



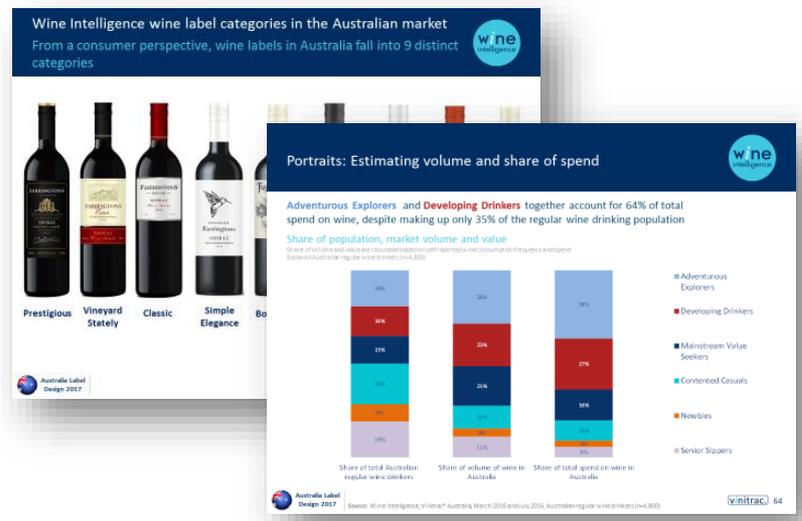
# AUSTRALIA LABEL DESIGN

JANUARY 2017



# Intro to the Australia Label Design 2017 Report

The Australia Label Design 2017 report includes:



- Report with the latest information regarding consumer attitudes and behaviours to Australian label design, supported by:
  - Wine Intelligence Vinitrac®
  - Focus groups
  - Wine Intelligence market experience

Report price:

GBP 1,000

USD 1,400

AUD 1,900

EUR 1,240

Report credits:

2

105-page  
PowerPoint  
report

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# Excerpts from the introduction

‘We’re often told not to judge a book by its cover. As consumers, we like to downplay the importance of a label on our wine choice, and, if asked, say that there are a number of choice cues that are more influential than labelling when deciding which wine to buy, such as varietal, brand awareness, and peer recommendations. Even with this inherent bias against admitting we are swayed by packaging, the proportion of regular Australian wine drinkers indicating the bottle or label design is important when choosing a wine to buy has increased in the long term (from 29% in 2012 to 39% in 2016), and as marketers, we know getting a wine label right is more important than ever for a successful sales performance.’

‘When our 2014 Australian Labels report was published, the aim was to identify which types of wine labels appeal most and why. It set a precedent for understanding different types of wine label design in the Australian market, and how different types of consumers engage with them. The result was an analysis of nine easy-to-understand categories, with each category representing labels that have elements which consumers recognise as being similar to each other.’

A few years on, we wanted to see if (and in what way) Australian consumer perceptions and attitudes have changed. Whilst using the same categories as 2014 would have allowed for a direct comparison of the results, we needed to find out if the categories were still indicative of the current Australian wine label landscape.’

‘...we once again worked with Amphora – wine label design specialists – to develop a label to be illustrative of each of the label categories. These nine labels were then tested in our online Vinitrac® survey with over 1,000 Australian regular wine drinkers, to measure attractiveness, quality, price perceptions, likelihood to buy and imagery associations for each category.’

# Methodology

Positioning of the labels designs was based on a combination of 2 forms of analysis:

## 1. Variance analysis

- Questions on attractiveness, quality perception, likelihood to buy and price expectations were asked in the October 2016 online Vinitrac® survey
- Means were analysed for each of these means and then an aggregate mean for each measure across all label designs was calculated
- The positioning of the labels was based on the variance of the individual label design away from the aggregate mean for all designs

## 2. Focus groups

- Focus groups and in-depth interviews were collected to support this study in August 2016, in Sydney and Melbourne. 4 x 1.25 hour focus groups with
  - Developing Drinkers
  - Mainstream Value Seekers
  - Contented Casuals
  - Adventurous Explorers
- 30 minute in-depth interviews were conducted with:
  - 5 Developing Drinkers
  - 3 Newbies

# Research methodology:

## Vinitrac®

- Data collection:
  - The data for this report was collected in October 2016
  - Data was gathered via Wine Intelligence’s Vinitrac® Australia online survey and is representative of all Australian 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-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

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Format: 105 page PowerPoint (PDF)

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