

wegrow

We help your teams to scale faster what works :
Best practices, guidelines, insights ...

DANONE

Nestlé

General Mills



Unilever



Moët Hennessy

RIOT
GAMES

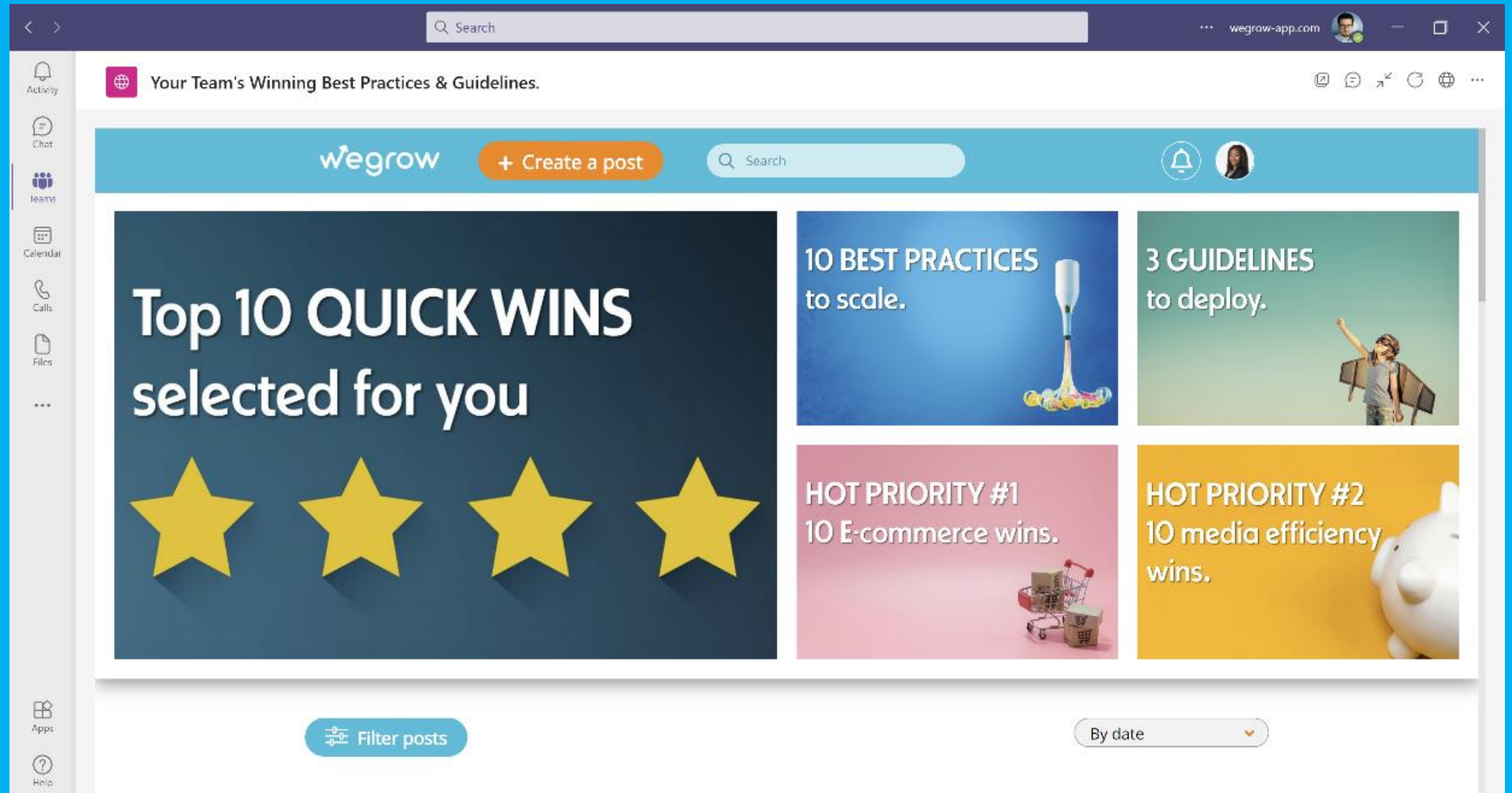
CAMPARI

cora

SUNTORY



Easy : simply create & search posts in your current tool.

