

**Discover how Suntory is driving  
organizational efficiency, budget  
optimization & team motivation with  
Wegrow**



<https://www.wegrow-app.com/>

# About Wegrow

## The best practices revolution

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Wegrow is the platform where your teams share & scale marketing, sales & operation best practices to drive efficiencies.

### Wegrow's mission

Our mission is to transform the way companies approach sharing and scaling best practices. We believe that by empowering teams to easily share their knowledge and experience, we can help drive ROI and margin growth. We want to make the process engaging and even fun, so that people are motivated to participate and contribute their insights.

By doing so, we can help businesses unlock the full potential of their teams and drive lasting success.

The most efficient way to drive results in large organisations is to share & scale best practices, but the process is inefficient.

**55%**

**of business leaders think**

.....

that "best practices are the most efficient lever to drive business results, in front of investing more, recruiting more or re-organizing teams".

**93%**

**of business leaders consider**

.....

that "current processes and tools are inefficient".

**350H**

**per month wasted**

.....

for a team of 100 collecting, distributing and following up on the scaling of best practices.

# Wegrow benefits



## Increase margin.

Scaling best practices is the best way to avoid re-inventing the wheel. Wegrow helps your teams to share and scale marketing, sales & digital best practices to drive savings & growth.

20 best practices scaled per year for a team of 100, resulting in 1 to 3 Million € savings.



## Save time.

20% of your teams' time is wasted hunting for information (Mc Kinsey study), which often leads to frustration. Cut this loss by half with Wegrow, through faster collection of intel, less reinvention of the wheel and faster projects.

10% team's time saved, equivalent to 10 full time employees for a team of 100.



## Engage your teams.

People feel rewarded and their great initiatives are recognized by their top management. Wegrow helps you to detect, motivate and keep your talents.

200 best practices shared per year for a team of 100.



## Wegrow's vision

To be the leading digital platform for organizations to efficiently share and implement best practices, resulting in improved collaboration and increased profitability.



