

The secrets behind winning label designs



Wine Intelligence team:

Lulie Halstead, Marina Ferfolja, Filip Cayman, Erica Donoho

Amphora Design: Neil Tully, MW



London International Wine Fair,
17th May 2011

The UK and the USA: A different choice pattern



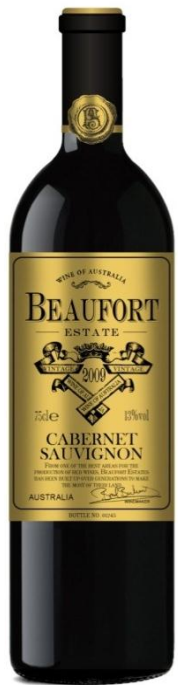
A wine label is an important choice cue for

1 out of 4 UK regular wine drinkers and

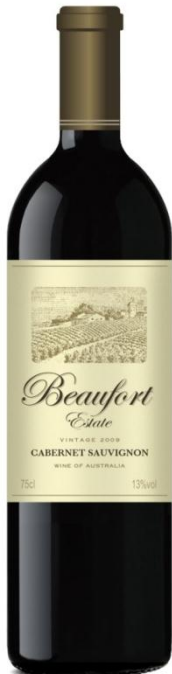
1 out of 3 US regular wine drinkers



Wine Intelligence wine label consumer classification model



Prestigious



Stately



Classic



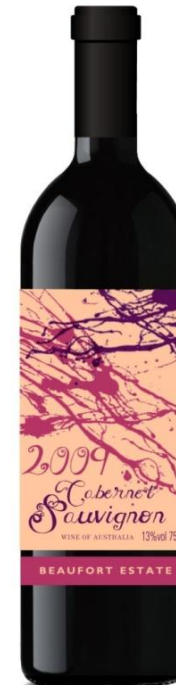
Vibrant
Classic



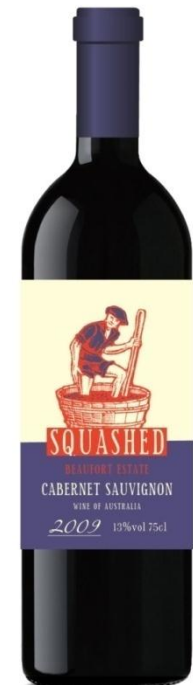
Contemporary



Modern



Eclectic



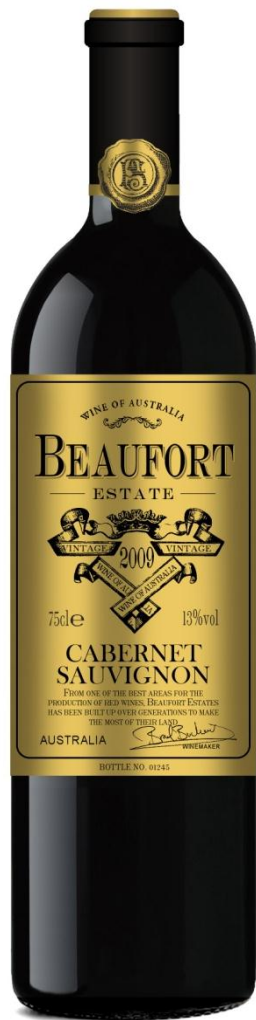
Light-
hearted

Classification influencers

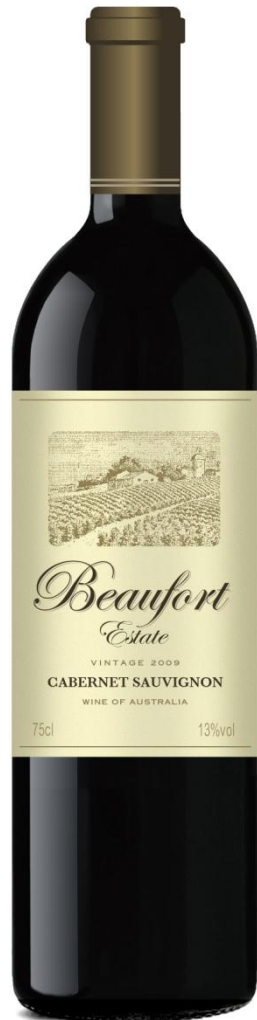


- Colour
- Rendering
- Image
- Typography
