

**345** MILLION wine consumers



in **21** markets

March  
2012 wave

Be part of Vinitrac® March 2012  
Deadline for questions: March 1<sup>st</sup> 2012

Track consumer wine usage and attitudes across your key markets, using Vinitrac® standard questions



Include your own questions to gain insights on:

- Brand health
- Region and country positioning
- Consumer profiling
- Packaging tests
- Advertising and social media campaign pre-tests
- Advertising effectiveness tracking



### STANDARD QUESTIONS

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

NB: Tracking data available going back 5 years

### CUSTOMISED QUESTIONS

- Confidential to you and your organisation
- Can be analysed in the context of our standard questions

- ✓ Buy standard questions from just **£300\*** or have your own unique and confidential questions written for you from just **£600\*\***
- ✓ Pick and choose the wine markets to suit you
- ✓ **Early Bird Discount of 15%** for orders before **February 8<sup>th</sup>**
- ✓ Discounts also available for multi-country projects
- ✓ Reporting available from early April 2012

\* €375 / USD 485 / AUD 465 \*\* €750 / USD 970 / AUD 930




















~We calculate all non-UK currencies based on the exchange rate of the day. Please request syndicated research Terms and Conditions for more details.

“ Wine Intelligence always have exceeded my expectations in wine market research, primarily because they bring real intelligence to bear on the design, analysis and communication of the research. They don't just provide data: they gave us insights that have translated into our strategy and policy achievements.

”

*Paul van der Lee, Manager Economics & Policy, Winemakers Federation of Australia*

## HOW CAN VINITRAC® HELP YOU?

PROJECT OBJECTIVE	CLIENT TYPE	COUNTRY SCOPE	BUDGET
Packaging test	French wine producer		€5,800
Brand Health Check and wine usage & attitudes	Australian brand owner		AU\$14,000
Marketing campaign effectiveness tracking	Country promotion agency	 	£10,000
Pre-advertising test	US brand owner	  	US\$26,000
On-trade consumer usage and spend trends	European Inter-profession	     	€25,000
Consumer usage & attitude study	Government agency	     	€70,000

These are just a few project examples, please [contact us](#) to see how Vinitrac® can help you directly

- Vinitrac® survey samples are quota-based to be fully representative of the target population in each country and with typically 1,000 respondents per market (2,000 respondents in the USA; 500 in Switzerland & Ireland)
- Representative sample quotas are established using regular calibration studies in each market
- Target consumers are all those who drink wine at least once per month, with the exception of France, where the base is all wine drinkers; Spain, where we survey all wine drinkers 18-65; and China, where we survey drinkers of imported wine who are urban upper/middle class residents. For Brazil and Russia, we choose selected cities and the base is imported wine drinkers.



[Contact us](#) to get your Vinitrac® insights



Deadline for customised questions:  
March 1<sup>st</sup> 2012