

Spotlight.

Rock Face uses ProQuo AI to guide their brand strategy

Rock Face is a male grooming brand that's fighting to modernize and grow the category by removing the barriers to entry.

The brand is operating in a market that's traditionally been skewed towards its female audience, but Rock Face is making huge moves to change this. Their range targets the everyday man, with products that are easy-to-use, simple, affordable and relevant.



Rock Face Results:

Brand Growth vs. prior year

+15%

Innovation Driver:

+2.3%



Empathy Driver:

+1.9%



"ProQuo allows us to understand the market on a deeper level through clear action-plans that are tailored to our growth goals."

James Wilkinson, Head of Sales and Marketing | **Rock Face**

James Langdon, Head of Brand and Innovation | **Rock Face**



Growth Challenge

Earlier this year, James and James joined Rock Face, after previously working for the global cosmetic company, L'Oreal.

To adjust quickly to the new role and to inform which direction the brand should go in, James and James needed access to an always-on platform, to gauge where their category, competition and brand were operating, so they could best position themselves for growth.



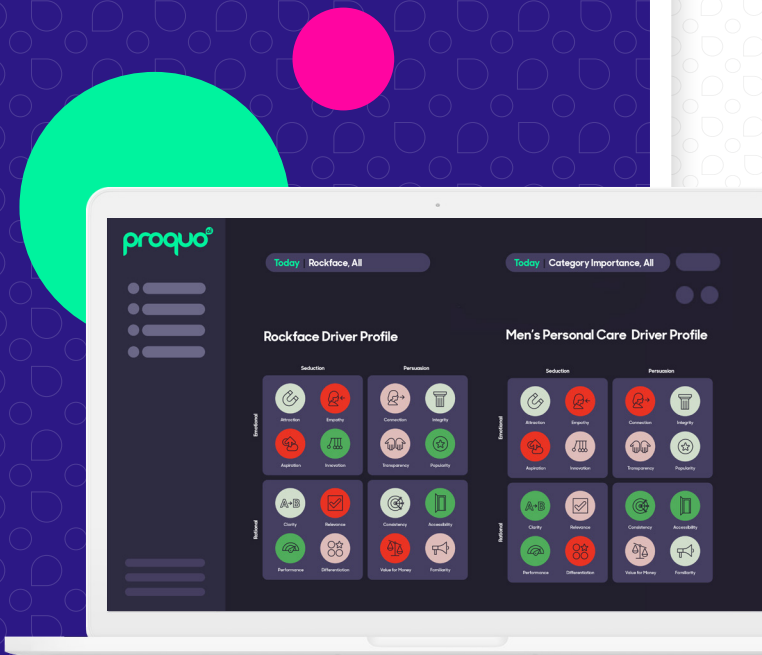
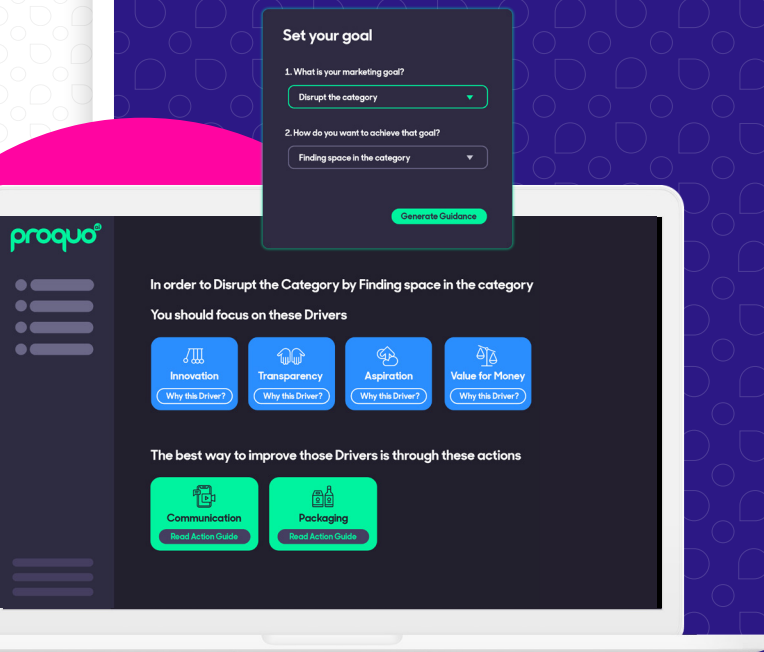
Then they said Hello to ProQuo AI.

ProQuo's platform provided Rock Face with a deeper understanding of the changing dynamics within the category, enabling them to identify opportunity spaces for maximum market disruption. Using ProQuo's 16 Drivers and custom action-plans, Rock Face developed a targeted brand strategy that was in line with the needs of their consumers and would deliver on their core brand goals.

Using ProQuo to understand the category

"Our category suffers from low penetration. To grow the category and drive sales, we needed a better understanding of the changing needs of our customers."

With ProQuo's always-on platform, Rock Face could see the white spaces in their category. Noticing the market was overly concerned with rational needs, like the Drivers, Consistency, Accessibility and Clarity, Rock Face decided to deviate from these norms, disrupting their category with the Emotional Drivers. They set their sights on growing their scores for Innovation, Aspiration and Empathy.



Using ProQuo to guide brand strategy

"We knew building an empathetic connection with our customers was key to disrupting the category, but to achieve this, we needed more input on the specific actions to take to get to this goal."

ProQuo's Guidance feature was invaluable in defining Rock Face's brand strategy, providing them with clear actionable steps to take, tailored to their goals. Through Guidance, they discovered Communication was a key Lever to pull to grow their Emotional Drivers. Since then, Rock Face is focusing on improving Communication, using ProQuo AI's custom action-plans to help them achieve their growth goals.

Using ProQuo to gauge impact

"Looking at ProQuo, we can see what we need to focus on in the future to bring the brand forward to achieve our goals. We've already seen huge progress in such a short amount of time."

Rock Face are already seeing huge gains in their Performance. By focusing on Innovation and Empathy, they have experienced rapid growth, and this year their brand has grown by 15%, despite a category-wide decline of 8%. In the future, Rock Face are looking forward to using ProQuo to optimize their brand strategy and to tailor a clear and compelling category growth story to the nation's biggest retailers.