- Text

Prestigious



Stately



Classic



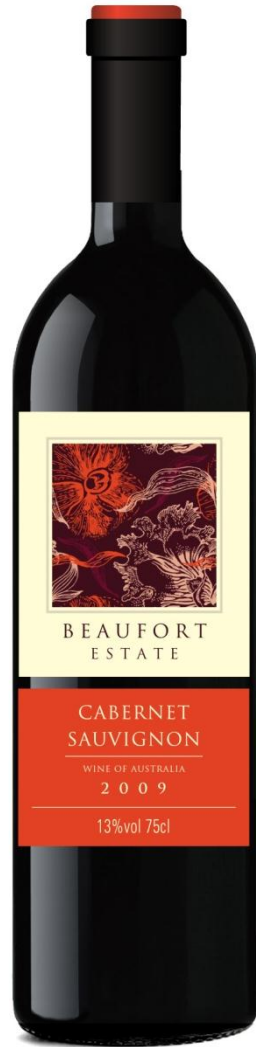
Vibrant Classic



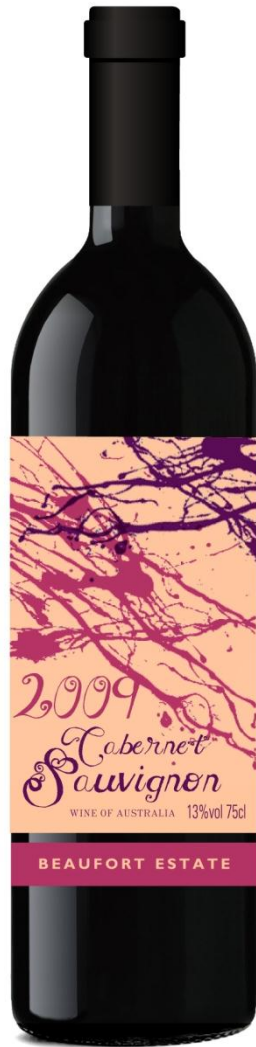
Contemporary



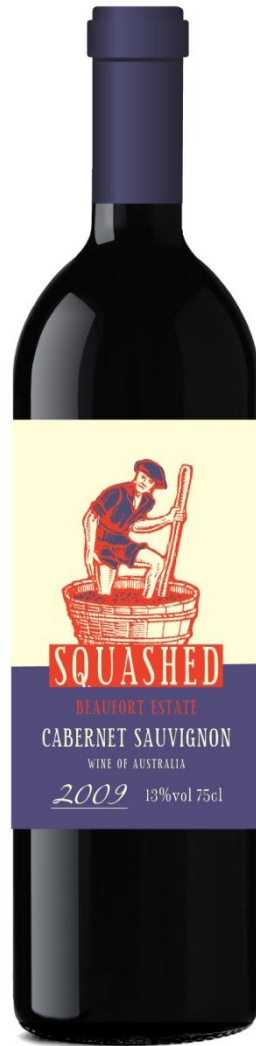
Modern



Eclectic

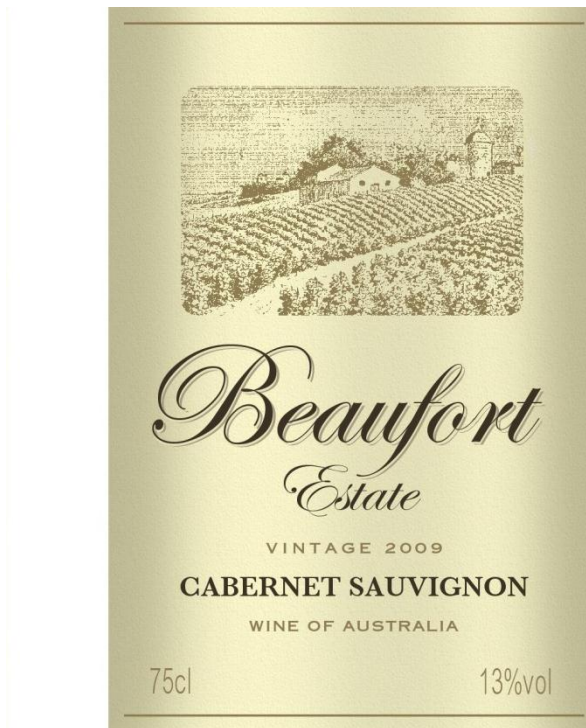


Light-hearted

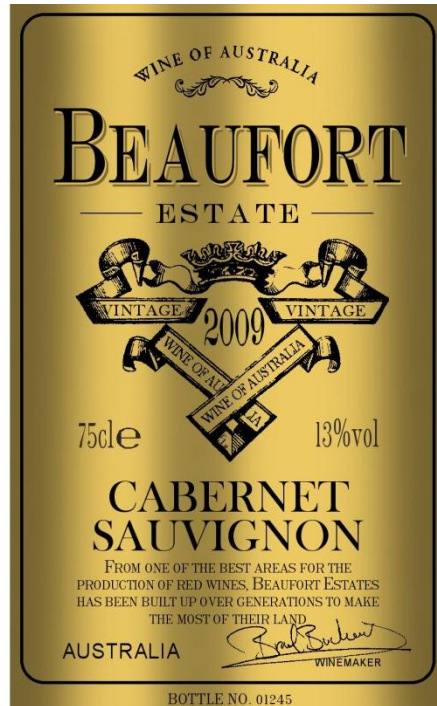




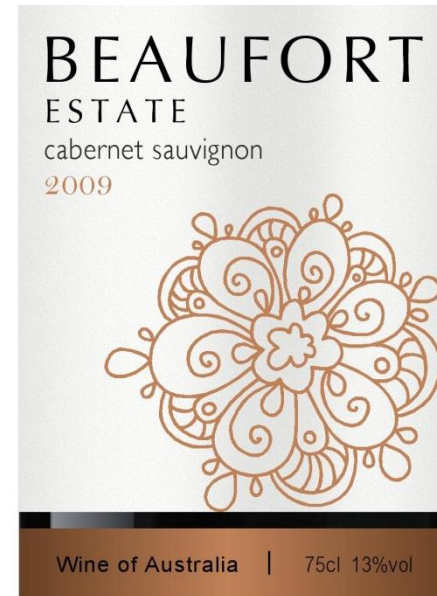
1. Which label is most attractive to UK regular wine drinkers?



