time how Zoflora is progressing alongside competitors. This holistic view into the ongoing health of the brand benefits both Zoflora and Total Media, helping the brand to shift the dial amongst non-users, and the agency to prove ROI of their media planning and to design more impactful campaigns.