





## The Brief

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.

We were tasked to create a personality for the brand that injects excitement into the category, and shifts Rocky beyond being just a kids lunchbox staple, driving greater awareness and trial of the brand across a wider demographic.



## Solution

Taking inspiration from iconic rock style imagery, we created the Rocky Crest – a strong, iconic branded emblem to make Rocky stand out as ‘the biscuit bar with attitude’. With the logo sat in the centre of the pack, and a strong colour palette Rocky has transformed into a brand with a big personality that truly stands out on shelf.



## Results

With a more edgy, urban personality, Rocky has a more powerful presence on the shelf, and greater consumer appeal. The brand has pushed beyond the market beyond its traditional associations with children's lunch boxes, with fantastic results.

# 24%

Increase in Sales

Rocky's sales have increased by 24 per cent following the redesign, making the Rocky brand the fastest growing in the category

# #2

In the Chocolate Biscuit Bar Market

Following the launch of Crispy Crunch, Rocky overtook Penguin (excluding wafer variant) to become 2nd biggest Chocolate Biscuit Bar in the market





## What the client says

"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, Fox's Biscuits





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