

The logo features the word "proquo" in a bold, lowercase, rounded sans-serif font. A small "ai" is enclosed in a light blue circle, positioned to the upper right of the "o". Below the main text, the tagline "Whatever Your Brand. Make it Bigger. **Faster.**" is written in a smaller, clean sans-serif font. The background is a solid dark blue, decorated with a grid of small white dots and several thin, flowing white lines that create a sense of motion and depth.

proquo<sup>ai</sup>

Whatever Your Brand.  
Make it Bigger. **Faster.**



×



# Perfect Your Elevator Pitch: Win Over Any Retailer in Less than 5 Minutes.

With guest speaker Christof Tremp, founder of Rebels 0.0%



@rebels0.0

2 March 2021





In Partnership With



**We are a community of dynamic marketers.**  
Supporting each other to smash our goals, feel unstoppable and build a great career.

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Events. Courses. ClubHouse.  
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**A new event series that answers your most frequently asked questions about Brand Management, like...**

- How can I get my product into more stores?
- What's the best way to launch a new product?
- How can I build my brand's growth strategy?

# HELLO



**Michael Coden**

Head of Marketing | ProQuo AI



**Christof Tremp**

FMCG Expert | Ex Lindt, Hugo Boss and Gillette



# Guest Speaker- Christof Tremp, founder Rebels 0.0%



## REBELS 0.0% FREEING THE SPIRIT OF SPIRITS

Double distilled truly alcohol-free  
0.0% Spirits Alternatives, crafted in  
Switzerland, on a mission to break  
social drinking norms and celebrate  
everyone's freedom of choice.

