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# WINE LABEL DESIGN IN CHINA

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September 2018

# Wine Label Design in China 2018

## Report overview

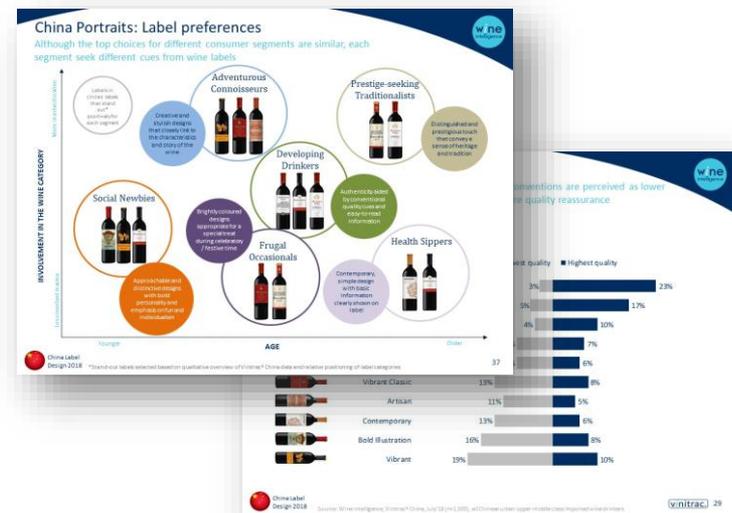


2  
report  
credits

**Report price:**  
 GBP 1,000  
 USD 1,400  
 AUD 1,800  
 EUR 1,200

The Wine Label Design in China 2018 report includes:

- A 55-page PowerPoint report with the latest information regarding consumer attitudes and behaviours to label designs in the UK, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience



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As a quantitative researcher (also born and raised in China), I'm inclined to believe things are much easier when measured in numbers. Why waste time describing the taste of a really good bottle of wine, for instance? In China, some consumers simply say: "It was a 20,000-yuan bottle of wine" and the job is done, so everyone can get on with generating GDP.

About five years ago, some people in China started to adopt a quantitative approach to describe appearance. A new Chinese word 颜值 (*yanzhi*) suddenly became viral on the internet and it's still widely used today. It literally means "face index", a mark on the scale of how pleasing a face looks. When someone is good looking, his or her *yanzhi* is high. If someone has face that stops traffic, his or her *yanzhi* is "off the charts".

We are often told not to judge a book by its cover. It is clearly not the case in China where "face" (面子) is the key to the Chinese spirit. In the Chinese language, a face can not only be "saved" and "lost", but also be "granted", "fought for" and "presented as a gift". When it comes to wine, can consumer perception (of quality and price) and purchase decision be influenced by a label's *yanzhi*?

The purpose of this report is to investigate the appeal of commonly found and "up-and-coming" label categories in the Chinese market, to see which connect best with different consumers and for different occasions. First, we conducted extensive secondary research and sorted a large number of wine labels found in the Chinese market into categories deemed to have similarities. Wine label design specialist, Amphora, then helped us develop ten labels that best demonstrate the core defining features of each label category: 'Vineyard Stately', 'Traditional Prestigious', 'Prestigious', 'Classic', 'Simple Elegant', 'Contemporary', 'Artisan', 'Vibrant Classic', 'Vibrant' and 'Bold Illustration'. These ten labels were tested in Vinitrac® China online survey with 1,000 Chinese urban upper-middle class imported wine drinkers. The results of our research can be examined through the lens of brand positioning, in terms of performance (attractiveness, perceived quality and expected price) versus purchase intent for different occasions (relaxing drink at home, celebration and gifting).

Wine labels representative of the conventions of the wine category perform the best for all measures. The best performing label category, 'Traditional Prestigious' is a highly detail-oriented label. The striking use of red and gold colours and the château / heraldry imagery against a neutral background conveys a sense of heritage and long winemaking tradition. This combination translates into high expectations of quality and price, and high purchase intent across informal and formal occasions.

