
UK LABEL DESIGN

January 2018 Report

The logo for Wine Intelligence, featuring the word "wine" in a lowercase, blue, sans-serif font with a white dot above the "i", and the word "intelligence" in a smaller, lowercase, blue, sans-serif font below it. The logo is set against a light blue circular background.

wine
intelligence

Contents page

- **Introduction** p. 4
- Management summary p. 7
- Introducing the wine label categories p. 12
- Key findings p. 27
 - By gender p. 41
 - By age p. 49
- Profiling by portraits
 - Portraits overview p. 56
 - Adventurous Connoisseurs p. 59
 - Generation Treaters p. 64
 - Mainstream-at-Homers p. 69
 - Risk-averse Youngsters p. 70
 - Senior Sippers p. 79
 - Kitchen Casuals p. 84
- Methodology p. 90

First impressions are always important, and this is definitely true when it comes to wine labels. Consumer choice can be significantly influenced by what label you put on your wine. It can suggest the type, quality and heritage of your product – and ultimately your whole brand equity. While a number of factors clearly lie behind an individual's final decision when purchasing wine, Wine Intelligence research has found that over one third of UK regular wine drinkers say the appeal of the label is an important factor when selecting wine. For the remaining 2/3, it may be a case of them truly ignoring what a product looks like; however the anecdotal evidence supports a hypothesis that, in fact, labelling is affecting these people too – they either receive its messages unconsciously, or they simply don't want to admit its influence. With this in mind, and four years on from our first UK label research, we are once again looking to understand: just what styles of labels really appeal to the UK consumer?

When it comes to wine labels, UK regular wine drinkers still seem to love all things simple and traditional. Categories that illustrate heritage and elegance, with only one or two key colours, are the most appealing and most trusted to consumers. Traditional looking labels typically signify brands that have a long history of making wine, who are proud of their heritage, and in turn something consumers often feel they can trust to be of good quality.

We have introduced three exciting new categories to this report: 'Crafted Luxury' is welcomed as an elite, opulent and deluxe design, sitting in the more premium price bracket; 'Artisan' follows the popular trend of hand crafted products, unique to the individual and reflecting the natural world, and finally an updated 'Text' based category brings the consumer one step closer to the producer through stories of winemaking, with an authentic 'seal of approval' from the winemakers themselves.

Overall, brands and producers must take the time to understand the preferences of their audience, keeping in mind their brand positioning when designing a label and making that crucial decision between keeping 'central' to the category, or moving towards more unconventional styles.

Defining the labels

- 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 categorisation 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
- Following extensive secondary research, we have updated some of the label categories from what was tested in 2014, to categories we believe better reflect the current UK market

- Data collection:
 - The data for this report was collected in October 2017
 - Data was gathered via Wine Intelligence’s Vinitrac® UK online survey and is representative of all UK 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 trade and/or in the trade

- 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 income

- The data for this study was collected in March, July and October 2015
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade or in the trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of UK regular wine drinkers in terms of age and gender

How does Vinitrac® work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

REPORT PRICE: • GBP 1,000 • USD 1,300 • AUD 1,800 • EUR 1,200 • 2 Report Credits

Format: 95-page PowerPoint (PDF)

Purchase online: <http://www.wineintelligence.com/reports-shop>

Contact us directly: reports-shop@wineintelligence.com

If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Eleanor Hickey, Senior Business Manager | T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SÃO PAULO

Rodrigo Lanari, Brazil Country Manager | T +55 (0)11 99178 4747 | Email: rodrigo@wineintelligence.com

SYDNEY

Ben Luker, Australia Country Manager | T +61 (0) 416 638 272 | Email: ben@wineintelligence.com

TRIESTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com

VALLADOLID

Juan Park, Director, South America and Iberia | T +34 637 214 829 | Email: juan@wineintelligence.com