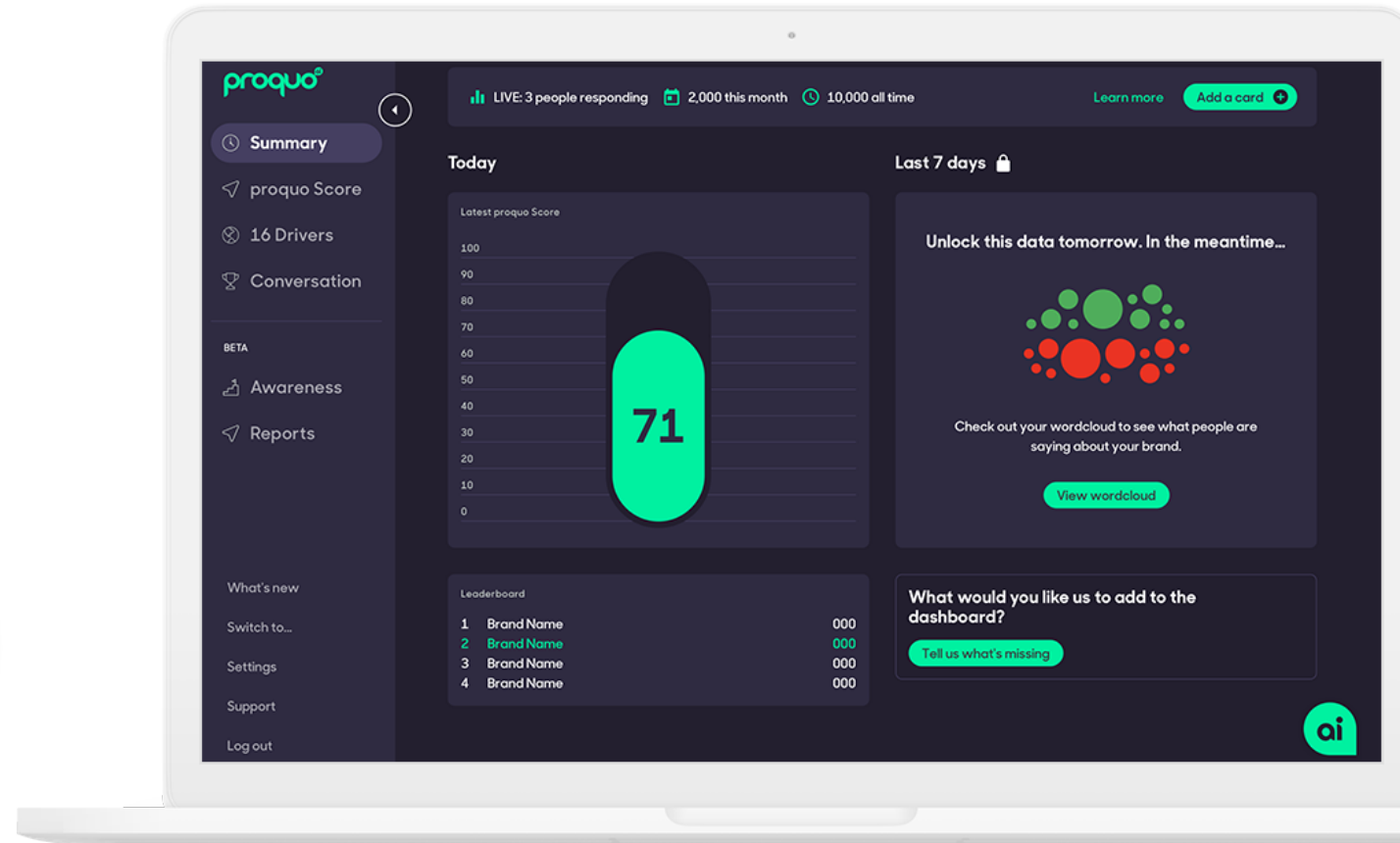


# Free brand guidance session

ProQuo AI is a brand management platform that's helping disruptive challenger brands grow.

We analyse your brand, every day from every angle, and give you an action plan for sure-fire growth.

