



Spotlight.

Green Mountain strengthens brand proposition through AI intelligence

Keurig Green Mountain is a leading beverage brand in North America which has made a name for itself through delicious coffee and an unwavering commitment to socio-economic issues. The company has distinguished itself from the competition through a laser-sharp focus on corporate responsibility – ensuring all their coffee is responsibly sourced.

To grow its audience, and discover opportunity spaces in the category, Green Mountain is partnering with ProQuo AI. With ProQuo’s real-time analysis, Green Mountain has access to a live platform, with unlimited data on its brand, competition, and category.

This is helping to inform Green Mountain’s ongoing brand strategy, as the brand is able to understand what motivates customers in their category, and therefore decide how best to address these needs.



“Proquo's framework allows us to dig into why shifts in equity scores are happening, and the online platform allows us to keep constant tabs on how equity drivers are shifting in response to our brands' activations. This real-time data will help us optimize our brand strategies and future plans.”



Liz, McCrorey
Consumer Insights Manager
| Green Mountain



Growth Challenge

Green Mountain has developed a great reputation for sustainable coffee practices. A recent shift in focus to Brew Over Ice products has brought flavor and high-quality taste back to the center of the brand’s communications.

To help navigate this strategic direction, Green Mountain needs access to real-time AI information to shed light on the best course of action.

Then they said Hello to ProQuo AI.

ProQuo’s AI engine analyzed Green Mountain’s brand and competitor landscape - identifying instantly where the best growth spaces were in the category and what the brand should do to make use of them.



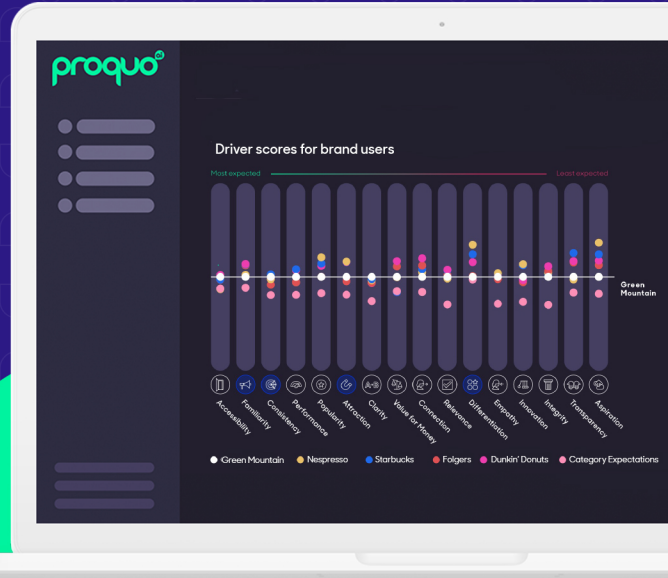
Identifying an audience

By looking at the context surrounding Green Mountain, the ProQuo platform was able to unearth the brand’s biggest challenge. Green Mountain performed well with Non-Users but when it came to Users, the brand fell behind its competitive set. From this, ProQuo concluded the brand’s top priority was not recruitment but in fact retention.

Finding a focus area

Brands in this category were overdelivering on the most important customer needs. Green Mountain scored well across these areas but to be competitive they needed to score higher than the other brands in the category. Familiarity was identified as an area of focus, as the brand was trailing Folgers, Dunkin' and Starbucks when it came to Users.

While Brew Over Ice brought the brand's flavors back to the front of consumers' minds, its legacy reputation of sustainability grew less familiar with Users of the brand. ProQuo surfaced an opportunity here to be more single-minded in the brand's messaging, so as to cement a dominant association in customers' minds and to boost Familiarity across its audience.



Familiarity

The coffee tastes great and the company seems to be a responsible and honest business.

It is delicious, it pays the farmers a fair price, and wakes me up in the mornings.

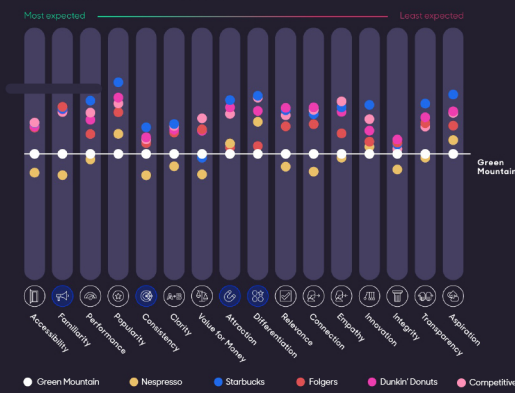
It is an honest brand using carefully selected arabica beans. It also has a cold brew which is great in the summer.

Recommendations

In addition to focusing on Familiarity, ProQuo sees an opportunity in the Integrity space – to drive its following amongst Non-Users. Integrity has been a consistent strength of Green Mountain's and the ProQuo platform can see this is starting to decline, as more brands start to prioritize corporate responsibility. Green Mountain has the head start but they need to ensure they're actively defending and owning their legacy.



Driver Score for 18-39 year olds



Optimizing actions

Users love Green Mountain both for its taste and its long-standing reputation as a caring, responsible brand. There is a clear opportunity space here for Green Mountain to merge these associations into a single, ownable space, becoming the most delicious and sustainable cup of coffee. Marrying the two propositions would help to boost both Performance and Familiarity, helping the brand to become more competitive.

Open-ended user responses supported this decision, providing evidence of cases where customers had already blended the two ideas in their mind.

Currently, Green Mountain isn't performing competitively across the most important Drivers in the 18-39 age segment. They meaningfully trail the competitive set in Popularity and Familiarity. But they do show strength in Integrity, so leaning into this area will help to build Familiarity and generate buzz about the brand. Events and partnerships could be a powerful vehicle for the brand in the future to guide their direction and help them to recruit at the younger age range.

To speak to ProQuo's Green Mountain team to see how ProQuo AI can benefit your brand, book your 30 minute demo here.

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