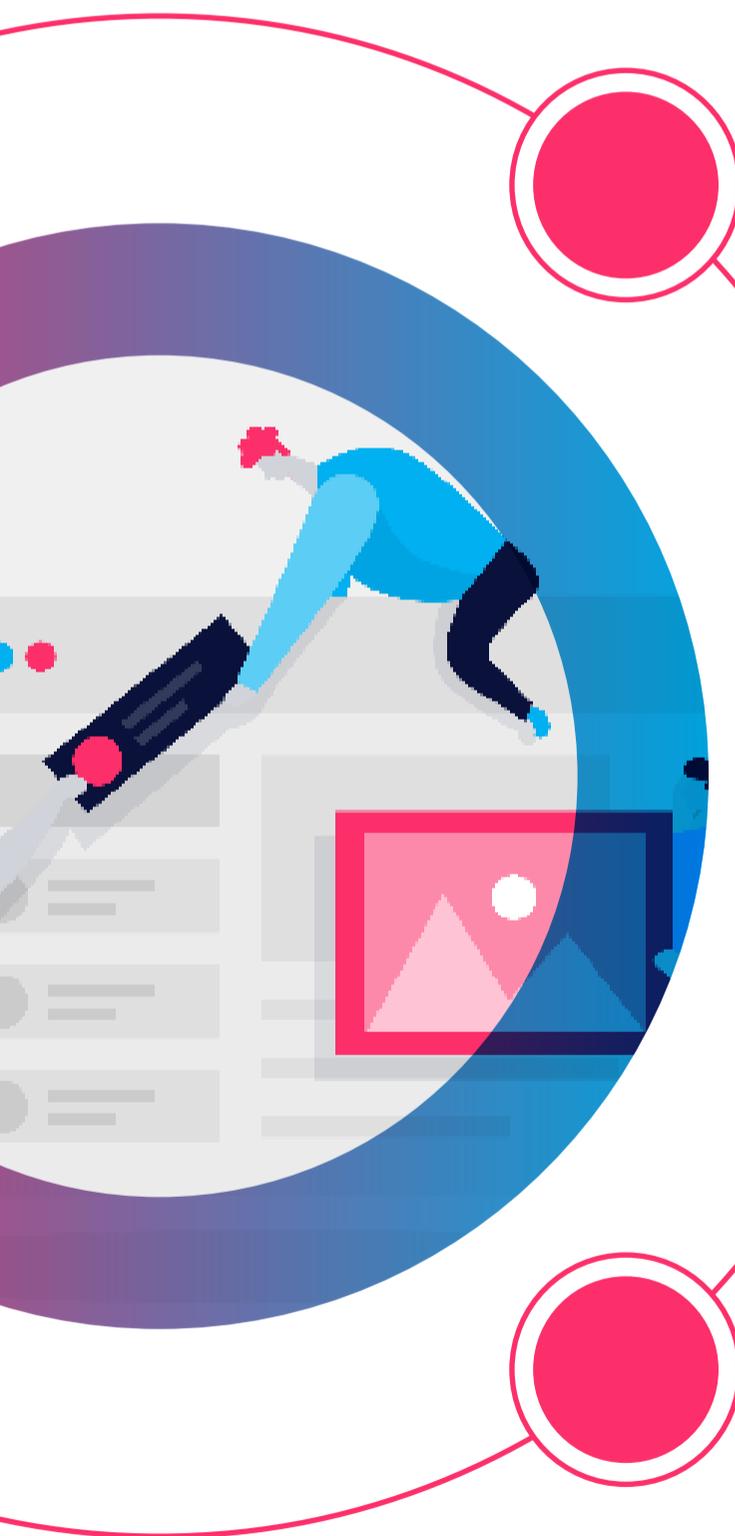
# About the Suntory case



# The challenge

Learn about how Suntory is using Wegrow to improve organizational efficiency, optimize budget allocation, and boost team morale.

One of their main challenges was that every market was working alone. The “not invented here syndrome” was the norm, with markets developing their own activation with no real ‘share & re-apply’ spirit. Their objective was to drive more collaboration between their markets, and scale faster local successful initiatives.



## Every Market working alone:

The lack of collaboration and sharing of best practices between the different markets resulted in missed opportunities for growth and development. By not taking advantage of the collective knowledge and expertise of all the markets, Suntory may have failed to fully leverage its resources and maximize its potential.

## Non invented here syndrome:

Since they were not sharing best practices, the non invented here syndrome was the norm. This led them to hinder its ability to learn and adopt new approaches and innovations from external sources.

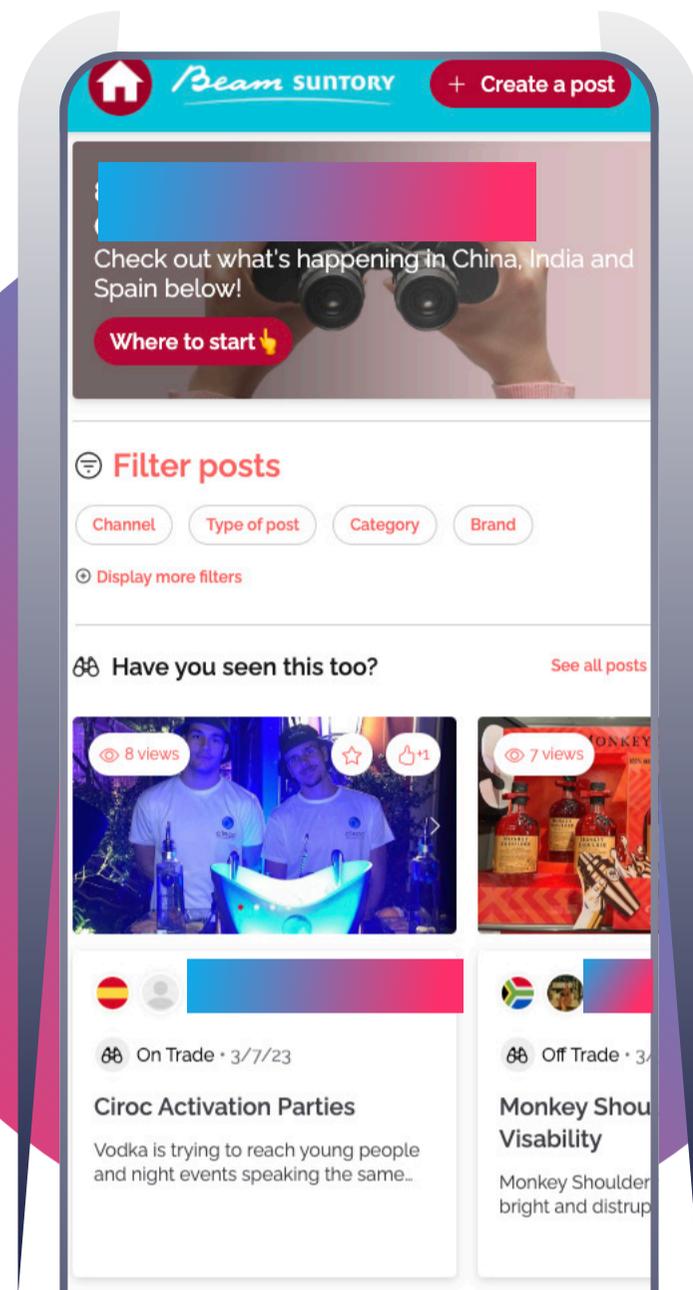
## No real ‘share & re-apply’ spirit

Without a culture of sharing and reapplying best practices, Suntory missed out on opportunities to improve their operations, products, and services. The lack of cross-departmental communication and collaboration meant that the company could not benefit from the experiences and insights of other teams.



