



## Which label is right for your wine?

UK Report



Aug 2011



REPORT PRICE: GBP 1000 or 2 Report Credits

# CONTENTS

- Summary of the insights in this report
- How different label styles perform according to:
  - Attractiveness
  - Perceived quality
  - Expected cost
  - Likelihood to buy
- How label perceptions vary by country of origin
  - France vs Australia
- Market overview and methodology

# Which label is right for your wine? :

## Report Series Synopsis



This Report is part of the Label Design Report Series,  
currently available for the UK and USA

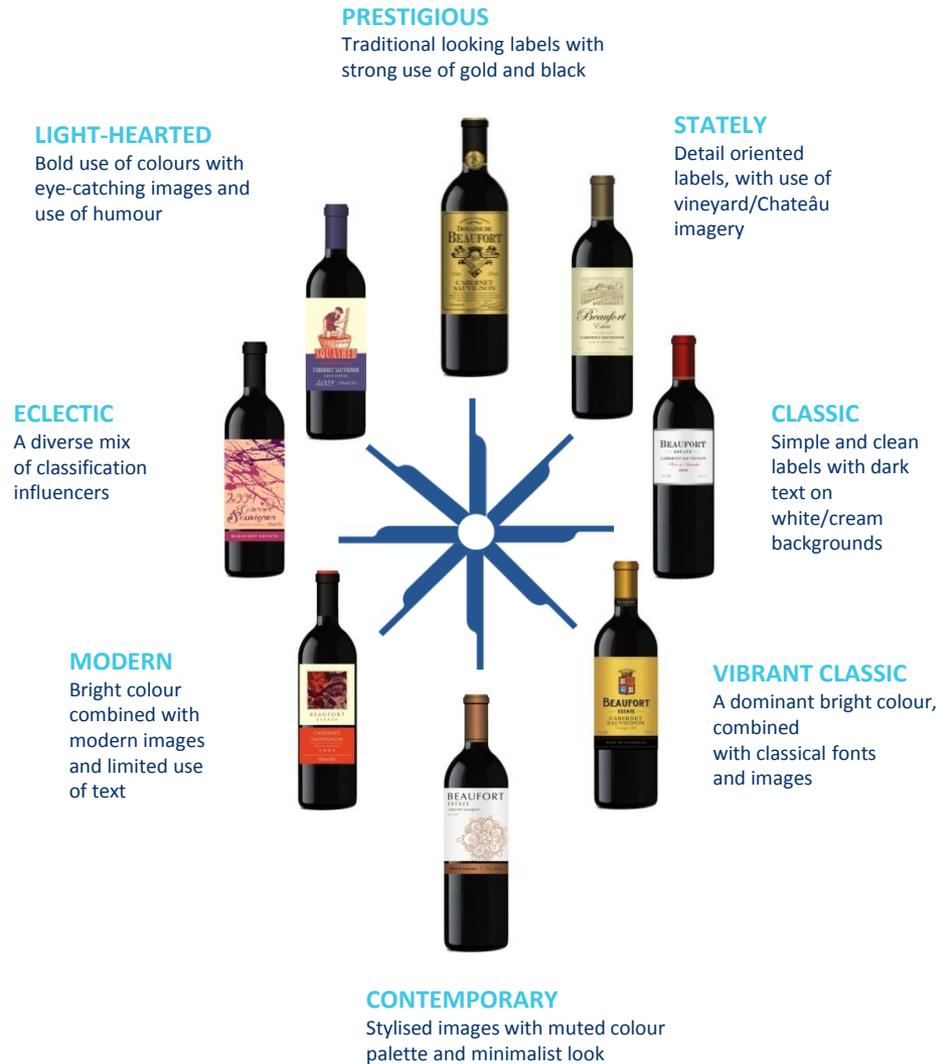
Label design represents one of the most powerful ways to influence consumer perceptions of your wine. Yet many wines end up on store shelves that are inappropriate for the type of product they represent, and the consumer need they are hoping to meet.

This report uses Wine Intelligence's new wine label categorisation system (see next slide) to explore how different labels are perceived across consumer segments and by occasion.

The report will enable readers to answer questions such as:

- Which label styles are universally popular?
- Which consumer segments like certain styles of label?
- Which label design communicates the highest quality?
- How much do wine consumers expect to pay for each label designs?
- Which is the most appropriate label style for my wine?
- What limitations do the country of origin place on the label design?

# Wine Intelligence label categorisation system



# Why these labels were chosen

- Wine Intelligence's classification of the wine labels is based on focus groups which took place in October and November 2010, in the UK and USA
- Participants at these focus groups were given approximately 20 wine bottles to sort and categorise based on the label design
- Based on these results, we teamed up with UK-based wine label agency Amphora, who designed 8 labels that best represented the prior consumer classification
- In an effort to prevent the potential influence caused by a name, grape varietal and vintage, all labels had the same name, vintage and grape variety
- The impact of the country of origin was tested, however, with the aim to measure differences between Old World and New World: labels displayed either a French or Australian origin as these countries are the most popular in the UK

## Quantitative Research



- The data for this study was collected in March 2011, n=1,016
- Data was gathered via Wine Intelligence's Vinitrac® online survey platform
- Respondents were required to drink wine at least once per month, and to drink red, white or rosé wine
- Invalid respondents were removed before analysis: respondents who either sped through the survey or gave inconsistent answers to selected questions
- The survey is quota-based; quotas were defined in terms of age, gender and SEG (MRS occupation groupings)

## Quantitative Research

- Focus groups conducted by Wine Intelligence in October and November 2010

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