

Vinitrac® Sparkling

July 2017 wave in Australia, Belgium, China, Germany & Italy



Pick and choose the sparkling markets to suit you

Discounts available for multi-country projects

Other markets available on request; please contact us for more details

Question deadline: 19th June 2017

Survey in field: July 2017

Australia

Belgium

China

Italy

Germany

Standard questions

Demographics, consumption frequency, location and occasions, typical spend, quality and imagery perceptions of different sparkling wines

Brand health module

45 standard brands per market + up to 3 additional brands, across 4 measure: awareness, consideration, purchase, recommendation

Ad-hoc label test

Up to 6 designs, across three measures: attractiveness, purchase intent and price expectation

Bespoke questions

Contact us for more information

Track consumer wine usage and attitudes across these key markets, using Vinitrac® standard questions such as:

- Demographics
- Sparkling wine consumer behaviour and attitudes
- Brands health measures
- Purchase cues
- Typical spend / occasion and channels



Include your customised and bespoke questions to gain insights on:

- Sparkling brand health
- Consumer profiling
- Packaging tests
- Advertising & social media campaign pre-tests
- Advertising effectiveness tracking

These questions are confidential to you and your organisation and can be analysed in the context of our standard questions

Sampling details

Market	Sample	Size
Australia	Sparkling wine drinkers	1,000
Belgium	Sparkling wine drinkers	1,000
China	Urban upper-middle class sparkling wine drinkers	1,000
Germany	Sparkling wine drinkers	1,000
Italy	Sparkling wine drinkers	1,000

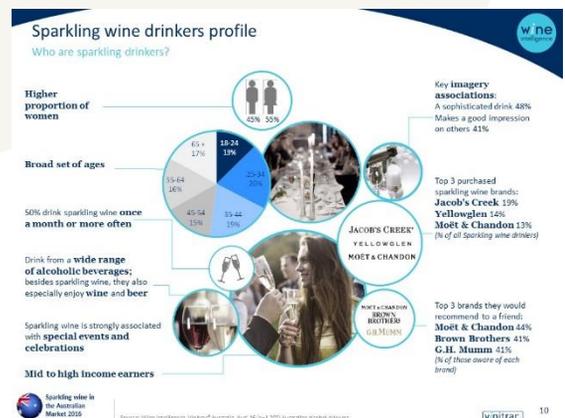
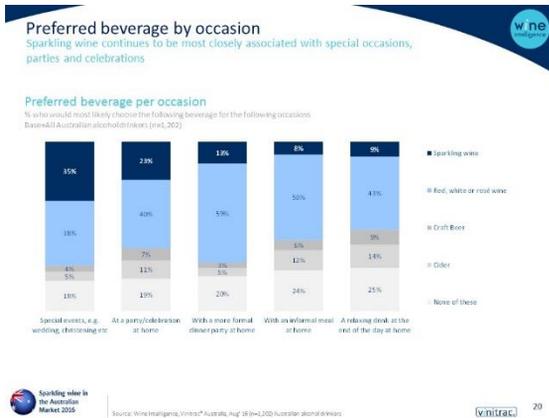


Sampling details

Vinitrac® samples are quota-based to be fully representative of the sparkling wine drinking population in each country

Representative sample quotas are established using regular calibration studies in each market

Sample output



Contact us

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