

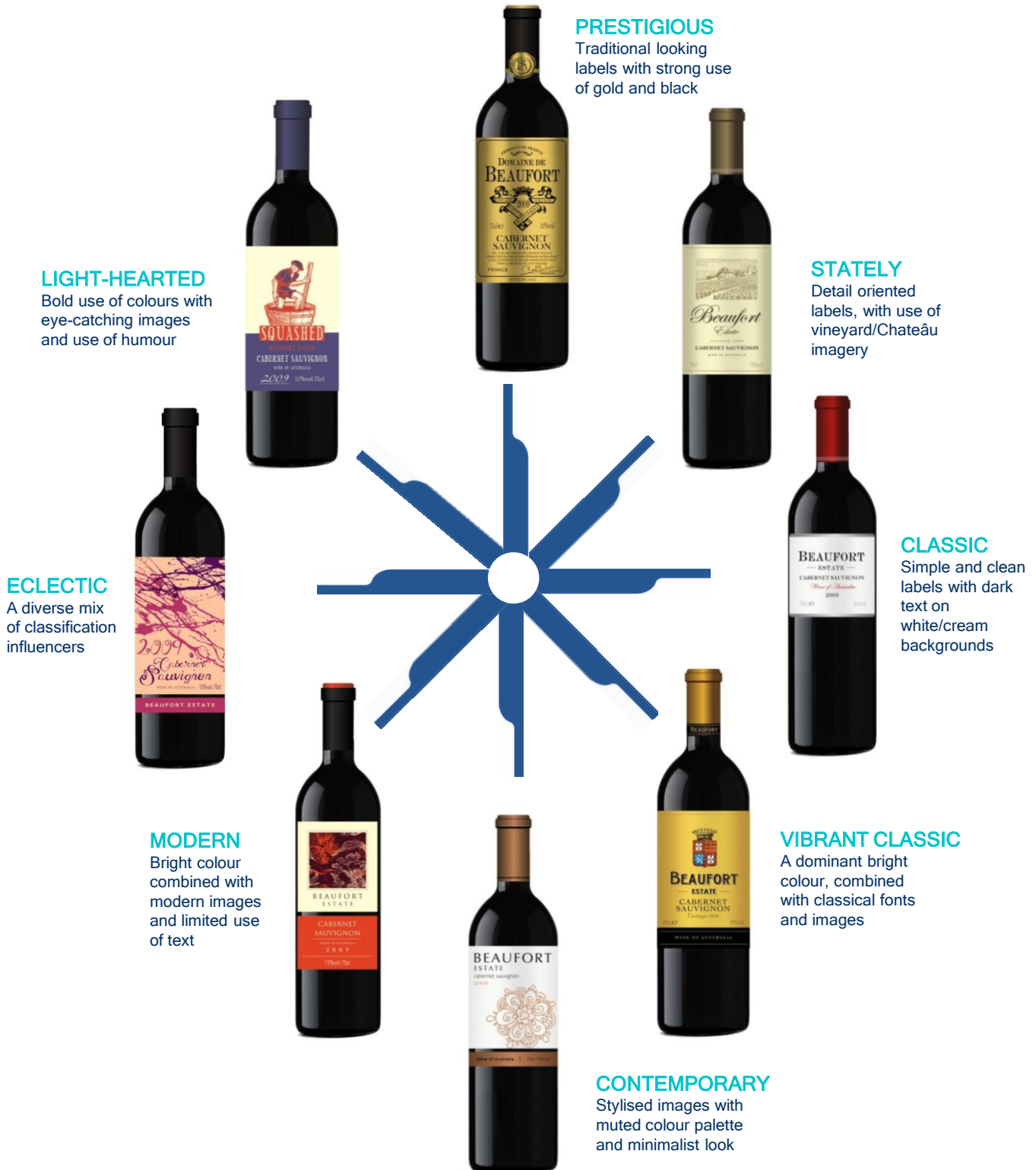
FACT SHEET



The secrets behind winning label designs:
Appealing to UK and US wine drinkers

LIWF May 2011 | Wine Intelligence Seminar Theatre | Global Conversations

Wine Intelligence wine label consumer classification model



Source: Wine Intelligence, The UK Packaging Report, Oct 2010

The secrets behind winning label designs:
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Quiz questions

1. Which label is **most attractive to UK** regular wine drinkers?
2. Which label signals the **highest quality** of wine to UK regular wine drinkers?
3. Which label would UK regular wine drinkers most likely choose for a **formal occasion**?
4. Which label be most **eye-catching for younger** regular wine drinkers in the UK?
5. Which label is **most attractive to US** regular wine drinkers?
6. Which label signals the **highest quality** of wine to US regular wine drinkers?
7. Which label would US regular wine drinkers choose for an **informal occasion**?



Compared to the others, this looks classy and expensive - great for a dinner party!
Male, Mainstream-at-Homer, UK

Looks French... but not really much going for me
Female, Generation Treater, UK



This label is not too inspiring for me
Female, Generation Treater, UK

This shouts New World to me, I'd take it to someone's house or even drink it at home
Male, Mainstream-at-Homer, UK



There's nothing wrong with it [the label] but it could be any bottle of wine
Male, Mainstream-at-Homer, UK

This is plain and simple, I'd chose that as my favourite
Female, Generation Treater, UK

New updates to the Packaging Report Series will be available for purchase in July 2011:

- ✓ The UK packaging report, £1,000
- ✓ The USA packaging report, £1,000

For more details please contact us directly or visit our Reports Shop online:

www.wineintelligence.com