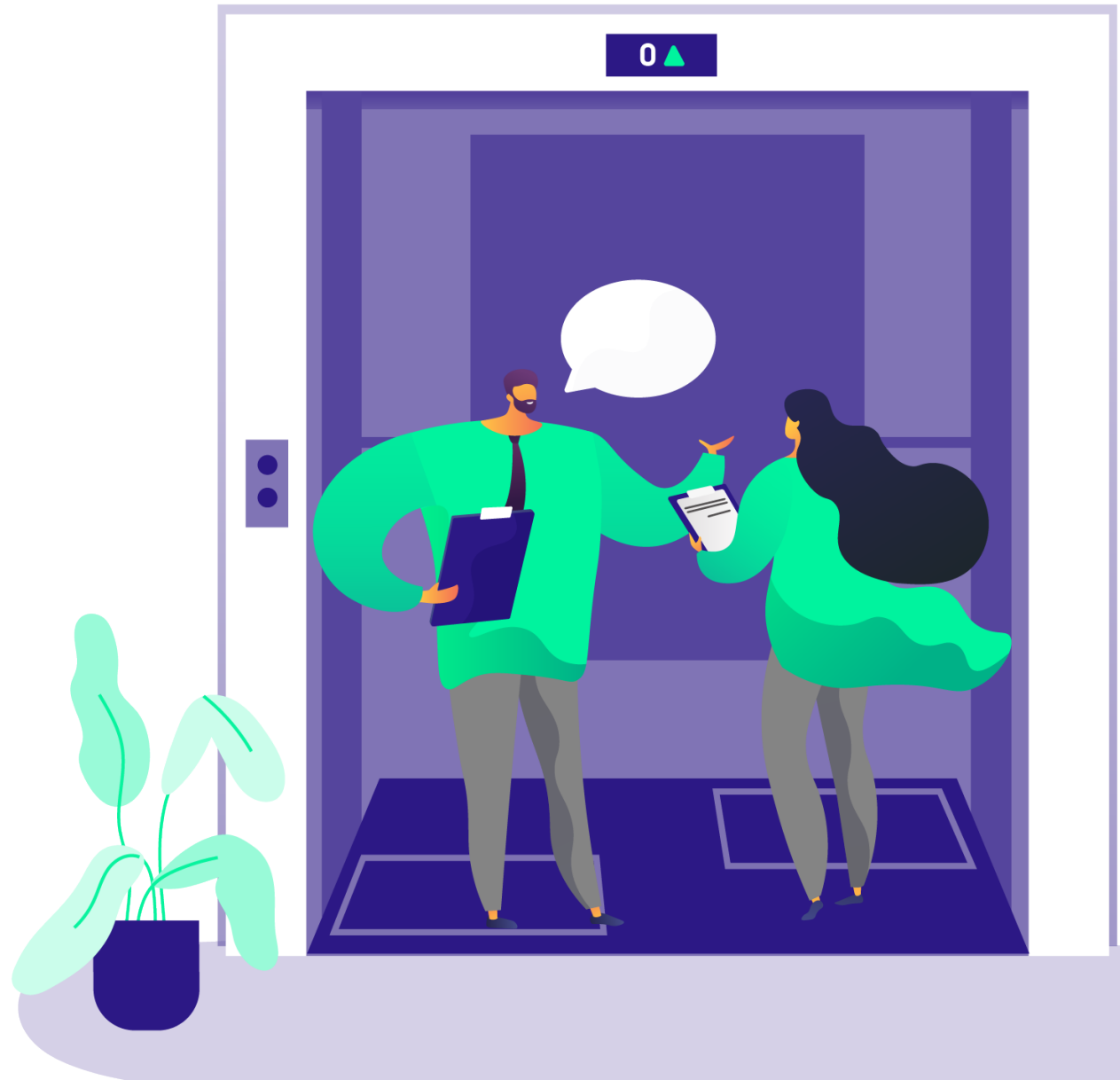
Drop a +1 in  
the comments



# The Elevator Pitch

If you were in an elevator with a buyer, going from the ground to the fifth floor – what must you mention to give you and your brand the best chance at selling itself in?

The first step is understanding your trade story.







# Up to the 5<sup>th</sup> floor...

- 01 Position Yourself as a Category Expert
- 02 Prove Your Disruption Potential
- 03 Show Your Value Plan
- 04 Reassure Them With Your Marketing Plan
- 05 Build A Relationship With Your Buyer



# Floor 1:

Position Yourself  
as a Category Expert.

# Start with the problem

What are the gain-making opportunities within the category?

Make sure you're able to talk about the category – not just from your own brand's perspective.





# Signs you know your category

- You know how people make decisions to buy brands in your category.
- You know what drives peoples' relationships with brands in your category.
- You can demonstrate knowledge surrounding the differences between shoppers of a category.



# How do we make decisions?

## **System 1** Sub-conscious

95%

Fast  
Automatic  
Intuitive



## **System 2** Conscious

5%

Slow  
Deliberate  
Rule-Governed

# People want to get more than they give

People tend to stick in relationships so long as they get out from them more than they put into them.

This is called the Theory of Social Exchange.

If the exchange is in favor of the consumer, they love you longer and more intensely. It deepens the relationship.



