



# Spotlight.

## How No.3 Gin uses ProQuo AI to achieve Sure-Fire growth

**No.3 Gin** have been relentless in their pursuit for perfection and have successfully differentiated themselves within a congested category.

As a member of the prestigious Berry Bros. & Rudd family, you'd expect No.3 Gin to revert back to their traditional roots. But instead, the brand has chosen to innovate through modern partnerships and a creative product line, including their new release, the highly popular and ever stylish bottled cocktail, the Vesper Martini.

*Results post NPD launch:*

**Online Retail Sales:**

**+125%**

**Sales Uplift in Waitrose:**

**+134%**

**Relevance Driver:**

**+5%**



**Differentiation Driver:**

**+7%**



"ProQuo has helped us to grow our relationships and build our brand, allowing us to understand the impact of our product launches in real-time"

**Lucinda Hodge**  
International  
Brand Manager  
| No.3 Gin



## Growth Challenge

No.3 Gin had a sizeable following and a loyal user base but were struggling to keep up with changes in their category. The brand wanted to innovate through a new product release, but their category was in flux and consumer needs were rapidly shifting, brought on by local lockdowns and the closure of bars, pubs and restaurants.

What the brand needed was a way to know instantly how consumer needs and trends were shifting, so they could build their brand strategy in line with these needs, landing new innovation that felt right on time with a quickly changing market.

# Then they said Hello to ProQuo AI.

To ensure their new product was tapping into the current needs and wants of their target audience, No.3 Gin used the always-on ProQuo platform. Through the platform's real-time analysis of their brand and competition, they were able to create a custom action-plan for their brand – helping them to deeply understand the dynamics of the category and identify relevant opportunity spaces in the market to position their new products and marketing activities.

With ProQuo by their side, No.3 Gin have the intelligence and confidence to not only create and execute a new product launch, but to gauge its instant impact in the market, alongside actionable guidance on how to best grow their brand.

## Using ProQuo to plan and strategize

**"We upgraded the bottle with 3 ProQuo Drivers in mind: Innovation, Relevance and Differentiation".**

With ProQuo, No.3 Gin identified areas in the category that competitors weren't delivering on, that were rapidly rising in importance to Premium Gin drinkers. They noticed the Ready-To-Drink market, where their new product fell, was largely focused on convenience and ease, but overlooked luxury and decadence.

