

Report Brochure



US LABEL DESIGN REPORT



JULY 2014



REPORT PRICE • USD 1,650 • GBP 1,000 • 2 Report Credits

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report



Excerpts from the introduction



“Why have a wine label? Aside from the obvious legal requirements, wine labels are there to convey information quickly and clearly to the potential purchaser and/or consumer. As such, they need to be able to tell a story, quickly. To do this, wine labels typically need to fit within certain style groupings or archetypes to communicate their suitability for certain tastes, occasions and budgets. The style of label (including its color, font, design) gives important signals about the quality of the product, the expected price point and the occasions it is most suited for. At the same time, these signals must be traded off against the need for products to stand out on crowded shelves”.

“The aim of this study was to test the appeal of commonly found label categories in the US wine market, to see which connect and engage best with different consumers and for different occasions”.

“Together with Amphora – wine label design specialists – we developed wine 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 2,000 US regular wine drinkers, to measure attractiveness, quality, price perceptions, likelihood to buy (formal and informal occasions) and imagery associations”.



Erica Donoho
Country Manager - USA



Research methodology:

Vinitrac® US methodology



- The data for this report was collected in July 2014
- Data was gathered via Wine Intelligence's Vinitrac® USA online survey and is representative of all USA regular wine drinkers
 - Sampling: quotas / stratified
- Screening criteria:
 - Respondents were required to drink wine at least once per month, to drink at least red, white or rosé wine and to buy wine in the off-premise and/or in the on-premise
- 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, gender and region



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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