



Pip & Nut Case Study.

How Pip & Nut shook up the nut-butter category, with help from ProQuo AI.

Pip & Nut are a sensational, B-Corp certified, multi-million pound challenger brand in the nut-butter category. Established in 2013 (out of Founder, Pippa Murray's kitchen), the brand has edged out competitors through an airtight sustainability ethos, an irresistibly appealing brand identity and a razor-sharp marketing focus.

ProQuo AI results compared to competitors:

ProQuo Score since joining :

35%
increase

Attraction Driver:

8%
Higher



Accessibility Driver:

8%
Higher



Innovation Driver:

8%
Higher



We can see the immediate impact of our campaigns as they're happening.

That means, we can understand instantly whether or not the assets we've produced, and put money behind, are best connecting with our audience.

Jacq Ellis-Jones
Marketing Director | Pip & Nut



Growth Challenge

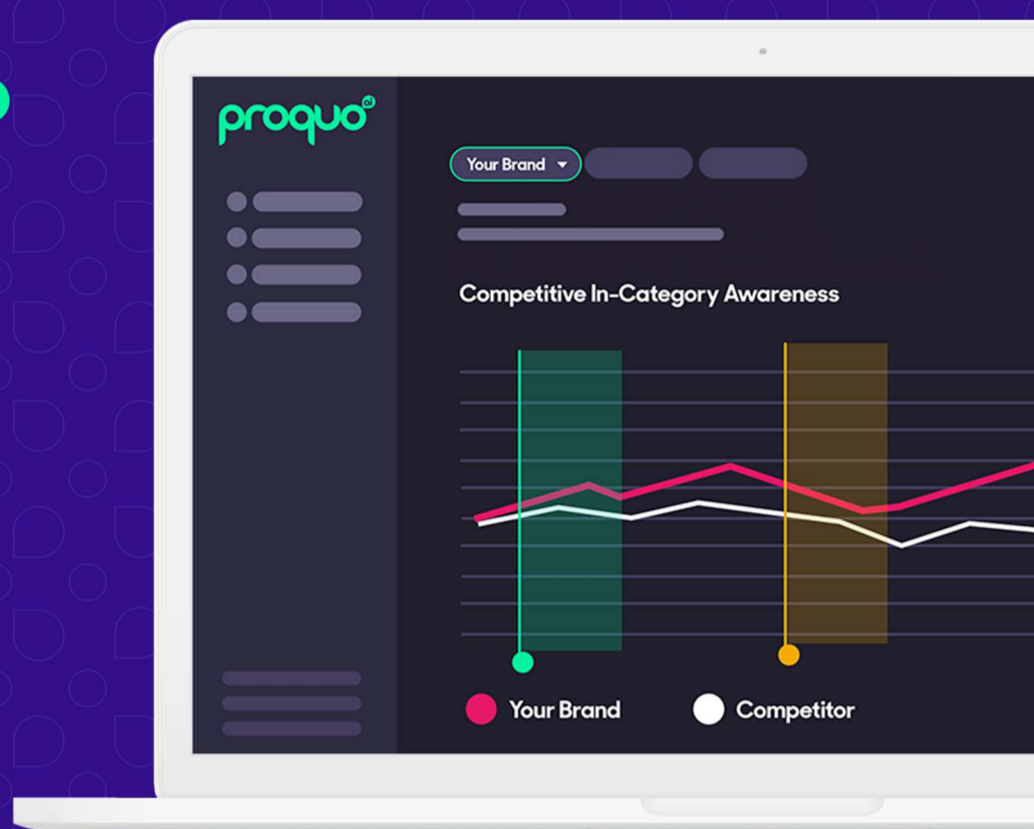
Pip & Nut had been dethroning the giants of their category, one peanut butter tub at a time.

To sustain this progress, they needed to understand the ever-changing dynamics of the nut butter category to identify further opportunities for disruption and growth, and to expand their distribution in major retailers.

Then they said Hello to ProQuo AI

With ProQuo AI, Pip & Nut have access to real-time analysis of their brand, competition and category, allowing them to identify the best way to differentiate themselves amongst competitors and break into new retailers.