## The solution

Suntory Beam implemented Wegrow so that the markets can easily share marketing, sales & supply chain best practices monthly, documented with ROI & step by step to copy it. At the receiving end, markets can access a menu of inspiring best practices, giving a variety of solutions that motivates a real 'steal with pride' attitude. With Microsoft being widely used in the organization, their teams especially appreciated the integration of Wegrow with MS Teams & Sharepoint, and the ability to expert the best practices in Powerpoint to showcase them easily in business meetings.



# The results

# 1000

## best practices

are shared monthly by the Sales Team



The Marketing team shares 60 qualified best practices with detailed KPIs & ROI monthly.



29 markets are engaged on the platform and a real sense of 'share & re-apply' is now becoming the norm.



Wegrow helped to drive organizational efficiency (less silos), budget efficiency (more scaling of the successful projects)



# A WORD FROM PAUL SEENAN

Paul Seenan is the International Marketing Deployment Manager at Beam Suntory. Here is what he had to say about his experience using Wegrow with his team



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THE FULL  
INTERVIEW**



We have seen immediate improvements in terms of our engagement. Before we started at the headquarter we had nine markets who we were regularly in contact with, who shared their best practices. At the last count, we have twenty nine markets across our international market that we are engaging with the platform and sharing the best practices.



# Interview



What was the problem you were having before collaborating with Wegrow and how did it affect you and your teams?



So first started off, we were looking to share our best practices across our markets. Initially, we created the Best practices for our PowerPoint format or PDF which was limited to only 9 markets. And we were looking for a way to share a moment across more markets and are much more efficient.



Do you see any changes or improvements using wegrow? Which results have you seen?



We have seen immediate improvements in terms of early engagement. So before we started, as I say, we had 9 markets who we were regularly in contact with who shared the best Practices at the last kit, I think we had 29 markets across our international market that were engaging with the platform and shared in the best practices and now continues to grow after only three months.



How is Wegrow delivering on the kpis so far?



Its massively helping because it's made everything so much simpler. One for us to manage and also too for the markets to become engaged. And we actually have a platform which makes it really easy for them not only to share the detail of how they're activating, also sharing images, and more importantly, even if I do content as well, which is really rich.



What would you say to someone that is thinking of collaborating with Wegrow?



My initial recommendation is to go for it. The team has been very collaborative from the start. We've had a great support network right across the team ongoing. No question is the wrong question to ask. So we've had great support and we look for that to continue.



From 1 to 5 rockets, how many would you rate Wegrow?



I give it five rockets of course!

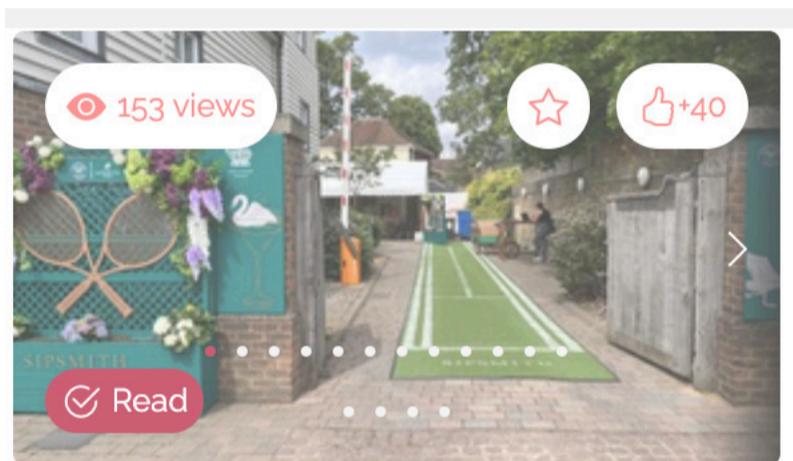


## A great example of best practices:

Information might be blurred to protect the privacy of the author

### Key learning:

- Suntory was the exclusive gin behind the bar, sales flew.
- Staff training and incentives ahead of the activations really engaged staff and promoted our product.
- Ensure compliance where they put assets in venue.
- Assets that were created remain their property and can be activated again year after year.



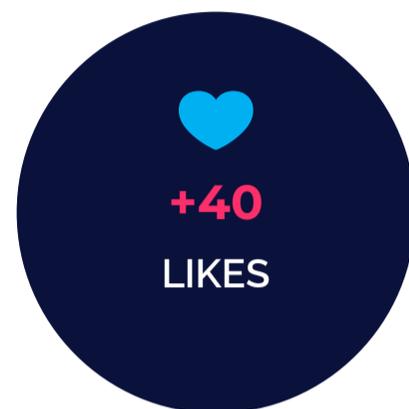
  

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### Sipsmith Wimbledon Swanhouses

- Where we were the exclusive gin behind the bar, sales flew...

🗨️ 31 comments 🚀 2 boosts 😍 1 interest



# Some of Wegrow's clients

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Our clients shared 20.000 + best practices in 2022.



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Henkel



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KraftHeinz



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Mondelez



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Riot Games



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Suntory



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Campari Group



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Barilla



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Yoplait



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Intermarche



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JDE



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Puig



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Cora



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