ROCK SHOCK
THE UPSTREAM JOURNEY

Watch Rock Shock Video Presentation on the link

Or read below Rock Shock business case

Category: SCALE UP / TRANSFORM BRAND

Project: E-COMMERCE BRAND & NEW WEB PLATFORM – BRAND TRANSFORMATION & SCALE UP

Scope: Strategic & Insights prep work, Positioning & Audience definition, Personality & Tone of Voice, Brand assets building, Custom e-commerce platform, Digital launch campaign - concept, awareness & performance planning; Series of key visuals and videos for platform, categories & products on focus

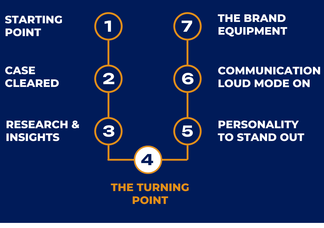
Outcome:
- 115,2% increase in total sales in volume*
- 86,36 % increase in total sales in value*
- geared up for future market development

*results in launch period vs same period previous year

In a nutshell:

Music Center Ikonomov (MCI) - an established partner and distributor of music instrument brands was in need of modernization and scale-up with e-comm involvement.

We offered a strategic solution beyond an ecomm shop - positioning the company brand for B2B / direct approach and creating an ecomm brand open as functionality, style and communication to non-pro, hobby seekers and younger digital audience.



1

STARTING POINT or what was the client initial mindset

Client addressed us with a particular request - a new e-commerce platform aimed to reach a wider audience and go beyond company's traditional model.

- **Our mindset:** A modern e-commerce platform is a must-have but what's behind the e-comm sales focus, how is it going to be sustainable and recognizable among competition?

2

CASE CLEARED or what the client really needs

Finding the real business "nut" is each project's breakthrough to success. We take a business-based approach to get the real needs.

- **Business challenge identified:** After more than 20 years on the market MCI was a recognizable PRO musicians partner in Bulgaria but fast business digitalization and new generations challenge the company's model. The real need was to figure out and pop-up a valuable new brand potential upfront.

3

RESEARCH & INSIGHTS or where the brand backbone was formed

Spending time on research to get a true market - consumer insights for this niche segment & find the scale up brand formula out of the brand comfort zone.

- **Prep work done:** Base for a distinctive brand - modern, attractive & open to all fans beyond the pro niche segment and new attitude - more than just shop.

4

THE TURNING POINT or where the project goes UPSTREAM

We turned the project upstream with BRAND - CONSUMER FIT with positioning opening the company path to new target audience - younger NON-PRO fans and hobby seekers.

- ROCK SHOCK by Ikonomov - an online based brand with a fresh identity, modern style and custom e-comm platform with more than 4K items
- Online space with a trendy & friendly twist for all music lovers - beginners, hobby-seekers, non-pro-guys - music open to all.

5

PERSONALITY TO ROCK ON or how to get noticed in the digital clutter

Daring personality as the key to attract the younger music audience in a busy digital media context - we showed it off in a rebellious style launch campaign "Snatch that music".

- **Creative concept:** Tone-of-voice & Key messages in slang-talk; Aggressive and adaptive eclectic design and motion style showing the music topic from fresh / non-snobish perspective

6

CAMPAIGN MODE ON or when Rock Shock met some new friends

Elaborated digital campaign for the launch to pop-up the new brand, approach its desired audience and set on the e-comm performance.

