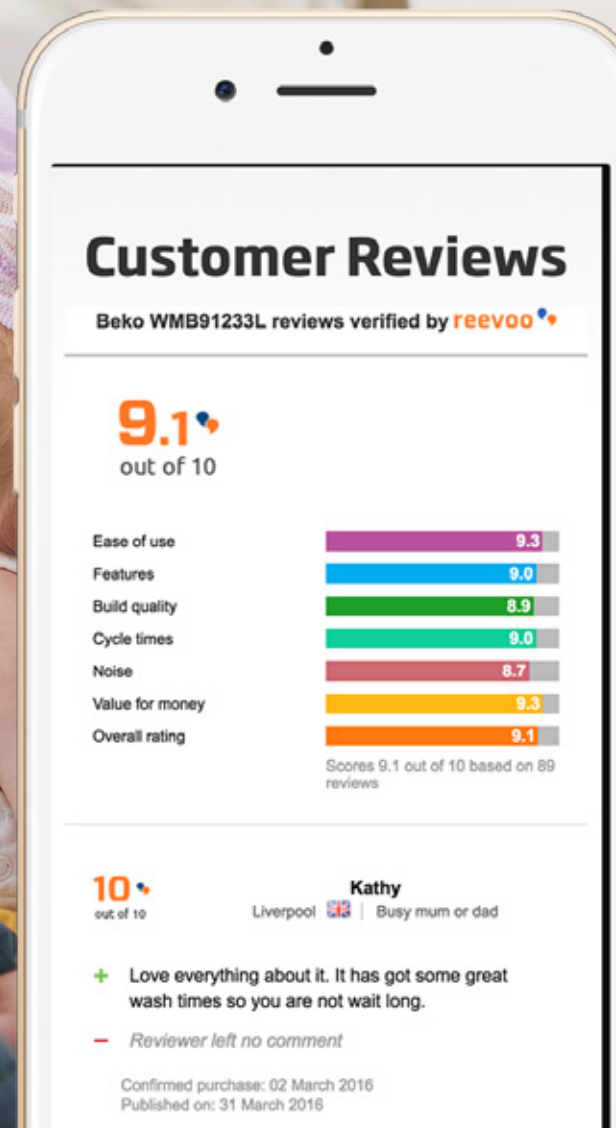


CASE STUDY

Beko comes up **squeaky clean** with Reevo



Beko is the UK's best selling home appliance brand. Despite high sales, it wanted to improve public brand awareness and quality perception.

To do this, it needed the weight of **positive public opinion**. Traditional advertising seemed like the answer, but would a blitz alone be enough to shift perception?



The background

Despite healthy sales, **Beko felt it could improve brand awareness, and public perception of quality**. It decided a transparent, honest method of presenting the positive aspects of its range was the way to cut through with its consumer base. To best change the perception of its brand, Beko decided to work with an independent partner to collect and display ratings and reviews on its website. Its research showed that the perception of quality is all about third party endorsement.

Beko also saw this as an opportunity to drive sales conversion and gain customer insight. It **understood that implementing verified ratings and reviews brings more potential buyers and a greater level of trust**. It also looked to strengthen customer engagement - offering opinions and ratings on product pages could reduce the need for shoppers to go elsewhere.

Gaining an increased insight into the sentiments of its customers was another factor for Beko. Collecting a large amount of ratings and reviews would allow it to measure customers' concerns and gather feedback about its products. **In a time of brand development, it was especially important for Beko to be aware of how customers felt its products** could be improved, and what aspects people valued.



