Report Brochure

CHINA LABEL DESIGN
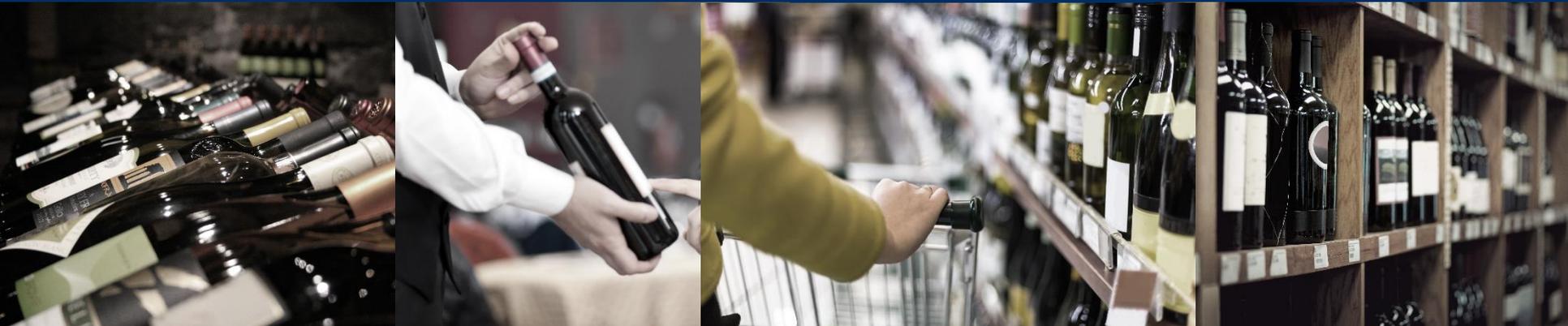
JUNE 2015

Report price

Report price:

USD 1,540
EUR 1,300
GBP 1,000
AUD 1,900

Report credits:
2

53 page PowerPoint report

Contents page

Excerpts from the introduction

'Our aim with this study was to identify which types of wine labels appeal most and why, thus enabling us to better inform decisions about product designs and brand positioning.'

'As consumers, we're inclined to underplay the influence label design has on our wine-buying decisions. More rational information - varietal, brand, recommendations, origins, 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 successful sales performance.'

'Together with wine label design specialists Amphora, we developed labels to illustrate the core defining features of each category. These eight labels were then tested in our online survey and focus groups with over 1,000 Chinese drinkers of imported wine, to measure attractiveness, quality, price perceptions, likelihood to buy, occasion suitability, and imagery.'

Rui Su
Senior Research Manager

Vinitrac® Methodology

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-trade and/or in the on-trade 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

We comply with both MRS and ESOMAR codes and guidelines for market research practice

Vinitrac® China Methodology

- The data for this study was collected in March 2015

- Data was gathered via Wine Intelligence's Vinitrac® online survey:

- 1,001 Chinese urban upper-middle class imported wine drinkers from Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen and Chongqing

- Respondents were screened to ensure that they are of legal drinking age, and drink imported red, white or rosé wine at least twice per year

- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis

- The survey was post-weighted to be representative of Chinese urban upper-middle class imported wine drinkers in terms of age, gender, city and income.

Vinitrac® frequently asked questions

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

Qualitative Methodology: online community & focus group

Online community methodology

- A 5-day online community discussion with consumers of imported wine were conducted in March 2015

- The online community discussion last approximately 1 to 1.5 hours per day for 5 days, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and shopping exercise

- Respondents were also encouraged to upload pictures of the wine they have drunk or their favourite wine drinking occasions

- Respondents were recruited to meet the following criteria:
  - Residents in urban areas in China
  - Aged between 18-54
  - Personal monthly income before tax > 4500 RMB
  - A mix of China Portraits segments
    - **Adventurous Connoisseurs** x 4
    - **Developing Drinkers** x 9
    - **Social Newbies** x 4
  - Not employed in wine industry or market research

Focus group methodology

- Two focus groups with **Prestige-seeking Traditionalists** and **Developing Drinkers** were conducted in March 2015 in Shanghai, China

- Each focus group discussion last approximately 1.5 hours, covering general wine drinking behaviour and preferences, motivations and attitudes towards wine, purchase choice cues and virtual shopping exercise

- Respondents were recruited to meet the following criteria:
  - Residents in Shanghai
  - Aged between 18-54
  - Personal monthly income before tax > 4500 RMB
  - A mix of wine consumption frequency
    - **Prestige-seeking Traditionalists**: 50% monthly drinkers and 50% weekly drinkers
    - **Developing Drinkers**: 50% drink wine at least 3 times per month and 50% drink less often
  - Not employed in wine industry or market research

REPORT PRICE: • £1,000 or 2 Report Credits

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