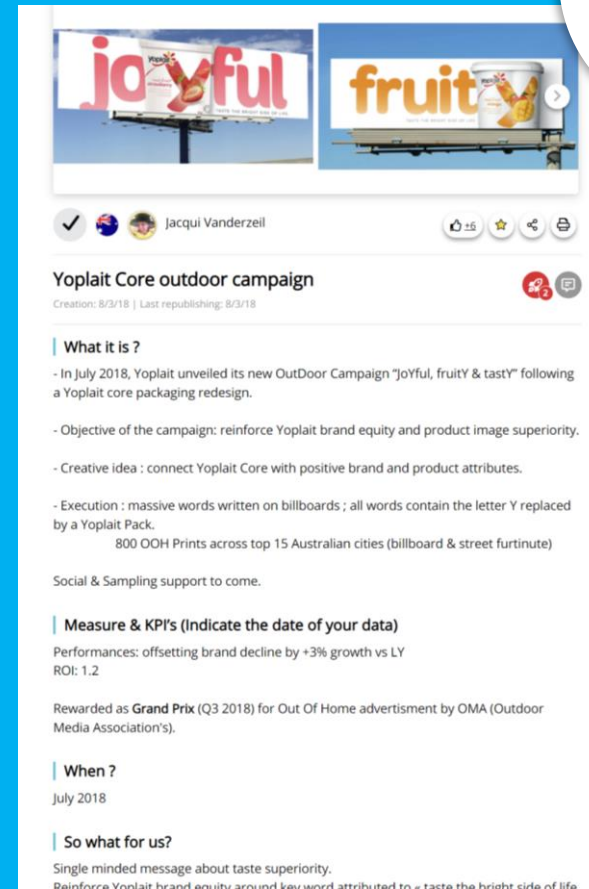
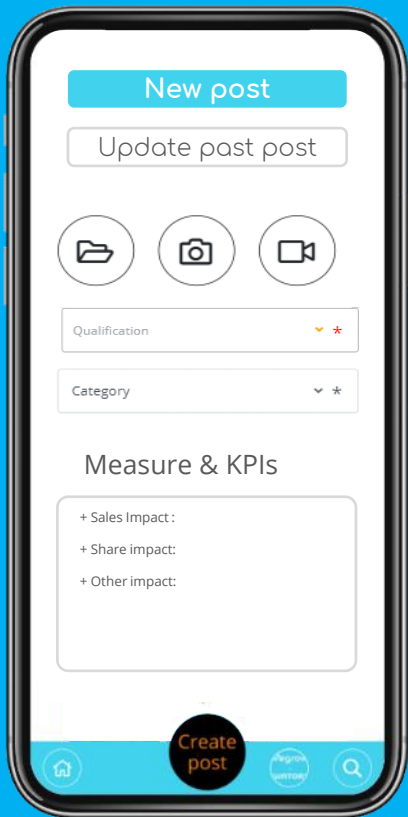


 Microsoft Teams

 SharePoint

 Workplace

Step 1 : users create posts on their usual channel.



Qualified & actionable post in less than 5 min.

Step 2 : experts approve & push the best posts.

wegrow + Create a post Search

Men care Best practice Promotion Other digital activation CPG EUROPE L'Oréal Men

STEP 1 STEP 2 STEP 3
OUR 2-3 DROPS WARM BETWEEN PALMS APPLY ON YOUR BEARD

THE BARBER'S TIP
BEARD & FACE MOISTURISE
- GENTLY MASSAGE INTO SKIN AND BEARD, FROM YOUR NECK GOING UPWARDS
- USE DAILY

BRITISH GG

✓ Pierre Jotan

Video Routine driving higher ROI
Create date: 4/25/21 | Publish date: 6/3/21

What was the action ?
We described the routine, because 60% of our target is still new to beauty category.

Ask a rework Congratulate Boost the post



Nugget of the week!

lögo Nanö with a spill proof cap reaches 4% of total yogurt value in Canada.

Proven
Story of a Best practice

Relevant teams get notified.



Step 3 : teams share guideline & best practices scaling.



Scaling get tracked & notified.

The screenshot shows a WeGrow post by Michael Jonstomp. The post features a video titled "THE BARBER'S TIP BEARD & FACE MOISTURISE" with three steps: "STEP 1: OUR 2-3 DROPS", "STEP 2: WARM BETWEEN PALMS", and "STEP 3: APPLY ON YOUR BEARD". The video is from "BRITISH GROOMING". The post includes a "Re-use" button and a "What is the « Re-use » button ?" link. Below the video, there are social media icons and a "New Amazon Call to Action driving +35% conversion" section. The text of the post is as follows:

What did you implement?
We described the routine, because 60% of our target is still new to beauty category. The objective was to anchor the 3 steps message, and making it simple for our consumers to use it:

What results did you get?
±14% in conversion for consumer coming on the product. We saw that they stayed 8 seconds more in average on the page. The extra time was on the bottom part of the page, indicating that they were reading the routine indication.

Any advice?
DO follow the 3 steps approach, and make it very visual.
DON'T make it too long. We think that we will shorten the scroll, to only focus on the 3

The screenshot shows a WeGrow dashboard with a yellow header "Come scale up your peers wins". The main content area features a "wégrow L'ORÉAL" logo and a "Congratulations to our current top 3 re-users : Nancy, Sam & Ebru !" message. Below this, there are three circular profile pictures of the re-users. The dashboard also displays "Best scale up of the summer" and a "Euro E" badge for Erika TRASKELIN, with a note "Essie sets on Tax Free Superstars @ Oslo East" and an "Inspire me" button. At the bottom, there is a "Euro O" badge for Orit ZADIK and another "Inspire me" button.

Microsoft Teams
Workplace

Rewarding : gamification celebrates the re-users / scalers.