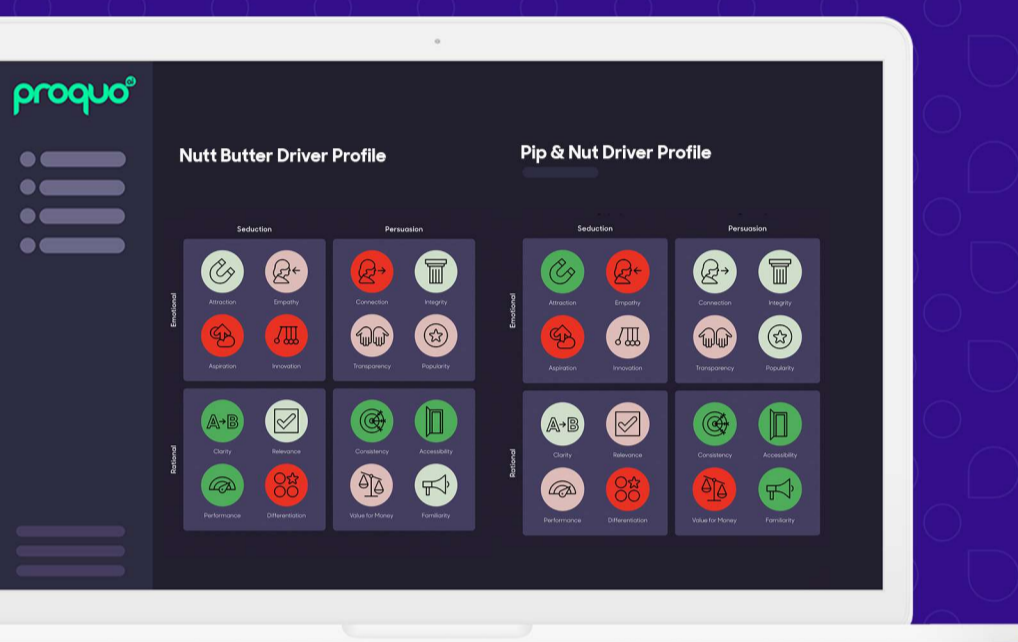
They can understand the immediate impact – and prove the ROI of – their marketing activities and are given custom action plans guaranteed to deliver sure-fire growth.



Finding your niche

With ProQuo AI, Pip & Nut can identify and focus on needs in the category which competitors aren't delivering on, and prove to retailers that they are best positioned to drive value and growth. Since joining the platform, they have increased their ProQuo Score by 35%.

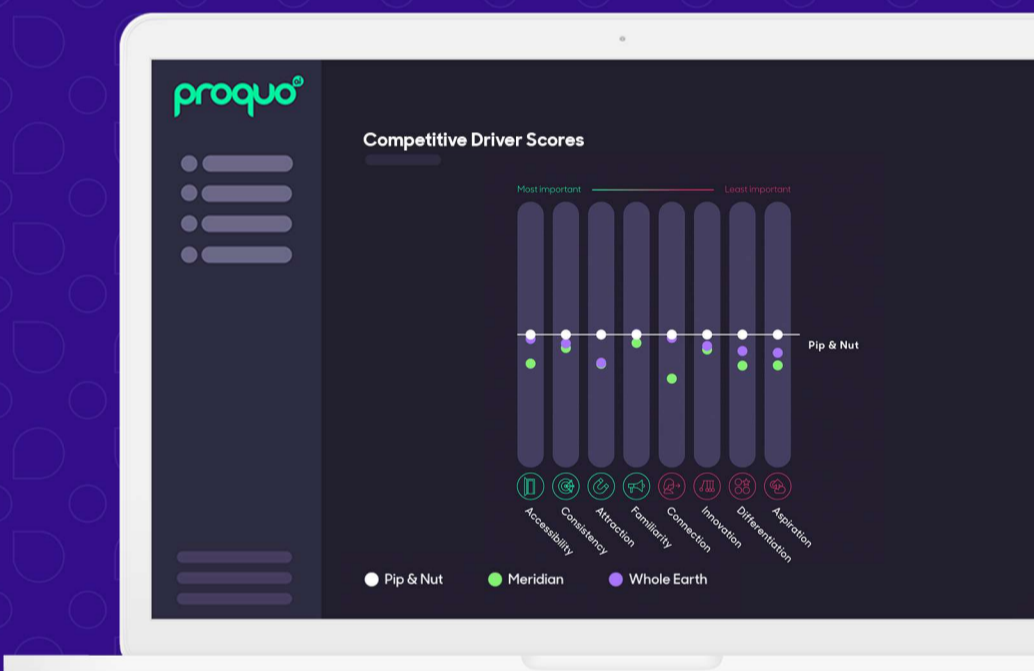
'The ProQuo platform allowed us to break into new retailers'.