Stately



Prestigious

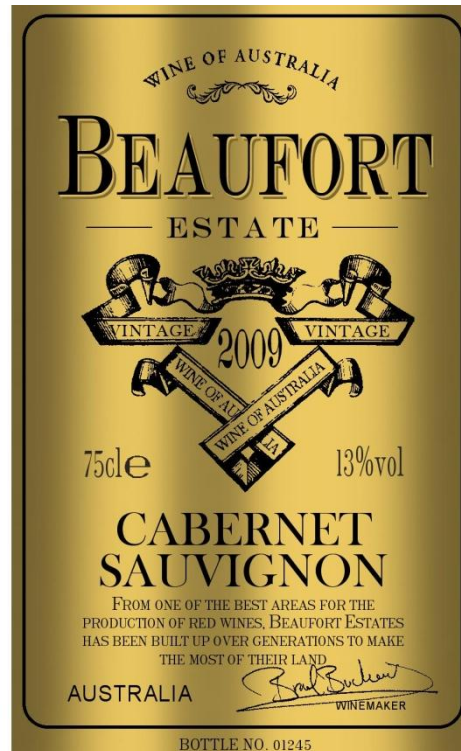


Contemporary

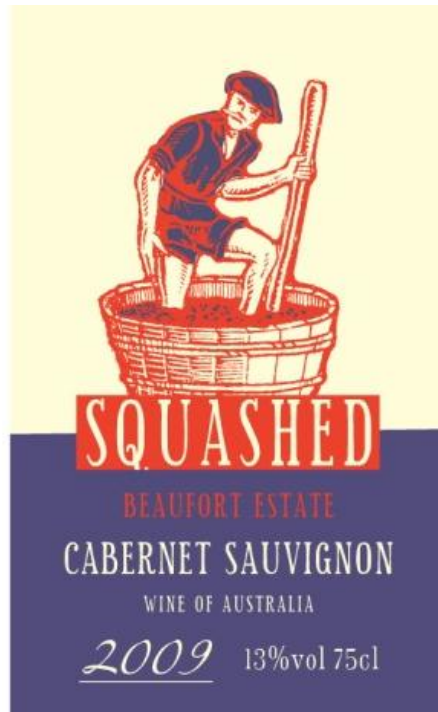




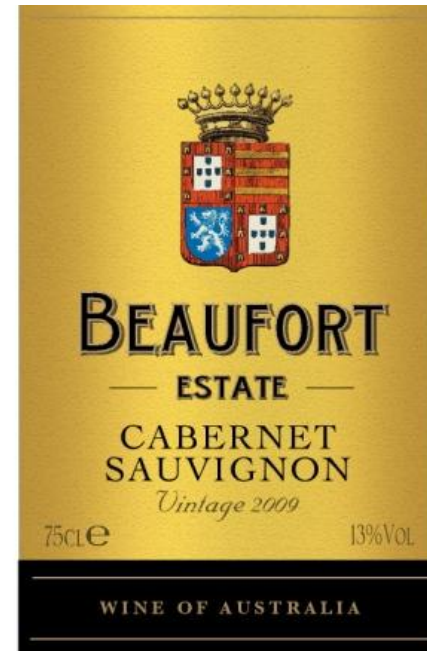
2. Which label signals the highest quality of wine to UK regular wine drinkers?