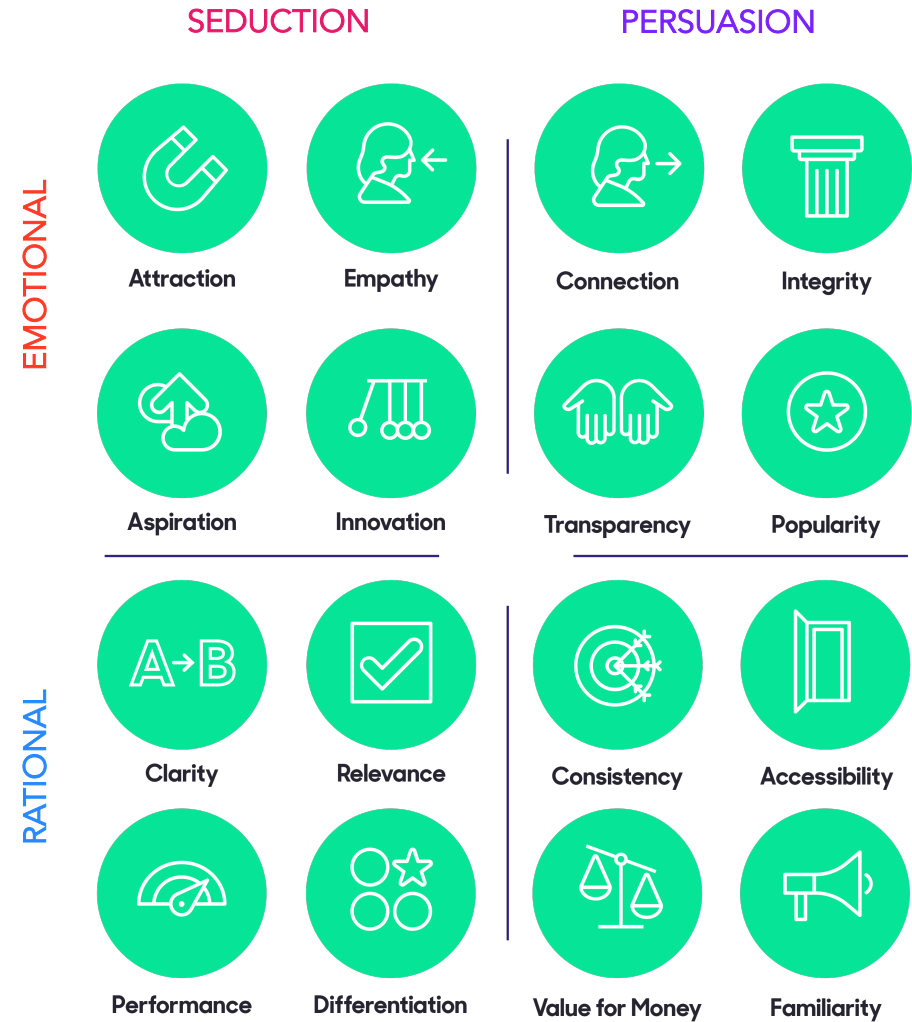


# 16 things make up how we feel about a category

There are 16 different things which make up the relationship people have with brands.

They're the same 16 things which make up the relationship we have with each other.

When it comes to trade stories, relationships are paramount.

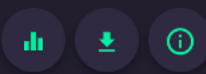


Date  
Today

Brands  
Category Needs

People  
All

Compare



Mar 2020

Category Needs



Mar 2021

Category Needs



Exit Compare

## 2019 Driver Profile



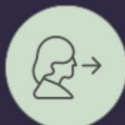
Emotional

Seduction

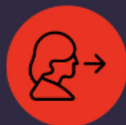
Persuasion



Attraction



Empathy



Connection



Integrity



Aspiration



Innovation

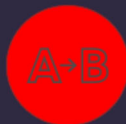


Transparency



Popularity

Rational



Clarity



Relevance



Consistency



Accessibility



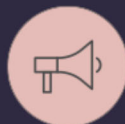
Performance



Differentiation



Value for Money



Familiarity

## 2020 Driver Profile



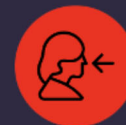
Emotional

Seduction

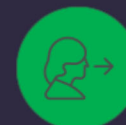
Persuasion



Attraction



Empathy



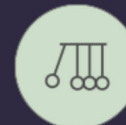
Connection



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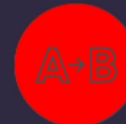


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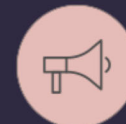
Performance



