



## Rocky brand redesign

### Category

4.1 Packaging: Branded Food

### Client

Northern Foods

### Design Consultancy

Brandopus

brandopus



**“We’re really proud of the success of the Rocky brand and the change of design was certainly the right step to differentiate Rocky from the other Chocolate Biscuit Bars. We really made a stand in the market that hasn’t seen real change in recent times and this reinvigorated consumer interest.”**

Jeremy Dunn, Marketing Manager





## Executive Summary



Chocolate Biscuit Bars  
share within the overall  
Sweet Biscuit Market<sup>2</sup>

Fox's needed to give some attitude to its range of Rocky biscuit bars in a bid to achieve added presence on shelf, increase sales and buck the trend in a category suffering from slow innovation and staid brands. Brandopus transformed the Rocky brand, establishing it as a brand with attitude, allowing it to have a more powerful presence on the shelf, giving it greater appeal to push the consumer market beyond just that of children's lunchboxes. The design took music emblem iconography and injected the brand with a more edgy, urban personality. This led to a rocking 24 per cent increase in sales<sup>1</sup>.



times faster growth than  
the overall Chocolate  
Biscuit Bar market<sup>2</sup>



increase in sales<sup>1</sup>



in the Chocolate  
Biscuit Bar market<sup>4</sup>



of retailers stock Rocky  
biscuit bars<sup>3</sup>

### Rock and rolling to stardom

Rocky's sales have increased by 24 per cent to £27.5 million<sup>1</sup> immediately following the redesign and the brand is the fastest growing in the category - six times faster than the overall market, which is worth £379million and has a 26% majority share of the Sweet Biscuit market<sup>2</sup>.

### Top of the charts

The initial redesign saw Rocky overtake both Twix and Penguin to reach No. 2 in the market for the first time<sup>4</sup>.

### On the shelf

Rocky biscuit bars are now stocked in all major retailers including Tesco, Asda, Morrisons and Sainsbury's. Distribution has seen a four per cent increase and is now at 92 per cent<sup>3</sup>.



# Project Overview

## Outline of project brief

The brief was to:

- Create a broader consumer positioning for Rocky, expanding from just kids lunchboxes, to drive greater awareness and trial
- Create a brand personality that engages consumers and injects life and personality into a dull, routine, habitual category...  
"The rugged biscuit bar with attitude"
- Ensure a successful transition to the new positioning and pack for existing consumers

## Description

Rocky is a rugged, chunky chocolate biscuit bar and is Fox's Biscuits leading Chocolate Biscuit Bar brand. Smothered in thick Milk Chocolate, Rocky comes in two great tasting flavours; Chocolate and Caramel. The success of the rebrand has enabled Rocky to launch a third product variant, which is due to launch in September this year.

## Overview of the market

The total Chocolate Biscuit Bar market is worth £379 million<sup>2</sup>, 26% of the Sweet Biscuits market<sup>2</sup>. The main players in the market are Nestle, United Biscuits UK, Fox's and Burtons.

The redesign saw Rocky overtake both Twix and Penguin to become the No. 2 Chocolate Biscuit Bar<sup>4</sup> and is still growing at 15% opposed to a market growth of 2.5%<sup>2</sup>.

## Project launch date

September 2009

## Size of design budget

£19,000



## Project Overview Cont.

### Outline of design solution

According to consumers, Rocky's previous brand appealed mainly to children and the design of the packaging made it look like a value product. With this in mind, Brandopus was appointed to create a more credible and more powerful brand, without losing its playful design. The two products, which underwent the rebrand, were Chocolate and Caramel.

Taking inspiration from iconic rock style imagery Brandopus created the Rocky Crest – a strong, iconic branded emblem to make the packs stand out as 'the biscuit bar with attitude'. The logo sitting directly in the middle of the pack, commands attention with strong colours and creates a brand with big personality to deliver standout on shelf.

The style of the illustration and typeface were all inspired by text seen on grunge, and rock and roll albums, symbolising Rocky's new personality. The shape of the Rocky shield has been adapted across each flavour, creating different personalities for the flavour variants, while the 'R' emblem stands out and creates a consistent iconic feel for the brand.





# Summary Of Results



24%

increase in sales

## Increase in sales

- Since the launch in September 2009, Rocky's annual sales increased by 24 per cent to £27.5 million<sup>1</sup>.
- The initial redesign saw the brand has become the fastest growing in it's category - six times faster than the overall market.

## Increase in market distribution

- Rocky biscuit bars are now stocked in all major retailers including Tesco, Asda, Morrisons and Sainsbury's.
- Distribution has seen a four per cent increase and is now at 92 per cent<sup>3</sup>.



#2

in the market

## Increase in market share

- Following the initial relaunch, Rocky overtook Twix and Penguin to reached number two in the market for the first time.

## Customers Satisfaction

- "Love the new packs, Rocky is cool again in my house"

## Research Resources

<sup>1</sup> Nielsen, Value Sales, Total Coverage MAT to 28.11.09

<sup>2</sup> Nielsen, Value Sales, Total Coverage MAT to 20.03.10

<sup>3</sup> Nielsen, Grocery Mults, ACV Weighted, MAT to 17.04.10

<sup>4</sup> Nielsen, Value Sales, Total Coverage 4 WE 23.01.10

## Other influencing factors

- A short campaign ran from 14 September to 24 October 2009. This included:
  - 4 weeks Rocky television advertising (450 TVRs)
  - Digital and viral activity, with integrated PR campaign
  - In-store promotion and trade marketing campaign



4%

increase in distribution

