

WINE INTELLIGENCE BRAND HEALTH TRACKING



Find out how well your wine brand is performing

STEP 1

Select which brands you would like to track and select your markets

Running in Vinitrac®, our online survey platform representative of wine drinkers in more than 30 markets

- A** We will check to see if your brand is already on our standard brand list of more than 40 brands per market
- If it is, decide if you wish to add specific competitors
 - If it is not, we can add it and your specific competitors

- B** Choose from the following markets that Vinitrac® online surveys run in:

Argentina · Australia · Belgium · Brazil · Canada · Chile · China · Colombia · Denmark · Finland · France · Germany · Hong Kong · India · Italy · Ireland · Japan · Mexico · New Zealand · Norway · Paraguay · Peru · Poland · Portugal · Russia · Singapore · South Korea · Spain · Sweden · Switzerland · The Netherlands · UK · US

Other markets available on request

STEP 2

Your brands are added to our Vinitrac® wine consumer surveys, representative of regular* wine drinkers in each market. We will ask the following standard brand health questions:

1. BRAND AWARENESS

% of all wine drinkers who have heard of each brand (when shown a list of brand names with logos)

2. BRAND PURCHASE

% of all wine drinkers who have purchased each brand in the past 3 months

3. BRAND CONVERSION

% of those aware of each wine brand who have purchased that brand within the past 3 months

4. BRAND CONSIDERATION

% of those who would be likely to consider buying each brand

5. BRAND AFFINITY

% of those aware of each brand who believe the brand is 'right for a person like them'

6. BRAND RECOMMENDATION

% of those aware of each brand who would recommend that brand to others

Additional bespoke questions can be added upon request.

*When applicable - some markets may measure semi-annual wine drinkers or other sample representative of the wine drinking population

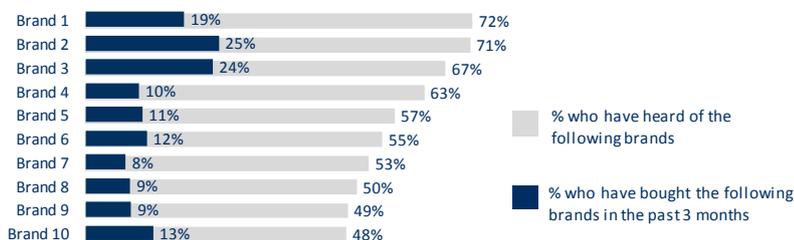
STEP 3

Wine Intelligence will provide you with an excel data table and/or management summary showing insight for your brand vs all other brands in the standard brand list and additional specific competitors

Sample output:

Top brands by awareness and respective purchase level:

Brands will be cross tabulated by gender, age, income, Portraits, awares and purchasers of your brand where data / sample size is available



PRICING GUIDELINES:

Costs quoted on a per market basis, exclusive of local sales taxes at the current rate

Option A: Standard brand health

Prompted brand awareness, purchase, consideration, conversion, affinity and recommendation

	GBP	EUR	USD	AUD
Per market	2,200	2,530	2,860	3,960
3 markets	6,000	6,900	7,800	10,800
5 markets	9,900	11,385	12,870	17,820

Option B: Standard brand health + 2 tailored questions (close-ended)

	GBP	EUR	USD	AUD
Per market	4,500	5,175	5,850	8,100
3 markets	11,000	12,650	14,300	19,800
5 markets	17,500	20,125	22,750	31,500

TRACKING available for select brands at an additional cost

Please contact us to discuss your specific project

Prices and exchange rates shown for illustration only.

Costs shown are indicative per market and can vary according to project scope, market type, etc. Additional services such as additional questionnaire design will incur additional fees. Subject to availability and contract.

Want to add your brand to our permanent standard brand list? Contact us for pricing details

Clients & Testimonials

Our clients include:



— EST 1947 —
DELEGAT

ARESTI
PASION FAMILIAR

CONCHA Y TORO



GRUPO PEÑAFLOR
BODEGAS ARGENTINAS LÍDERES

ZONIN1821



Pernod Ricard

Créateurs de convivialité



Constellation Brands



"Wine Intelligence has been working with Brown Brothers to provide insight on brand and product opportunities through bespoke research projects. Their Vinitrac® tracking has also allowed us to set measures on key metrics and evaluate the effectiveness of our marketing activities over time. From planning and methodology to presentation and interpretation of data, Wine Intelligence continues to be a valuable research partner for Brown Brothers."

Brown Brothers, Australia

"We required information about the positioning of our brand to determine possible opportunities in the South Korean Market. At each stage of the project, the work produced by the Wine Intelligence team was extremely professional. The results were presented clearly, included recommendations, and were delivered within the time frame. We have no doubt that we can rely on Wine Intelligence as a strategy partner to trust with our future studies."

Montes, Chile

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