

Qualitative Research:

The Wine Intelligence in-depth insight approach



The Wine Intelligence qualitative research ethos

“ The Wine Intelligence qualitative team prides itself in delivering meaningful and actionable consumer insights that reach well beyond the standard expectations from traditional focus group and interview research ”

Qualitative in-person methodologies

- Depth interviews (both trade & consumer)
- Facilitated workshops and focus groups
- Mystery shopping /dining
- Accompanied shopping /dining
- Ethnographic consumer immersion
- Observational research
- Hall tests

Online methodologies

- Online pulse panel
- Online research community
- Facilitated email groups
- Online focus groups

We work globally

The Wine Intelligence Qualitative Team consists of:

- Moderators
- Multi-lingual qualitative researchers including native Chinese, French, German, Italian and Spanish speakers

We have recent qualitative research experience in:

- Australia
- Canada
- China
- France
- Germany
- Japan
- The Netherlands
- New Zealand
- Sweden
- Switzerland
- UK
- USA

See what our recent clients say

“ It was great working with Wine Intelligence on the Kim Crawford project. I was especially impressed with how multiple groups and cities were managed seamlessly and at a consistently high level. The entire team is quite strong. I also appreciated timely turnaround on debriefing the team with actionable, thoughtful insights. I am looking forward to the next project! ”

Indira Farah Augustin, Consumer Insights Director, Constellation Brands

Some recent qualitative clients



CONCHA Y TORO



Examples of qualitative research projective techniques we use

Collages: to evaluate emotional associations with products

Sample outputs...

While red wine exudes sophistication and authenticity

Red wine is more sophisticated, more serious
Female millennial, UK



White is associated with the outdoor lifestyle and is seen as upbeat and flamboyant for UK Millennial Wine Drinkers

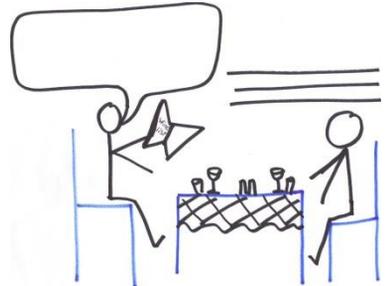
With the balmy weather...I tend to choose whites
Female millennial, UK



On-trade and off-trade choice cues: to understand what is really going on in your target consumers' minds at the point-of-purchase

What are you thinking about when you are choosing wine for

- A) A formal occasion
- B) An everyday occasion....?



Word associations: to assess how consumers view brands, regions or countries



Simulated shopping: to test products against competitors

Which wine would you choose from our wine shelf?



Qualitative research is just one of many methodologies used by Wine Intelligence to provide the latest wine consumer insights, branding and strategic consultancy.

To find out more about our research-led consultancy services please contact us directly.