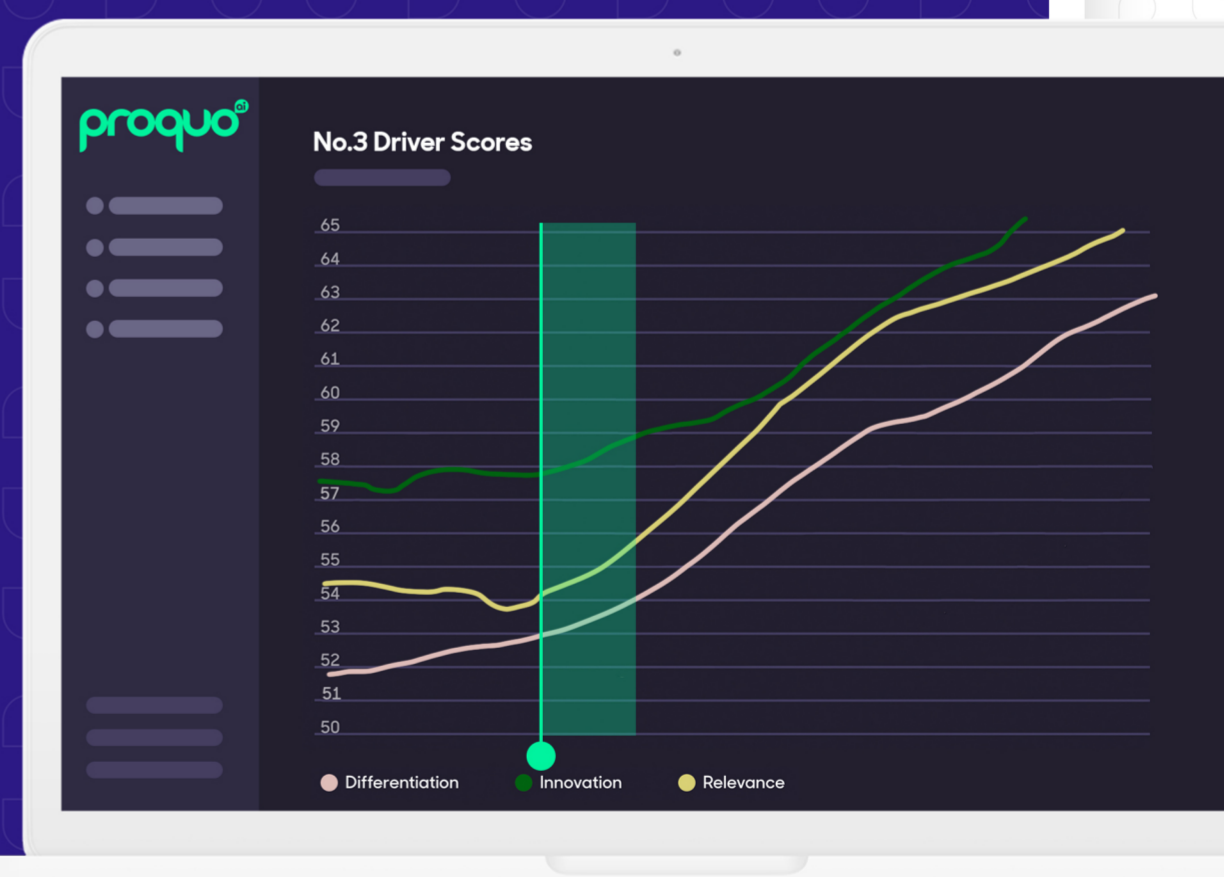
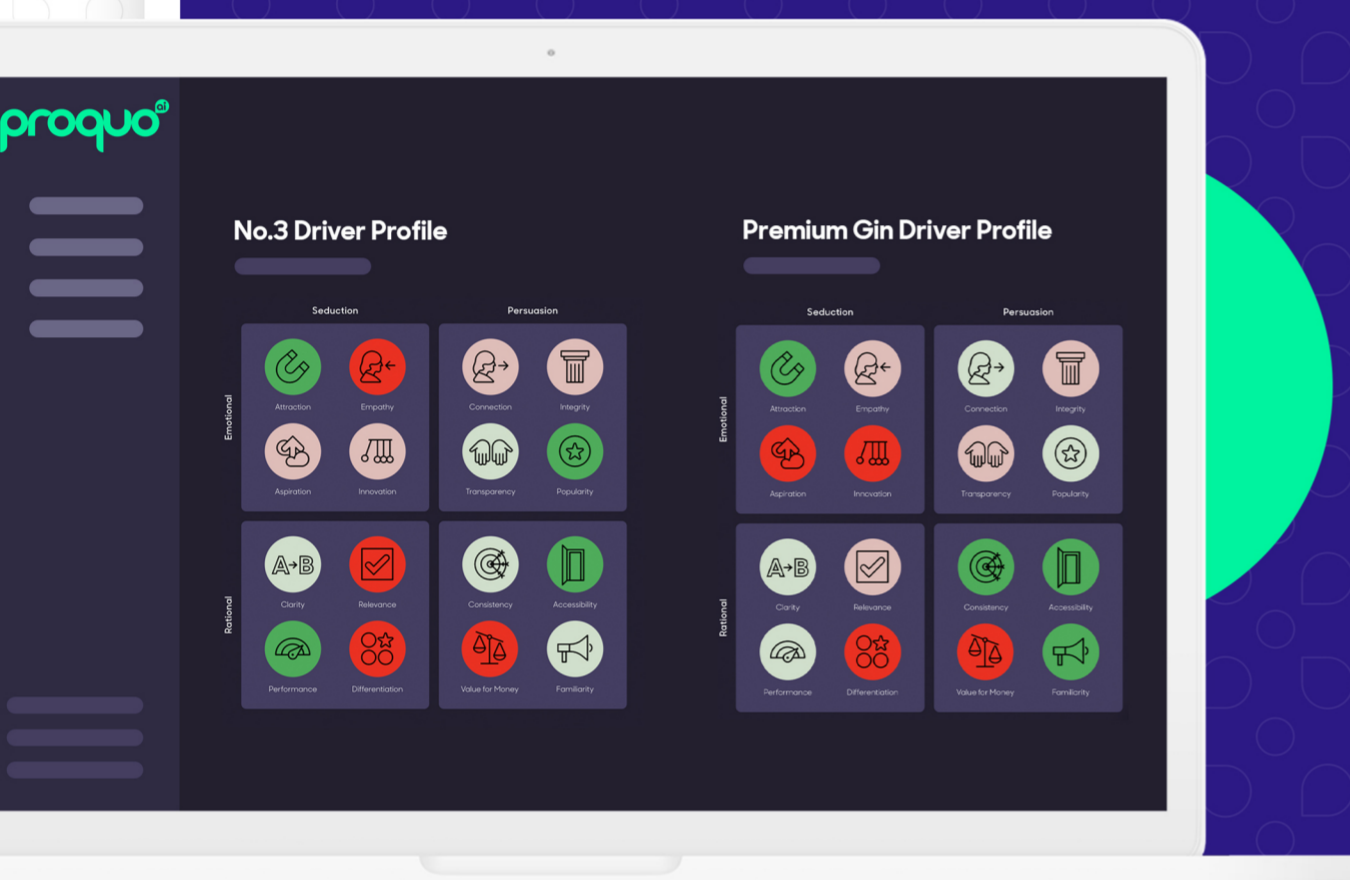
With this in mind, No.3 Gin singled out the ProQuo Drivers, Innovation, Relevance and Differentiation to guide their concept development and set key objectives to measure against post-launch.

**"We wanted a clear and actionable way of detecting whether we were achieving our strategic brand goals. ProQuo was perfect for this"**

## Using ProQuo to prove marketing effectiveness

**"We've never been able to detect the instant impact of our actions. With ProQuo, we can now see clearly how our marketing efforts align with our results."**

The launch campaign, which involved a partnership with a key influencer in the spirits category, saw significant upticks across No.3 Gin's 3 focal Drivers and in both unprompted and prompted awareness. The ProQuo Brand Management platform was a pivotal force in No.3 Gin's quest to create a new product, on point for their brand strategy. It enabled them to not only craft their new product with ease, but the live nature of ProQuo also gave them confidence that their communications strategy and surrounding marketing activation plans were returning dividends for their business.



Want to grow your brand like No.3?

Say hello to us