Measuring up against competitors

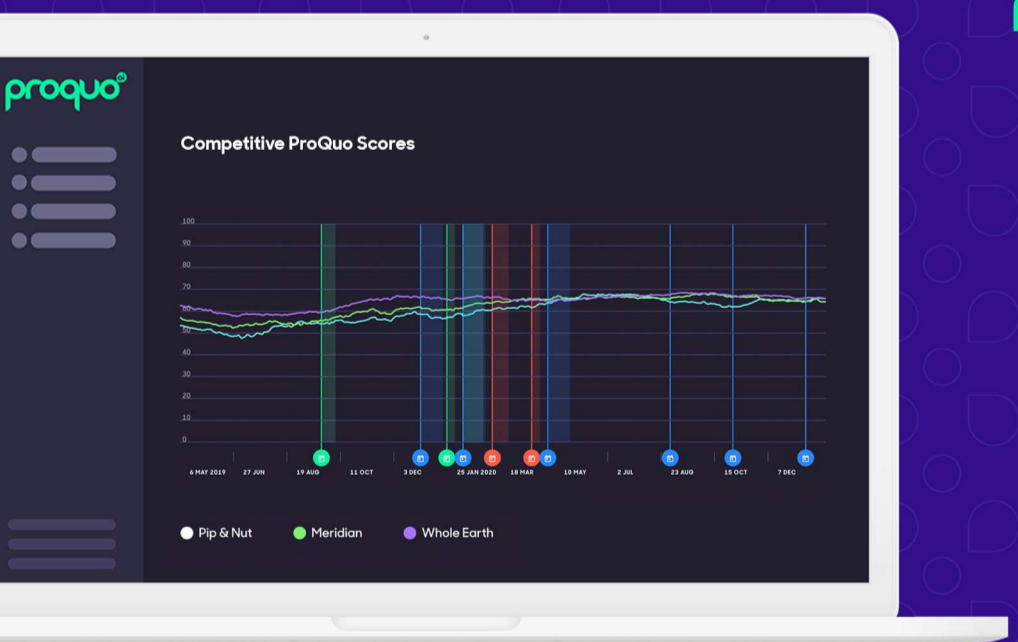
Through ProQuo's real-time analysis of their brand and competition, Pip & Nut can understand where their competitors are ahead, and where they need to focus to step ahead. Since joining the platform, Pip & Nut have overtaken the competition in over half of the Drivers ProQuo uses to understand the strength of a brand's relationship with people.

'ProQuo AI tells you which Drivers are most important in your category and how your brand is performing on them versus your competition... so we can stay ahead'.



Understanding the immediate impact of marketing activities

After featuring on the BBC Two documentary, 'Inside the Factory', Pip & Nut saw instant increases in their Transparency, Clarity and Relevance scores, all key Drivers in their category.



With ProQuo, they are able to prove the ROI of any marketing campaign from NPD launches to promotions and can optimize their strategy in real-time.

'ProQuo AI has enabled us to optimize brand campaigns... It shows you the instant impact of your marketing activities, so you know what's working hardest for you'.



Want to grow your brand like Pip & Nut?

Download