



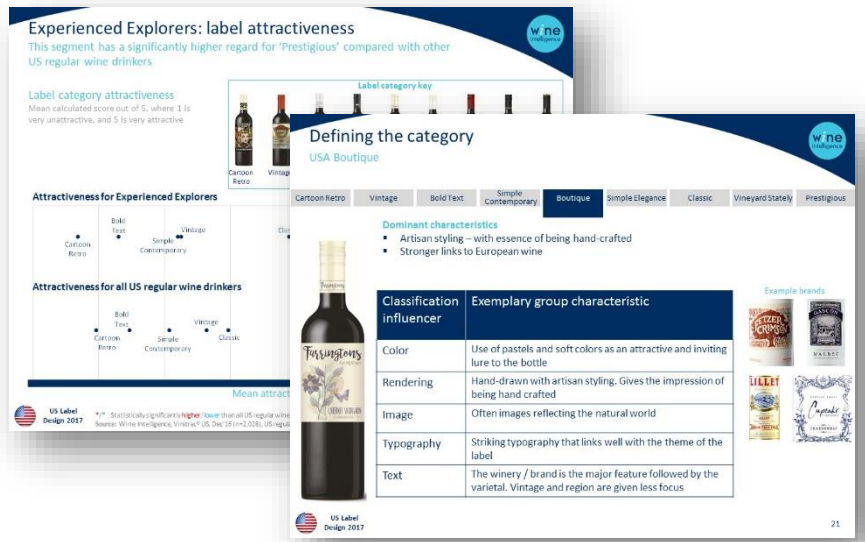
US LABEL DESIGN

JANUARY 2017



Intro to the US Label Design 2017 Report

The US Label Design 2017 report includes:



- Report with the latest information regarding consumer attitudes and behaviours to US 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

102-page
 PowerPoint
 report



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Excerpts from the introduction

‘A wine label has a lot to achieve in such a small space; it not only has to communicate the most basic information about what is inside the bottle – the varietal or region of origin, for example - but also convey a story, set expectations, and implore the consumer to make a decision. Is this the right wine for them? Particularly, is it right for the occasion on which they plan to enjoy it? No matter how brilliant the vintage or refined the winemaker’s skill, a poorly designed label can instantly deter (or attract) consumers.’

‘We partnered with wine label design specialist, Amphora, to develop nine new wine labels which best illustrated the core defining features of each category. This resulted in the formation of our nine tested labels: ‘Prestigious,’ ‘Simple Elegance,’ ‘Vineyard Stately,’ ‘Classic,’ ‘Boutique,’ ‘Simple Contemporary,’ ‘Vintage,’ ‘Bold Text’ and ‘Cartoon Retro’. These nine labels were then tested in our online Vinitrac® survey with over 2,000 US regular wine drinkers, to measure stand out, attractiveness, quality, price perceptions, likelihood to buy and imagery associations for each category.’

‘The results of our research can be examined through the lens of brand positioning, examining each in terms of distinctiveness (the degree to which a label stands out) versus centrality (the extent to which a label is representative of traditional category conventions). Brightly colored and image heavy labels such as ‘Cartoon Retro’ and ‘Vintage’ are a far cry from the muted and clean-cut examples we find in ‘Prestigious’ and ‘Classic.’

‘In summary, wine labels must walk a tightrope between central, mainstream appeal and more daring visuals in order to appeal to consumers. Producers must have a strong grasp of their target audience and keep their brand positioning in mind when choosing a label design or risk failing to meet their audience’s expectations. ‘



Methodology:

- With a wide variety of label styles present in the market, one of the main challenges of this report was to come up with a manageable categorization that covered most (if not all) bases
- As with previous Wine Intelligence studies in this area, we partnered with Amphora, a leading global design agency specialising in the wine category, to create a series of fictional labels which could serve as archetypes for the spectrum of labels available in the market
- Based on consumer feedback, we developed the names of the label categories, as well as providing some insights on the messages certain label types communicated through their use of color, imagery, wording and typeface



Research methodology:

Vinitrac®

- Data collection:
 - The data for this report was collected in December 2016
 - Data was gathered via Wine Intelligence’s Vinitrac® US online survey and is representative of all US 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 distribution:
 - The distribution of the sample is shown in the table

USA		
n=2028		
Gender	Male	48%
	Female	52%
	Total	100%
Age	21-24	8%
	25-34	21%
	35-44	13%
	45-54	18%
	55-64	17%
	65 and over	22%
	Total	100%
Region	New England	6%
	Middle Atlantic	16%
	East North Central	13%
	West North Central	6%
	South Atlantic	18%
	East South Central	4%
	West South Central	9%
	Mountain	7%
	Pacific	20%
	Total	100%

Source: Wine Intelligence, Vinitrac® US, December ‘16, n=2,028 US regular wine drinkers

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