

Report Brochure



UK LABEL DESIGN REPORT 2014

 JUNE 2014



REPORT PRICE • GBP 1,000 • 2 Report Credits

Contents page

▪ Introduction	p.4
▪ Management summary	p.7
▪ Understanding the wine label categories	p.13
▪ How different label categories perform	
▪ Profiling by gender, age and channels across:	p.28
▪ Attractiveness	
▪ Perceived quality	
▪ Expected price	
▪ Likelihood to buy	
▪ Imagery statements for label categories	p.56
▪ Profiling by Portraits	p.59
▪ Portraits overview	
▪ Adventurous Connoisseurs	
▪ Generation Treaters	
▪ Mainstream-at-Homers	
▪ Risk-averse Youngsters	
▪ Senior Sippers	
▪ Kitchen Casuals	
▪ Appendix	p.86
▪ Methodology	p.89

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- GBP 1,000
- AUD 1,850
- USD 1,650
- EUR 1,200

Report credits:
2

93 page
PowerPoint
report

Classification influencer	Exemplary group characteristic
Colour	Any – limited colour palette chosen to best reflect the theme
Rendering	Any – again, dependent on the theme
Image	Any – dependent on the theme
Typography	Distinct and stylised theme
Text	Any – dependent on the theme



*All prices exclusive of VAT, GST or relevant local sale taxes at the current rate

Excerpts from the introduction



It is a well-known, but rarely admitted, fact that people shop with their eyes. Although we have all been told to ‘not judge a book by its cover’ it is almost instinctive human nature to do just the opposite. For wine this causes a bit of a problem. For many other products (let’s stick with our book example for now) consumers can get an idea about the product from flicking through the pages or reading a small section. For wine however, unless retailers provide tastings of every bottle on their shelves then consumers have nothing but the information and visual cues provided by the labels to base their purchase decisions on.

The aim of this study was to test the appeal of commonly found label categories in the UK wine market, to see which connect and engage with the consumer. The natural starting point for such a project was the shop floor; many of which were visited to identify key similarities and therefore ‘segment’ the vast array of labels which are currently available into easy to understand groups based around common characteristics or a theme. The ten groups used for this study represent an update of the labels used in our 2011 UK labels report with current trends that we are seeing in the market.

Together with Amphora – wine label design specialists – we developed a set of labels to illustrate the core defining features of each category which ranged from the traditional “Prestigious” & “Stately” through to the modern and even playful “Light Hearted” & “Text Impact”. These ten labels were then tested in our online survey with over 1,000 UK regular wine drinkers, to measure attractiveness, quality, price perceptions, likelihood to buy (formal and informal occasions) and imagery associations. So, what did we find?



Stephen Lacey
Research Manager



Research methodology:

Vinitrac® UK methodology



- The data for this report was collected in May 2014
- Data was gathered via Wine Intelligence's Vinitrac® UK online survey and is representative of all UK 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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