Prestigious



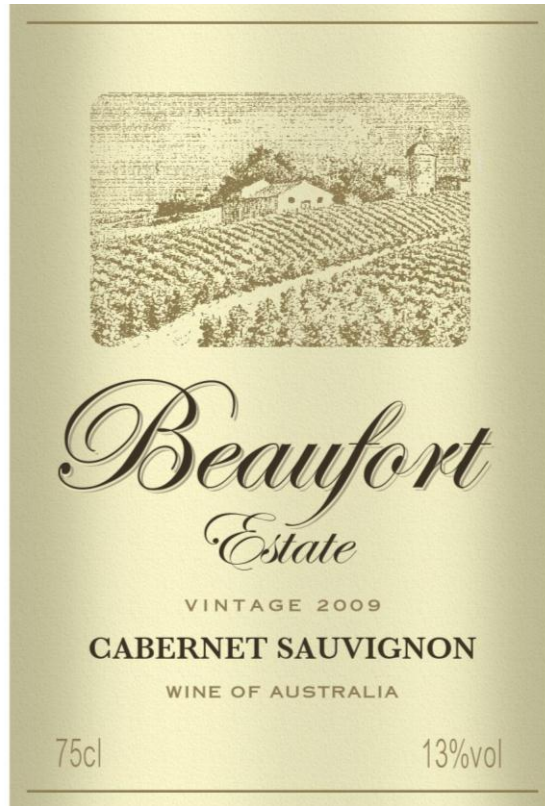
Light-hearted



Vibrant Classic



3. Which label would UK wine drinkers most likely choose for a formal occasion?



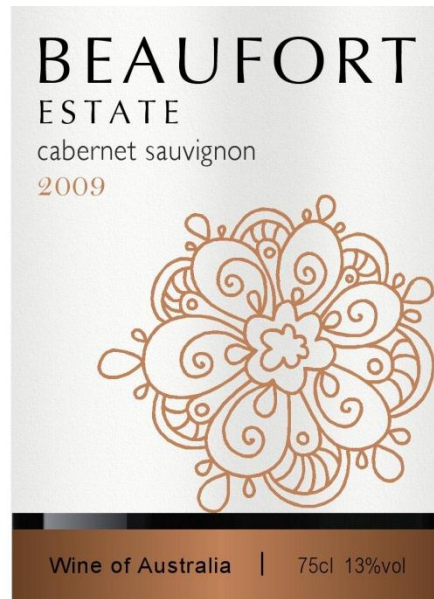
Stately



Classic



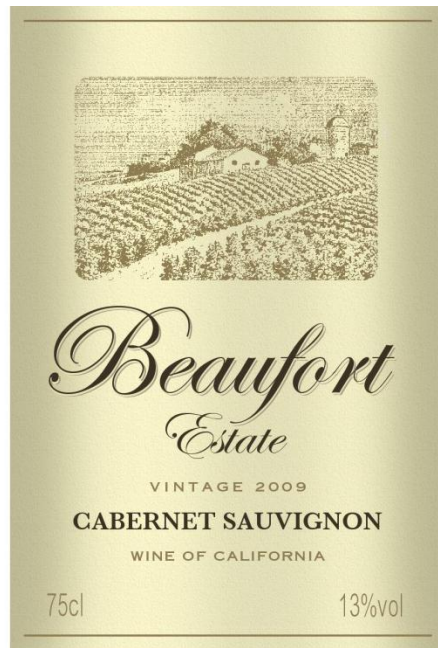
4. Which label is most eye-catching for younger wine drinkers in the UK?



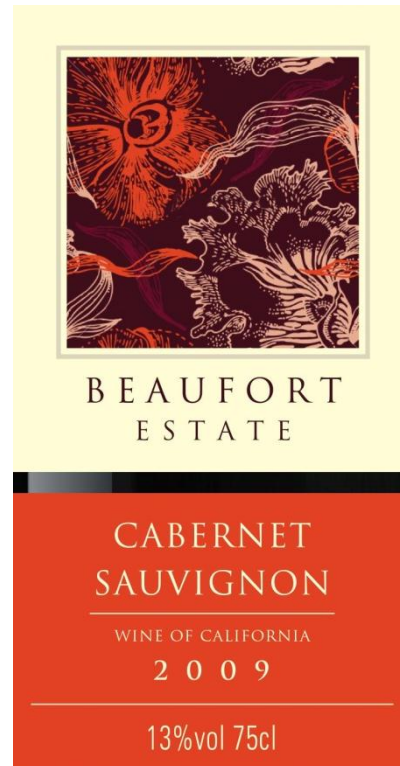
Contemporary



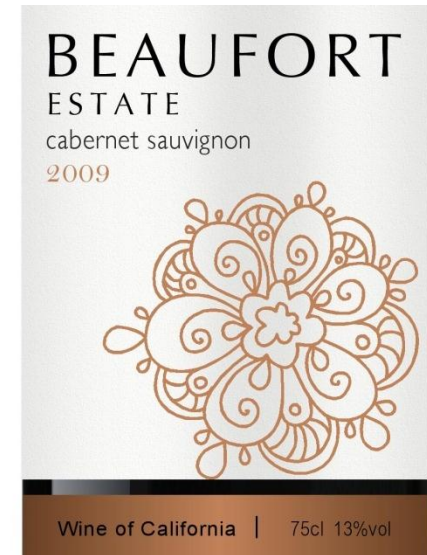
5. Which label is most attractive to US regular wine drinkers?



