

Report Brochure



AUSTRALIA LABEL DESIGN



MAY 2014



REPORT PRICE • AUD 1,850 • GBP 1,000 • 2 Report Credits

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2

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report



Excerpts from the introduction



As consumers, we're inclined to underplay the influence label design has on our decision to buy a wine. More rational information - varietal, brand familiarity, peer recommendations, where the wine comes from and promotions – all seem more important to us as we post-rationalise our shopping patterns. But as marketers, we know getting a wine label right is more important than ever for a successful sales performance.

Typically, a third of Australian wine drinkers state that an appealing label is an important factor in their wine purchase decision making process, according to our Vinitrac® research. This makes label design a top 10 choice cue for wine. However exploring deeper, label design is most important to the more knowledgeable and highest spending group – a market segment we call Adventurous Connoisseurs. With the ever-growing number of SKUs competing within similar price brackets, standing out beyond intrinsic product attributes is more crucial than ever.

Our aim with this study was to identify which types of wine labels appeal most and why. This report sets a precedent for understanding different types of wine label design in the Australian market and how different types of consumers engage with them. We began by classifying the dizzying array of mainstream wine labels into nine easy-to-understand groups. Each category represents labels that have elements which consumers recognise as being similar to each other. Our classification ranges from the most traditional design 'Prestigious' to arguably the most radically different 'Text impact'.

Together with Amphora – wine label design specialists – we developed a label to illustrate the core defining features of each category. These nine labels were then tested in our online survey with over 1,000 Australian regular wine drinkers, to measure attractiveness, quality, price perceptions and likelihood to buy.

Natasha Rastegar
Country Manager, Australia & New Zealand



Research methodology:

Vinitrac® Australia methodology



- The data for this report was collected in April 2014
- Data was gathered via Wine Intelligence's Vinitrac® Australia online survey and is representative of all Australian regular wine drinkers
 - Sampling: quotas / stratified
 - N=1,000
- Screening criteria:
 - Respondents were required to drink wine at least twice per month, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade
- Data processing:
 - Invalid responses (those who completed the survey too quickly, or who "straight-lined" through selected questions) were removed from the sample
 - The survey was post-weighted in terms of age and gender



SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US
Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac® survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks wine at least once per month
- Drinks at least red, white or rosé wine
- Buys wine in the off-premise and/or in the on-premise channels

... and rejects all respondents who do not fulfil these Vinitrac® criteria



Each sample is representative of the 'regular' wine drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large

WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed



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