

# Going From “Or” to “And”: How Caribou Coffee Got Insights Fast By Leveraging an Agile Qual and Quant Solution



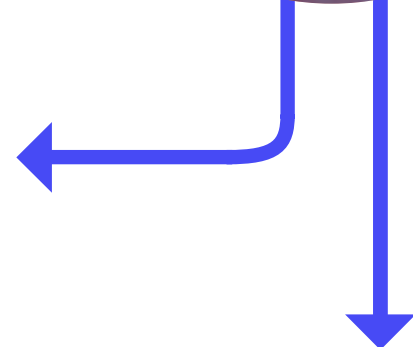
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Your name, GutCheck, it's right on; not all research vendors have a name that really says what they actually do.

Mauricio Loria

Sr. Director of Product Innovation & Insights Caribou Coffee

Caribou Coffee has been seeing a lot of growth over the last 6 years. They've grown their overall traffic and increased sales, but there was still a desire to grow the brand. Like many brands in the research and development stages, Caribou Coffee also needed to keep their business moving forward seamlessly. The insights team was in search of the right research partner, one who would be ready to help take Caribou to the next level and one who would be able to help them do new, innovative things in the beverage space. So, they came to the GutCheck team to help them explore new ways to do research—quickly, affordably, and without sacrificing quality.



## The Challenge

The Caribou Coffee team needed a full-solution partner who could become an extension of their team throughout the entire research process, from design to analysis for both qualitative and quantitative methodologies. The team was looking for a one-stop shop for the innovation and development stages to help alleviate the challenges within their research process:

These focus groups were conducted entirely online in a platform where survey respondents answered open-ended questions and follow-ups posted by a trained moderator, while also being able to easily interact with others in the group.

- In-person focus groups are expensive
- Conducting the research, traveling, and analyzing results takes a lot of time
- Validating ideas needs to be fast for senior leadership
- Consumer insights team is small, so there is a need to do more with less resources

## The Execution

With a strong desire to innovate in the non-coffee beverage space within their stores, Caribou Coffee was seeking a process for prioritizing and refining ideas for future focus. The team had several potential ideas and wanted to go to market with the idea or ideas that would be most appealing to consumers. A combination approach, using qualitative and quantitative research methods, was used to first narrow the set of ideas and later gather a deep understanding of the whys behind the quantitative scores. with others in the group.



# Overall Research Objectives

## Quantitative Concept Prioritization (Phase I)

- Prioritize the concepts taking into consideration overall appeal, purchase intent, uniqueness, relevance, willingness to go out of way to purchase, perception of quality, and fit with Caribou brand
- Begin to get a read on price expectations

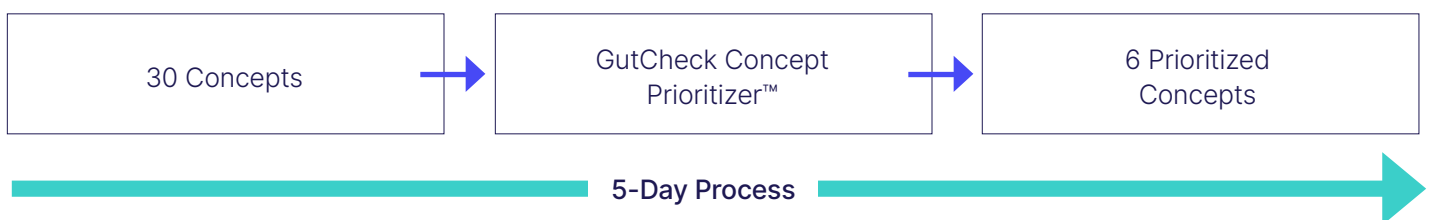
## Quantitative Concept Prioritization (Phase II)

- Understand unaided likes and dislikes, personal relevance, and purchase intent
- Identify specific areas of concern or opportunity for optimization per concepts

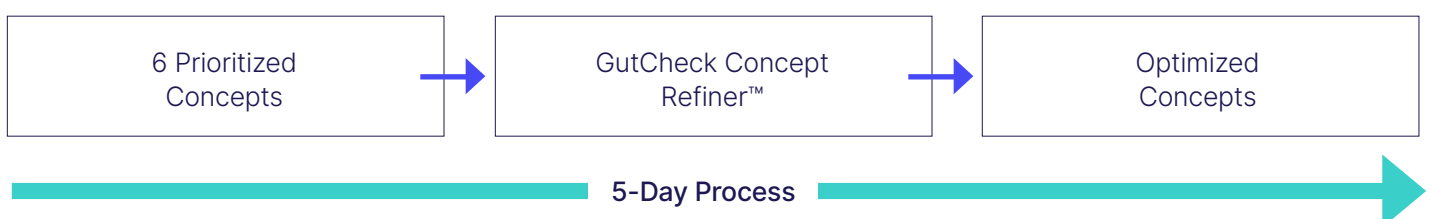
## The Solution

With a strong desire to innovate in the non-coffee beverage space within their stores, Caribou Coffee was seeking a process for prioritizing and refining ideas for future focus. The team had several potential ideas and wanted to go to market with the idea or ideas that would be most appealing to consumers. A combination approach, using qualitative and quantitative research methods, was used to first narrow the set of ideas and later gather a deep understanding of the whys behind the quantitative scores with others in the group.

Phase I



Phase II



## The Results

Going into the multi-phase research, the Caribou Coffee team needed guidance in winnowing down their beverage ideas so that they could make confident decisions about which winning ideas to move forward with. Internally, they were coming up with innovative ideas daily, but felt they didn't have something solid in place to really say yes or no to each idea in an educated way. In working with GutCheck, the Caribou team found a partner who could execute both the quantitative and qualitative portions of their research in the timeline provided, ultimately leading to winning ideas that were supported by targeted-consumer feedback and an ongoing relationship, which creates future opportunities for innovation and collaboration.

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We should all be sharing best practices of who we work with for research purposes.

Mauricio Loria

Sr. Director of Product Innovation & Insights Caribou Coffee

## The Value of Agile Research to Caribou Coffee



Making consumer-driven decisions by getting an external point of view vs. making consumer decisions in-house



Validate internal hypotheses



Having an agile partner that understands the Caribou business



A partner that's accessible, affordable, and approachable—as well as an ongoing relationship



Instant online reach makes connecting with consumers fast and reduces travel time



Overall, it provides a one-stop shop (quant & qual) that allows the Caribou team to gain quick consumer reads

## The GutCheck Benefit



### Team Structure

Our full-service team will guide you through the entire process, allowing you to gain quick consumer reads in a very streamlined way.



### Quant & Qual

Your team has the option to execute qual and quant simultaneously or consecutively, eliminating the need to think “or” and think “and” instead.



### Flexibility

There's no time lost between phases because there is constant contact between teams to discuss iterations throughout the process to keep the ball moving.

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Whenever big research firms offer both quant and qual, it's different people who are involved in different parts of the project. With GutCheck, it's the same team in each phase... It's hard to find someone who's different, and I don't think there are many [vendors] who offer this.

Mauricio Loria

Sr. Director of Product Innovation & Insights Caribou Coffee





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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.

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