Differentiation



Value for Money



Familiarity

Today

Category Needs  
For Women



Today

Category Needs  
For Men



Exit Compare



## Women's Category Needs

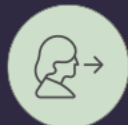
Seduction

Persuasion

Emotional



Attraction



Empathy



Connection



Integrity



Aspiration



Innovation

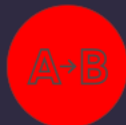


Transparency



Popularity

Rational



Clarity



Relevance



Consistency



Accessibility



Performance



Differentiation



Value for Money



Familiarity

## Men's Category Needs

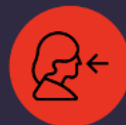
Seduction

Persuasion

Emotional



Attraction



Empathy



Connection



Integrity



Aspiration



Innovation

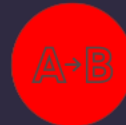


Transparency



Popularity

Rational



Clarity



Relevance



Consistency



Accessibility



Performance



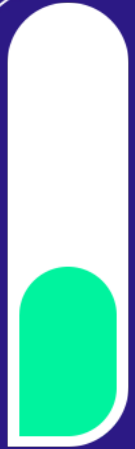
Differentiation



Value for Money



Familiarity



# Floor 2:

Prove your  
Disruption Potential

# Added Value

Why is your product helping to fill a gap in the market and what value is it creating for the buyer?