Stately



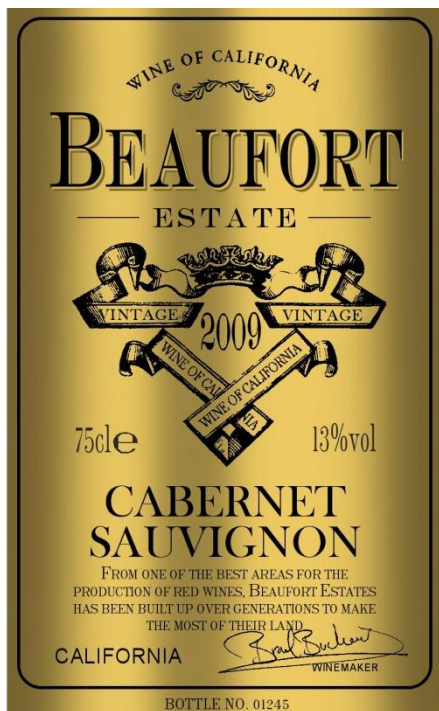
Modern



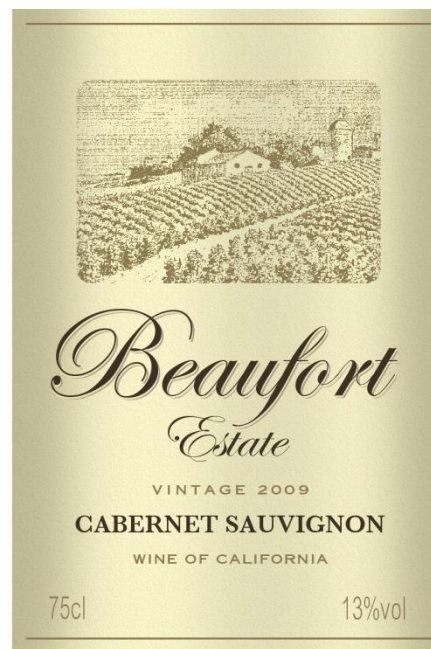
Contemporary



6. Which label signals the highest quality of wine to US regular wine drinkers?



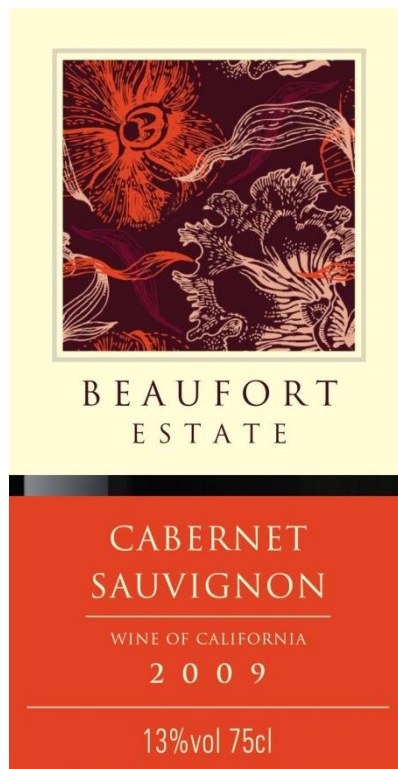
Prestigious



Stately

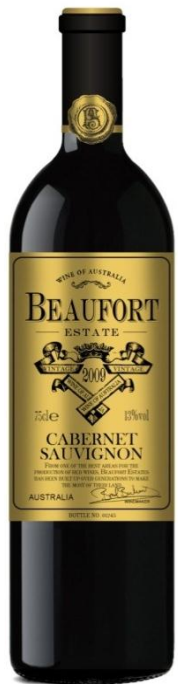


7. Which label would US wine drinkers choose for an informal occasion?

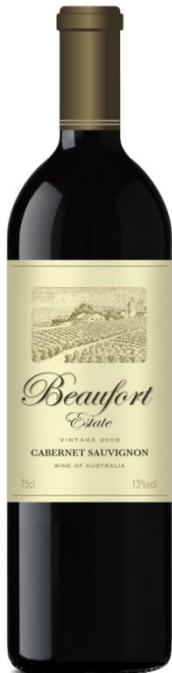


Modern

Wine Intelligence wine label consumer classification model



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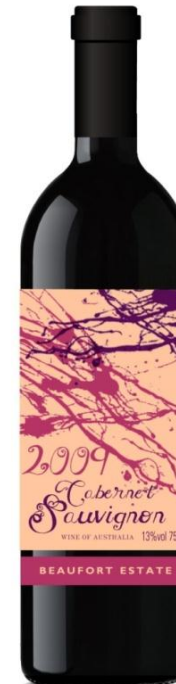
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Classic



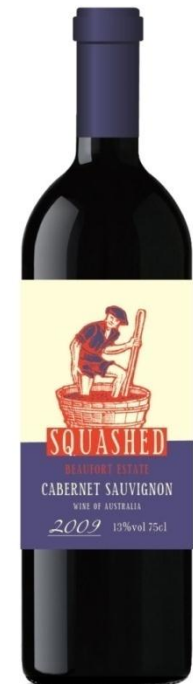
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Thank you

Please contact info@wineintelligence.com for further details about the methodology behind this presentation or related reports available for purchase