Eclectic, brightly coloured designs that are far from the conventions of the category are rated as the least attractive labels with lowest quality. However, drilling down deeper into the data, we find that not all hope is lost for these unconventional labels. 'Bold Illustration' and 'Vibrant' labels featuring eye-catching, vibrant illustrations are more likely to be purchased for informal occasions and gifting than simple labels with minimal design. Distinctive labels connect best with Social Newbies (the youngest cohort of the wine drinking population) and Adventurous Connoisseurs who are more experimental in their choice and seek individualism and excitement from the category.

So, what can be taken away from the report?

- Chinese consumers still expect higher quality and price from the conventional labels with quality reassurance cues, with 'Traditional Prestigious' and 'Vineyard Stately' leading for attractiveness, quality perception, price expectation and purchase intent measures
- Labels with vibrant colours and less conventional designs are perceived as less attractive and lower quality, yet more likely to be purchased for more 'public' gifting and celebration occasions
- Labels that appear to consumers as more 'neutral', especially 'Classic' and 'Contemporary', which lack distinctiveness and quality reassurance cues, have limited appeal and are less likely to be purchased
- Heavy use of red colour (as in 'Vineyard Classic') does not always win in China, unless it's specifically for celebratory and festive occasions

Chuan Zhou  
Research Director



## Key findings

1

### **CHINESE CONSUMERS STILL EXPECT HIGHER QUALITY AND PRICE FROM THE CONVENTIONAL LABELS WITH QUALITY REASSURANCE CUES**

- 'Traditional Prestigious' and 'Vineyard Stately' lead for attractiveness, quality perception, price expectation and purchase intent measures
- 'Bold Illustration' and 'Vibrant' are perceived to be the least attractive labels with lowest quality

2

### **LABELS WITH VIBRANT COLOURS AND LESS CONVENTIONAL DESIGNS ARE MORE LIKELY TO BE PURCHASED FOR MORE 'PUBLIC' GIFTING AND CELEBRATION OCCASIONS**

- 'Bold Illustration' and 'Vibrant' are ranked 4th and 5th in terms of purchase intent for gifting occasion
- 'Vibrant Classic', with bold use of red colour, is ranked 2nd for purchase intent for celebrations

3

### **LABELS WHICH APPEAR TO CONSUMERS AS MORE 'NEUTRAL', ESPECIALLY 'CLASSIC' AND 'CONTEMPORARY', WHICH LACK DISTINCTIVENESS AND QUALITY REASSURANCE CUES HAVE LIMITED APPEAL AND ARE LESS LIKELY TO BE PURCHASED**

- Purchase occasions for 'Simple Elegant' and 'Classic' labels are limited to everyday drinking at home
- 'Contemporary' has the lowest overall purchase intent among all labels tested

4

### **THE USE OF RED COLOUR ON WINE LABELS IS ONLY RELEVANT FOR CELEBRATION AND GIFTING OCCASIONS**

- When tested in two versions (red and yellow), both 'Vibrant Classic' labels have similar quality perception and purchase intent for relaxing drink at home
- However, the red label is perceived to be more attractive than the yellow label, with a higher expected price (not statistically significant), and is much more likely to be purchased for celebration and gifting



- Data collection:
  - The data for this report was collected in July 2018
  - Data was gathered via Wine Intelligence’s Vinitrac<sup>®</sup> China online survey and is representative of all Chinese urban upper-middle class imported 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
  
- Sample distribution:
  - The distribution of the sample is shown in the table:

China		
		Jul-18
Gender	<i>Sample size=</i>	1000
	Male	53%
	Female	47%
	<i>Total</i>	<i>100%</i>
Age	18-24	8%
	25-29	25%
	30-34	17%
	35-39	12%
	40-44	15%
	45-49	13%
	50-54	8%
	<i>Total</i>	<i>100%</i>
Household income	Less than RMB 8,000	19%
	RMB 8,000-9,999	25%
	RMB 10,000-14,999	35%
	RMB 15,000 or above	21%
	<i>Total</i>	<i>100%</i>

Source: Wine Intelligence, Vinitrac<sup>®</sup> China, July'18 (n=1,000), all Chinese urban upper-middle class imported wine drinkers

## 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 1,400 • AUD 1,800 • EUR 1,200 • 2 Report Credits

Format: 55-page PowerPoint (PDF)

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