# Which spaces can you disrupt?



# Separate the expected from the unexpected

## Hygiene Drivers



Performance



Popularity



Consistency



Familiarity

Example: The Spirits Category

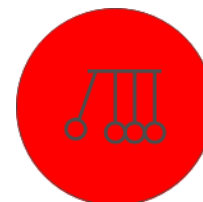
## Disruption Opportunities



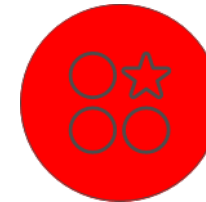
Empathy



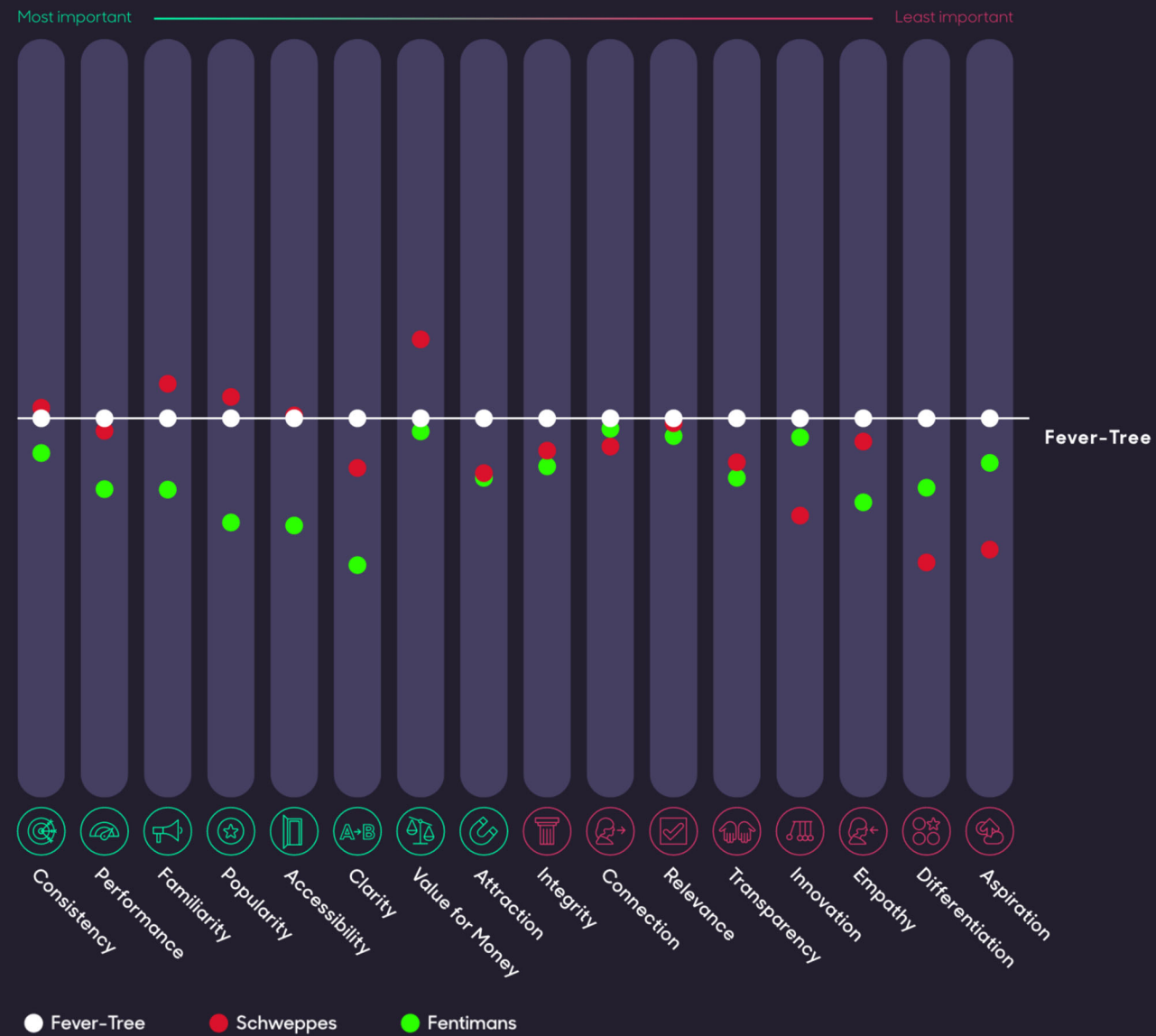
Aspiration

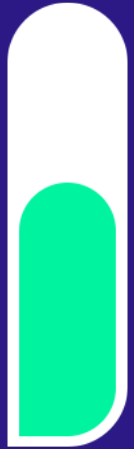


Innovation



Differentiation





# Floor 3:

Show Your Value Plan

# 3 Ways to drive category value



More Users



More Usage



More Trade Up



# 3 Ways to drive category value

## More Users:

What is the penetration of the category?

Is there a growth opportunity within a particular demographic?





**Categories driving more users**



# Categories driving more users



Alcohol Free - Rebels 0.0%



Meat Alternatives – Better Nature



Male Grooming - Rock Face

# 3 Ways to drive category value

## More Usage:

How will you drive frequency (sustainable usage)?

How will you drive additional usage occasions?

How will you innovate into formats which generate higher use up rates?



**Products driving more frequency**





# Products driving more frequency



Occasion - Health



Lifestyle – On the go



Usage - Deodorants

# 3 Ways to drive category value

## More Trade Up:

How is your brand more profitable than other brands in the category?

How will you drive \$/basket?

How will you innovate into new price tiers, with a price ladder that trades people up?