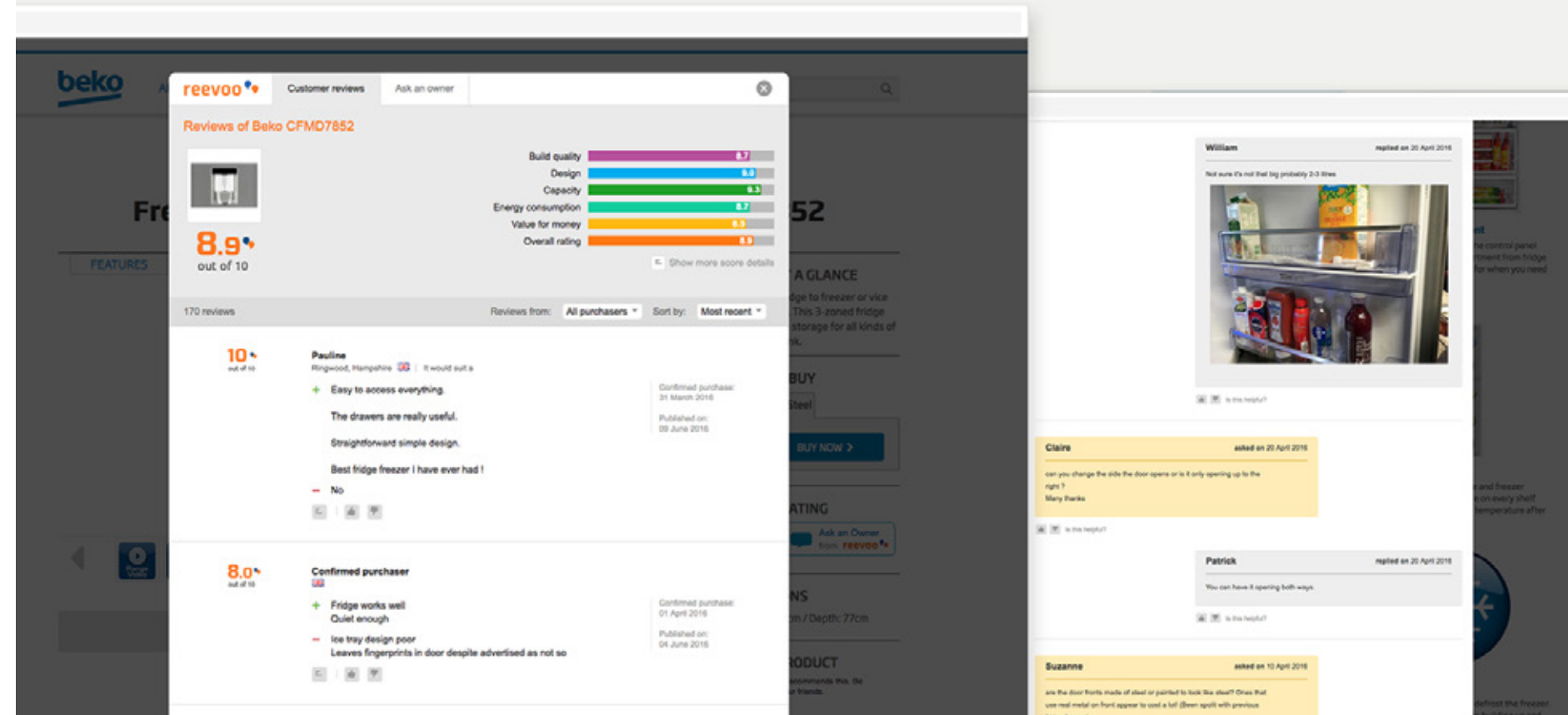
“We wanted to make sure we worked with a company that was completely independent and where reviews are never incentivised, and therefore **true and authentic.**”

GEORGE MEAD

Brand Marketing Manager, Beko



The solution



Beko's plan began with the implementation of Reevo's Ratings and Reviews and Conversations products. Reevo's proactive review collection methodology resulted in a large volume of reviews being collected for Beko's range of products. Soon, Beko had access to a wealth of public opinion about its products. The **Voice of the Customer content that was displayed on www.beko.co.uk gave customers plenty of rich reviews to interact with.** Beko was happy with the results but knew it could further leverage this content to maximise its impact.

In September 2013 Beko launched a £6 million multichannel advertising campaign. Its aim was to significantly change public perception of its brand and drive sales. Openness and transparency were the cornerstones of this campaign, which **features 9 out of 10 scores Reevo collected for some of its products.** The substantial reach of this campaign, co-branded with Reevo, included TV, print and digital, as well as digital signage at Premier League football games.



