

# How an Agile Brand Tracker Helped Founders Brewing Company Inform Its Future Brand Strategy

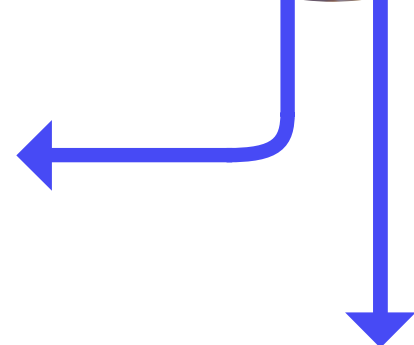


“

One thing that really set this study apart is the story behind what we’re seeing with consumers, told in a language that our communications team, ad agency, and internal creative team can understand.

Sandy Anaokar

VP of Marketing, Founders Brewing Company



## The Challenge

Founders Brewing Company—located in Grand Rapids, Michigan—produces high-quality craft beers with premium ingredients. Founders is available nationwide and growing steadily in the increasingly crowded craft beer category. But as the company looked to expand its offerings to become “America’s Next Greatest Brewery,” it also recognized the need to realign its company and portfolio strategy for the coming years. The company wanted to solidify who it is, what it stands for, and subsequently how its diverse products fit into its overall “Chase Your What If” brand vision and ethos.

Previously, Founders had used traditional brand trackers that had long timelines from recruit to report, flat metrics, and recommendations that weren't actionable. The analysis of brand consumers was too high level and excluded non-users. Founders realized it needed an Agile Brand Tracker that could also address the pain points of traditional tracking methodologies.

To guide future growth and brand strategy, the company needed to gain a deeper understanding of its category dynamics and what was driving loyalty among consumers. Specifically, they wanted to know:

- How Founders stacked up with their consumers vs. their craft competition, both nationally and regionally
- Key strengths and weaknesses of the Founders brand among their brand consumers
- The key traits that non-users were looking for to eventually become loyal to a brand in the craft space

## The Solution and Research

The Founders team leveraged GutCheck's Agile Brand Health Tracker to obtain a thorough understanding of category dynamics and what the Founders brand means to consumers relative to key competitors. The brand tracker focused on three key audiences: category consumers, Founders consumers, and prospective consumers (aware of Founders, but have never tried it).



**In just three weeks from recruit to report, the Founders team received analysis that helped them:**

- Determine brand health by focusing on funnel metrics for Founders and key competitors, including awareness, consideration, trial, repeat purchase behavior, overall satisfaction, Net Promoter Score (NPS), and conversion metrics
- Evaluate how to better drive conversion of brand health metrics through key driver analysis of aware users and non-users of Founders
- Understand brand love among Founders consumers, leveraging qualitative techniques



“

The brand tracker GutCheck provided us allowed us to understand what non-users were looking for in a craft beer and helped our team understand how to marry that with our product attributes and brand ethos.

Sandy Anaokar

VP of Marketing, Founders Brewing Company

## The Results

The Founders team gained the deep insights, confidence, and focus they needed to guide the company's future growth and brand strategy. They learned that:



**Founders purchasers are far more involved in craft beer than most category users**



**Founders purchase interest is driven by "a brand that embraces my lifestyle"**



**Communicating Founders' drinkability, uniqueness, and fit with non-users' lifestyles will influence trial**

Armed with these actionable insights, the Founders team was then able to identify opportunities for package development and optimization, reallocate resources towards specific stock keeping units (SKUs), and develop better creative briefs and media channels to drive purchase and loyalty in the highly competitive craft beer market.



[www.gutcheckit.com](http://www.gutcheckit.com)

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies.

877-990-8111  
[info@gutcheckit.com](mailto:info@gutcheckit.com)

FIND US ON