**Brands driving trade up**



# Brands driving trade up



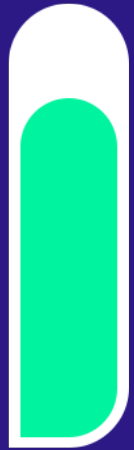
Premium Product



Premium Innovation



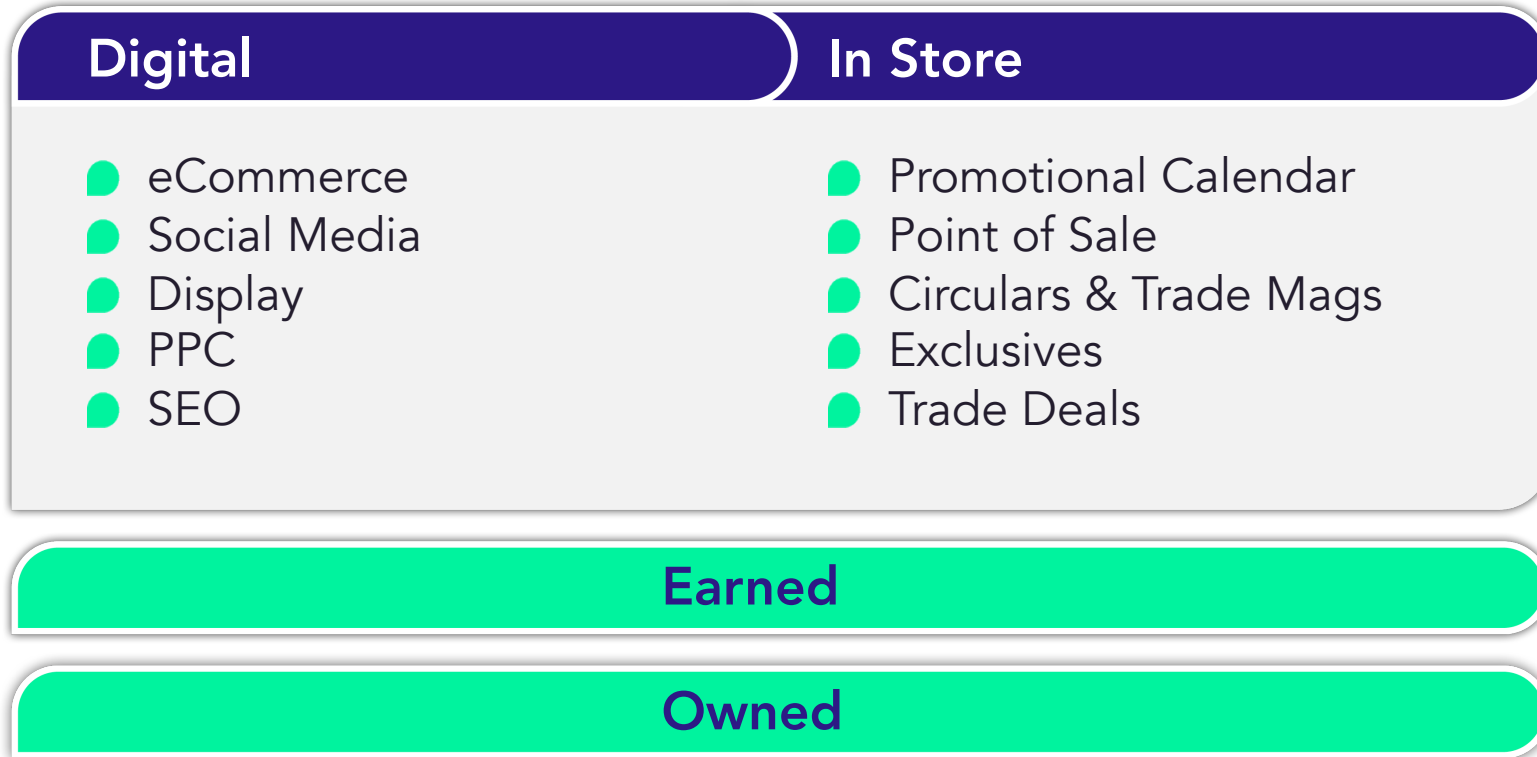
Multipack value vs  
single product



# Floor 4:

Reassure Them With  
Your Marketing Plan.