NOT EVERY
WASHING
MACHINE
DESERVES
9 OUT OF 10.



9.0
out of 10
reevoo



Beko washing machines have received an average 9 out of 10 score, based on thousands of impartial owner reviews.

Search online to see what they're saying for yourself, and find out why we're **the UK's best selling home appliance brand.**

Volume Sales, GfK, Total MDA 6, Aug12 - Jul13
Reevoo.com, real reviews, Jan11 - Dec12

BEKO
beko.co.uk

NOT EVERY
DISHWASHER
DESERVES
9 OUT OF 10.



9.0
out of 10
reevoo



Beko dishwashers have received an average 9 out of 10 score, based on thousands of impartial owner reviews.

Search online to see what they're saying for yourself, and find out why we're **the UK's best selling home appliance brand.**

Volume Sales, GfK, Total MDA 6, Aug12 - Jul13
Reevoo.com, real reviews, Jan11 - Dec12

BEKO
beko.co.uk

Beko Mums United

Owner Reviews

BACK

NOT EVERY FRIDGE FREEZER DESERVES 9 OUT OF 10.

9.0 out of 10 reevoo

| | | |
|--|--|--|
| <p>American Style Fridge Freezer</p> <p>GNEV220AP</p> <p>9.3 out of 10 reevoo</p> <p>Discover more</p> <p>Like 6</p> | <p>American Style Fridge Freezer</p> <p>GNEV221AP</p> <p>9.2 out of 10 reevoo</p> <p>Discover more</p> <p>Like 5</p> | <p>American Style Four Door Fridge Freezer</p> <p>GNE114610AP</p> <p>8.7 out of 10 reevoo</p> <p>Discover more</p> <p>Like 708</p> |
|--|--|--|

Beko Mums United

Owner Reviews

BACK

9.0 out of 10 reevoo

BEKO APPLIANCES HAVE RECEIVED AN AVERAGE 9 OUT OF 10 SCORE FROM OUR CUSTOMERS.

| | | |
|---|---|--|
| <p>American Style Fridge Freezers</p> <p>9.0 out of 10 reevoo</p> | <p>Washing Machines</p> <p>9.0 out of 10 reevoo</p> | <p>Dishwashers</p> <p>9.0 out of 10 reevoo</p> |
|---|---|--|

*Scores based on reviews collected between Jan '11 - Dec '12

Examples of Beko campaign



“We came up with a communication strategy that lets **the customer talk for us**. We knew from the research that that was going to shift the needle in perception of our brand.”

GEORGE MEAD

Brand Marketing Manager, Beko



The **results**

Beko closely monitored the results of its ratings and reviews solution and subsequent advertising campaign, and was very pleased. Since implementing Reevoo Ratings and Reviews on its website, **conversion uplift for people who read reviews has doubled compared to people who don't read reviews.**

From a product development perspective, Beko is now getting access to invaluable content in huge volumes - over 10,000 reviews for Beko products were collected by Reevoo in the first three months. This information is shared directly with its research & development team, allowing it to **constantly improve and enhance its products** with greater insight.

Image and quality perception issues have become a thing of the past - on the respected YouGov weekly brand tracker, Beko has scored its highest ever quality perception score as a result of this campaign.



Over

10,000

reviews collected in
the **first three months**



11

%

of review requests
result in a

published review



“We met with Bazaarvoice and Reevoo but research showed that **third party endorsement is really important.** [...] The Reevoo badge is quite important as the score on the badge becomes more believable when it's from a third party provider.”

GEORGE MEAD

Brand Marketing Manager, Beko



Why **Reevoo**?



Beko's research showed that independence and impartiality were imperative to the success of the implementation and marketing campaign. **Reevoo's authenticity was also a strong factor.** It shows the good and the bad, and brands are not allowed to edit or bias their scores in any way.

For Beko, this was important to regain public trust in its products.

Beko described the implementation process with Reevoo as **"virtually seamless", and was impressed with the speed of the implementation.**



100%

conversion uplift
for **review readers**





To see Beko's reviews in action, visit

www.beko.co.uk

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