



Spotlight.

Rustlers use ProQuo AI to relaunch their brand, resulting in 12.5% brand growth.

Rustlers have been delivering unbeatably tasty microwaveable burgers, since 1999. Looking to modernize their brand, they approached long-time partner, ProQuo AI, for a brand relaunch plan.

ProQuo AI partnered with Rustlers during this process, changing the brand's direction, exploring the future of the category and building a purpose for the brand. This was executed through fresh packaging and communications. Rustlers continue to use ProQuo AI to monitor their ongoing progress and assess the impact of their actions.



Rustlers commercial sales:

Brand Growth: +12.5%

Sales Growth YOY: +11%

Overall ProQuo Score: +6%

Integrity Driver: +12%

Attraction Driver: +10%

"Partnering with ProQuo AI throughout this project has helped us develop a roadmap to meet our ambitious brand growth targets. The strategic guidance from the team at ProQuo AI has helped us to identify new opportunities for our brand"

Elaine Rothballer
Marketing Controller,
Foods Division
| Rustlers



Growth Challenge

Rustlers had a strong user base but were struggling to recruit new customers. Their brand identity was losing relevance, many consumers believed their products were low quality, and they were only appealing to a niche audience.

They needed to modernize the brand, fast, to increase their appeal and relevance.

Then they said Hello to ProQuo AI.

To improve public perception and boost their user base, Rustlers needed a full brand refresh. ProQuo's strategic guidance and granular executional optimizations were key in forging a new direction for the business.

ProQuo partnered with Rustlers to prioritize the Integrity of their ingredients and the Attractiveness of the brand, to broaden their reach to a wider audience.

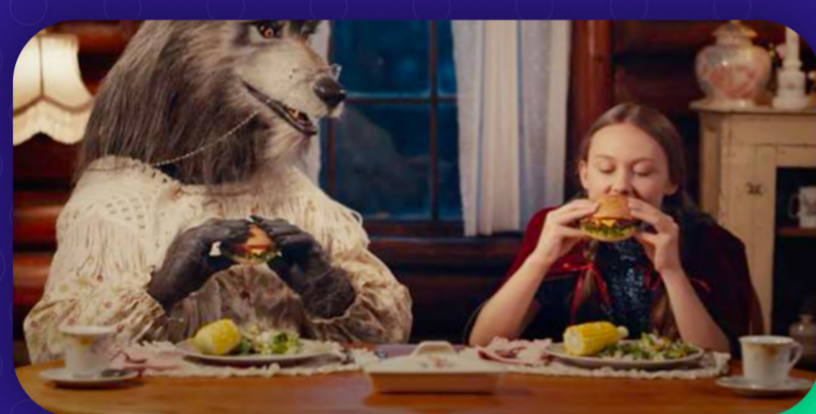


Crafting a proposition

ProQuo's data provided a clear opportunity space for Rustlers, helping them to achieve their two main goals, of improving how people viewed the quality of their food and in modernizing the brand.

They noticed people in the category were more interested in not feeling guilty about the food they ate, rather than being proactively 'healthy'.

Despite people perceiving Rustlers to be of low quality, Rustlers took an enormous amount of care, using industry leading processes and the best ingredients to provide good food for their consumers. Rustlers needed a radical repositioning, to become the brand leader of nutritious food in the modern day.



BETTER THAN YOU THINK

Packaging

During Rustlers go-to-market strategy, a packaging overhaul was completed, based on the brand's new value proposition, and the ProQuo Driver, Attraction.

ProQuo worked with Rustlers to create a brief, refine their ideas and optimize them. The final pack design included a reappraisal of ingredients, a more modern look, and bold colors to grab consumers' attention on shelf. The rebrand had an enormous impact on the Rustlers brand, helping them to attain new users, boost sales and increase all of their Driver Scores. In particular, Integrity and Attraction experienced huge surges.

Establishing a new direction

To create a concrete business strategy that would guide Rustlers to reach their goals, ProQuo analyzed data on the brand, category and competition.

They found people in the category always searched for shortcuts and were incredibly competitive, both against themselves and others. A common perception was that their category lacked good quality, nutritious food, which reflected with a rising trend in health, and consumers choosing to care more about the food they were putting into their bodies.

The data made clear that though they wanted 'good' ingredients, people struggled to know exactly what to eat.



Optimizing communications

Armed with a new direction and proposition, Rustlers focused their efforts on conveying their message to the public. ProQuo worked with Rustlers throughout this process, helping to inform their brief and optimize their creative ideas.

The result was a reappraisal campaign centered around being 'better than you think', projected across TV, Out Of Home and radio, and based on the ProQuo Driver, Integrity.

The campaign forced people to rethink the quality of Rustlers ingredients, making sure they understood the products were not only delicious, but weren't as bad for them as they originally thought. This played into the audience opportunity, getting consumers to rethink and reevaluate their preconceptions of the brand.

"The use of creative optimisers at each stage ensured that the strategy was executed with maximum impact and effectiveness across our target consumer groups, resulting in brand positioning, packaging and a marketing comms plan that has delivered strong growth."



+18%

Growth in occasions:

+8%

Brand Growth due to rebrand:

+6%

Sales Uplift due to rebrand:

Moving forwards, Rustlers are continuing to partner with ProQuo through innovation, tracking and execution. Together they are planning upcoming product releases, creative executions, and are continuing to track their progress, and ensure they reach their goals.



Want to grow your brand like Rustlers?

Say hello to us