# Build ecommerce & in-store as part of a powerful media plan



Date  
Sep 1, 2020 to Mar 1, 2021 ▾

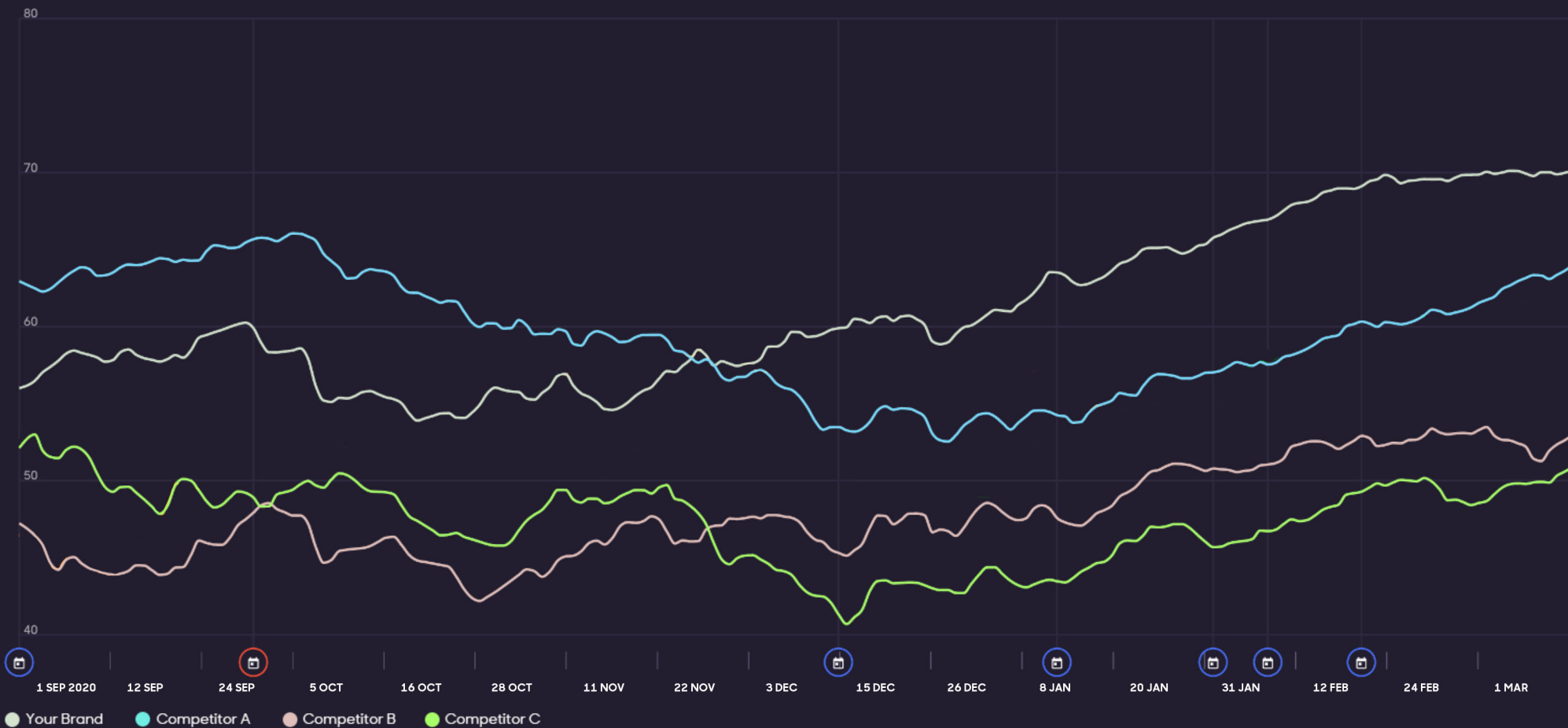
Brands  
All Brands ▾

People  
All ▾

Compare +

## Unprompted awareness of All Brands from Sep 1, 2020 to Mar 1, 2021

☐ Prompted ☒ Unprompted





# Memorability > Awareness

**People Are Aware**



Prompted



Unprompted

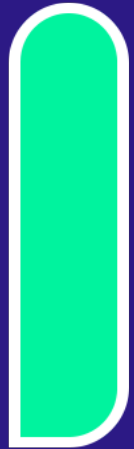
**It's Memorable**



Focus on Your  
Brand's Experience



Major on 1 or 2  
Surprisingly Memorable  
Moments



# Floor 5:

Build a Relationship  
with your Buyer.

What's the best way to build  
a relationship with buyers?



**How do you approach a  
buyer with no relationship?**



# Elevator Pitch – Key Takeaways

- ⚠️ Know your category and what drives people to it; identify where you can disrupt
- ⚠️ Understand your buyer's objectives and how your product relates to that
- ⚠️ Show how you will drive sales in their store





# Free brand guidance session

Interested in building your own trade story or brand strategy?

Just drop a +1 in the comments and we'll do it together!

Drop a 🙌 in the comments or e-mail [amelia.badeni@proquoai.com](mailto:amelia.badeni@proquoai.com)



# THANK YOU.



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**Christof Tremp**

FMCG Expert | Ex Lindt, Hugo  
Boss Gillette. Founder Rebels  
0.0%

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