- **Digital planning with multi-focus:** provoke interest - awareness & image building - e-comm introduction - main categories - products on focus
- **recognizable creative approach** - differentiate from the classic e-comm simple style and products digital performance and make an impression with rock & shock style on all levels

7

THE BRAND EQUIPMENT or how the brand is ready to progress

Full equipment for brand transformation & e-comm market start:

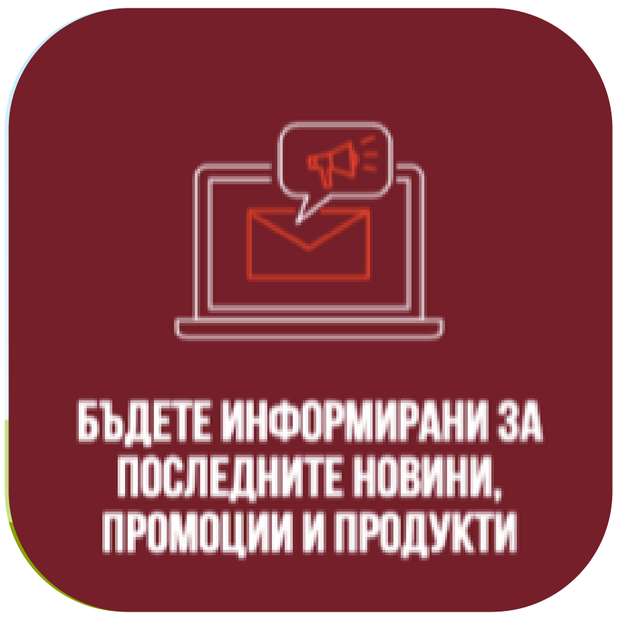
ROCK SHOCK positioning and brand assets building

Brand visual identity - tone-of-voice - messaging



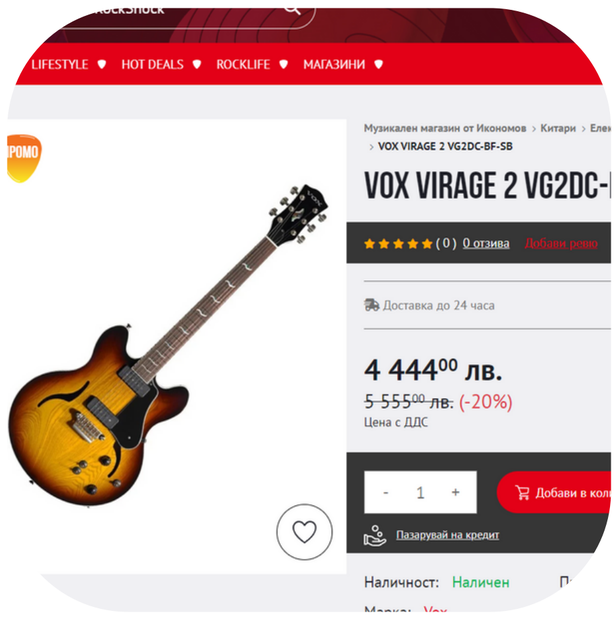


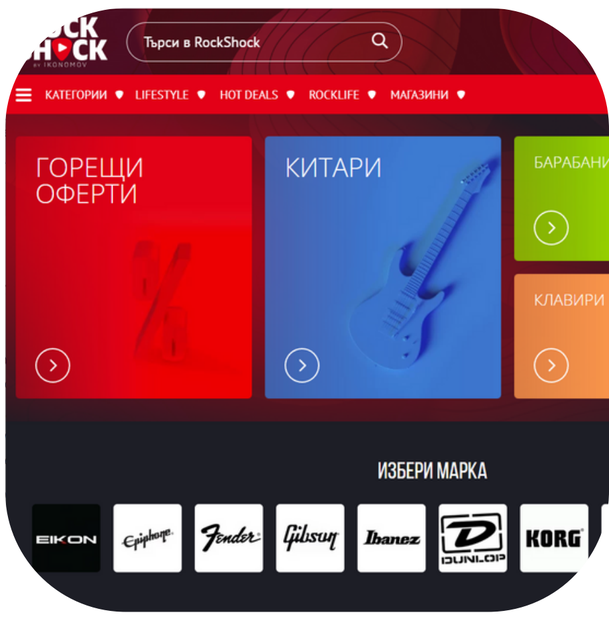




ROCK SHOCK E-commerce & image platform

Concept - UI/UX design - back end, admin integrations









ROCK SHOCK digital launch campaign

Creative - key designs - video - content.
Launch planning, technical set-up, optimization