The screenshot shows the Wegrow website interface. At the top, there's a navigation bar with 'wegrow', a '+ Create a post' button, a search bar, and a notification icon. Below this, there are three main sections: 'TEAM REWARDS' (Annual Contest for a team activity), 'RULES OF THE GAME' (Win points win rewards: Create, comment, like, be liked and be boosted), and 'INDIVIDUAL REWARDS' (Every 2 months: Win Team and Individual prizes). At the bottom, there's a 'Contest' section with a 'Market' dropdown set to 'Spring Contest'. A table shows the current standings:

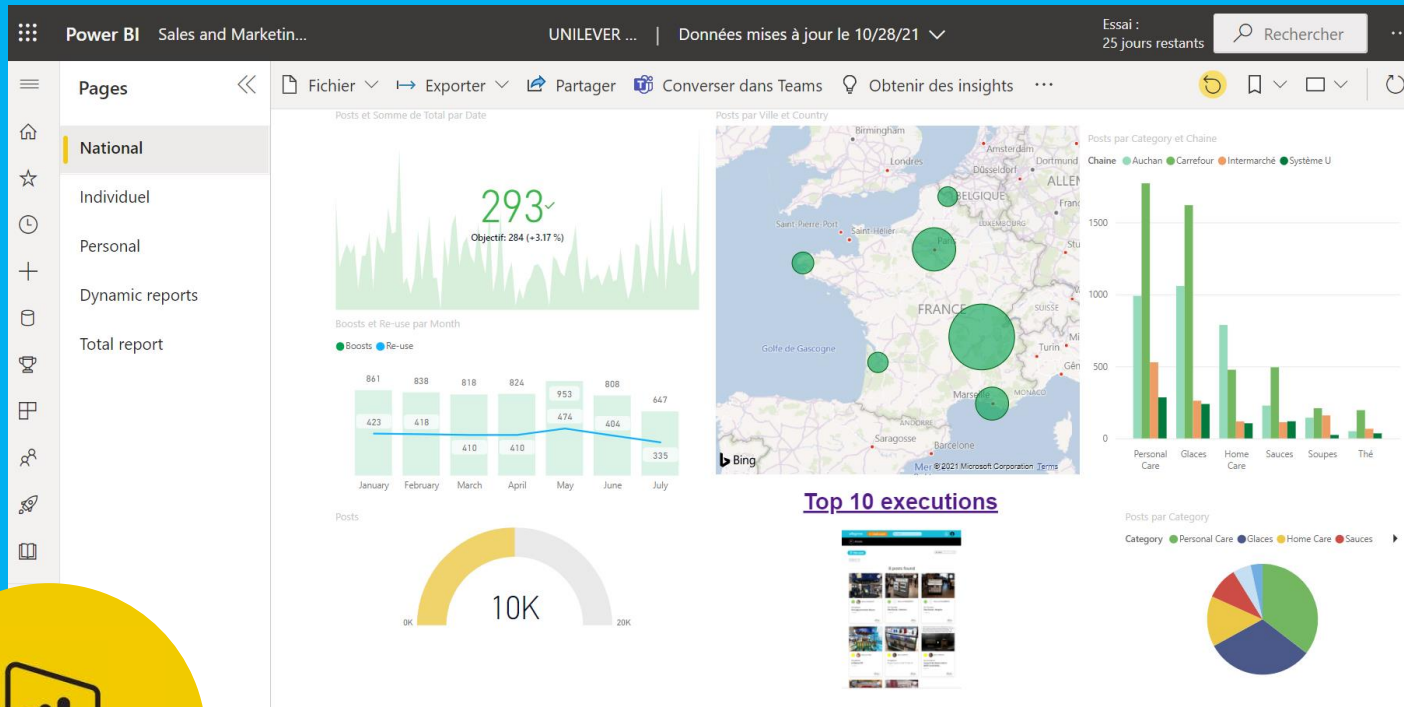
Rank	Country	Points	Market
1	Great Britain	210 points	M M
2	Belgium	0 points	
3rd	France	0 points	

The screenshot shows a social media post from Wegrow L'Oréal. The header says 'Come scale up your peers wins!'. The main text reads 'Congratulations to our current top 3 re-users : Nancy, Sam & Ebru!'. Below the text are three circular profile pictures of the winners. The post also features a 'Best scale up of the summer' section with an image of a store display and a 'Euro' logo. The name 'Orit ZADIK' is visible at the bottom.

Managed by the Wegrow success team

The advertisement features a testimonial from Ivan Pollard, General Mills Chief Marketing Officer. It includes a photo of Ivan Pollard and a quote: "This is bold, proud use of the Yoplait brand that brings to life the brand purpose in a simple, engaging way." The ad also features a 'joyful' logo, a 'Favourite' badge, and a 'Click here for more details' link. At the bottom, a red banner reads: 'Congratulations to Bree Pagonis for sharing this nugget. Australia team receives +250 points on December 2018.'

Efficient : a growth support to drive impact.



1. Scaling monitoring.

2. Impact calculation.

3. ROI calculation.



Power BI