

## Spotlight

### Better Nature

Uses ProQuo AI to Disrupt & Own Their Category

**Better Nature** are on a mission to disrupt the vegan meat category by not compromising on people, the planet or animals. They are staying steps ahead of their competition by taking all-natural, plant-friendly tempeh – an Indonesian meat-alternative made from soy beans – into the mainstream.

Meetings landed with:

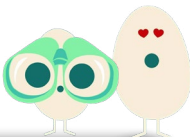
WAITROSE  
& PARTNERS



TESCO

Sainsbury's

Since joining ProQuo AI:



Increased distribution in physical stores

+38%

Differentiation Score

+14%



Relevance Score

+12%



Aspiration Score

+11%



Attraction Score

+5%

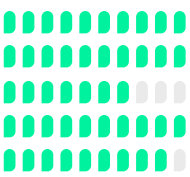


"ProQuo makes retailer conversations, much easier. We can demonstrate our brand's strength vs. more established players and easily show how we're disrupting the category."

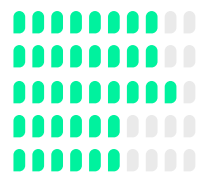
- Chris Kong | Co-Founder

### 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

Better Nature have huge ambitions to disrupt and own the natural and nutritious protein category, but had no real way of understanding where they stand versus their competition and where the opportunity spaces were for disruption. Proving to retailers that they are in a position to drive category growth ahead of competitors is crucial for challenger brands like Better Nature in order to grow their distribution.

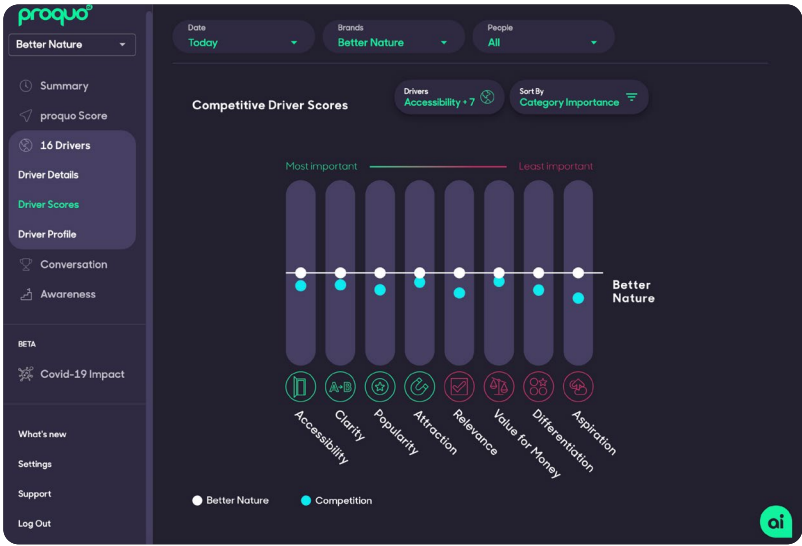


# Then they said hello to **proquo<sup>ai</sup>**

Since joining ProQuo AI, Better Nature have at their fingertips daily intelligence on their brand, competitors, and what's driving the Meat-Alternative category, enabling them to identify white space to own and step ahead of the competition. They use this data to confidently showcase to retailers how their brand is growing, beating out the competition and delivering value to the category.

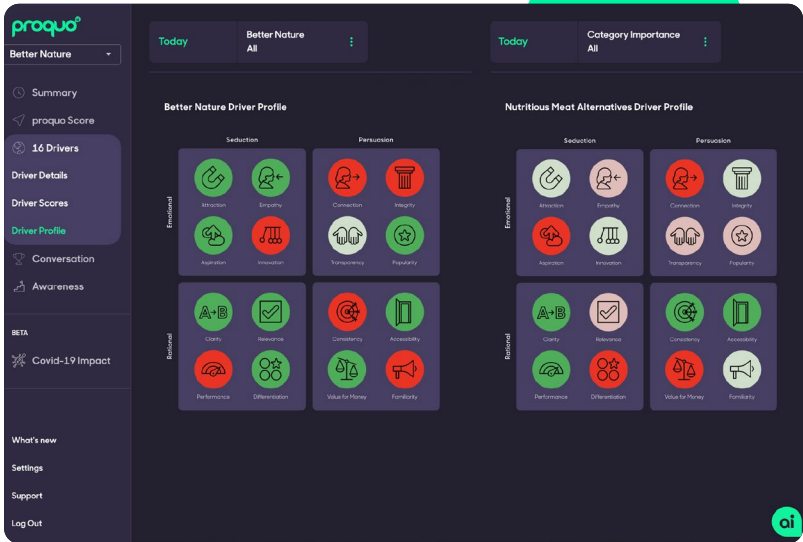
## Developing a growth strategy to disrupt and lead the market

With ProQuo AI, Better Nature have built a punchy growth strategy, focusing on Drivers in the category competitors aren't delivering on. The gains they've made in Differentiation, Attraction, Aspiration and Relevance – previously unmet needs which are quickly growing in importance – have propelled them ahead of the competition. **“As consumer needs change, with ProQuo AI, we're alerted first. This allows us to identify trends in the category and stay in a strong position to disrupt and lead the market.”**



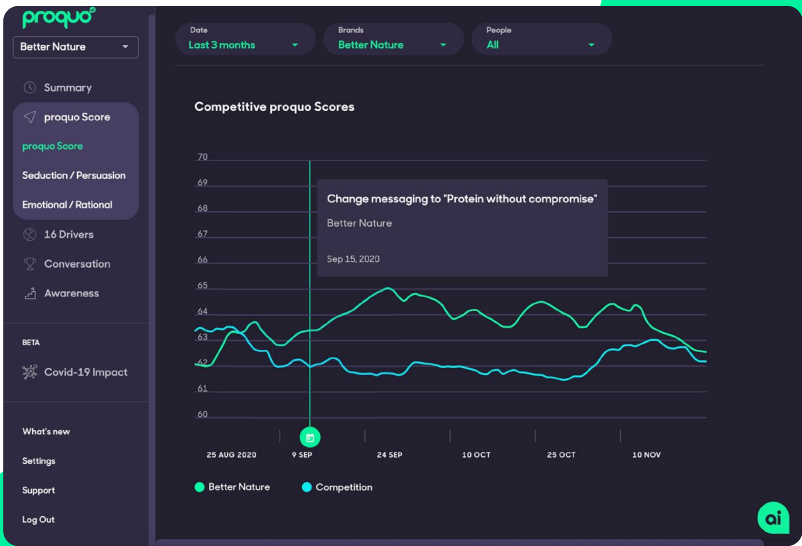
## Getting retailers to lean in and listen

Since joining the platform and focusing on areas to own and disrupt, Better Nature have **overtaken the competition** across more than half of the drivers which ProQuo AI use, daily, to understand people's relationships with brands. This leadership puts them in pole-position to grow the category. **“ProQuo's data helps us show how we're standing out from the crowd and adding value to a buyer's category.”**



## Ensuring marketing messaging stays disruptive

Since launching their new “Protein without compromise” messaging, Better Nature saw their brand's Seduction rise by 9%, catapulting them ahead of the competition and giving them the confidence that their purpose-led messaging is continuing to help them make waves in this nascent but booming category. **“We use ProQuo's data to drive our decision making. We optimise our marketing messaging weekly, so it stays disruptive and continues to resonate with our key audiences.”**



Want to grow your brand like Better Nature?

Say hello to us