



Australia Portraits 2019

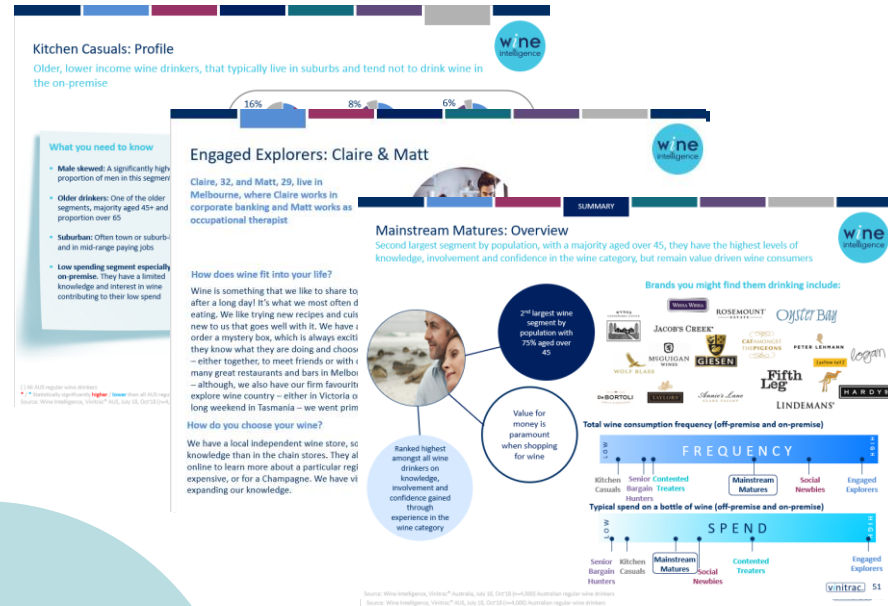
Report price

Report price:
 GBP 2,500
 AUD 4,700
 USD 3,300
 EUR 2,900

Report credits:
 5

Price also includes
profiling data in Excel
 (All Vinitrac® questions with cross-tabulations by the segments)

93-page
 PowerPoint
 report



*All prices exclusive of VAT, GST, or relevant local sale taxes at the current rate

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How Portraits works

What are Portraits?

- Portraits are a series of reports designed by Wine Intelligence to provide wine businesses with a reference segmentation model of wine drinkers which can be applied to individual brands, regions, countries of origin, style categories and retailers
- Portraits are detailed in a full PDF report and supporting Excel data table
- Australia Portraits 2019 is the third published edition of our Australia Portraits. Portraits is also available for the UK, China, the US and Canada

How we make Portraits...

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments, based on their answers to questions about their wine-drinking behaviour and their attitude towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which in addition to the input variables above, include demographic information and more detailed questions on wine-drinking behaviour
- Portraits are based on an integrated research methodology utilising both quantitative and qualitative techniques
 - **Quantitative:** Analysis for Australia Portraits is based on a sample of 4,000 Australian regular wine drinkers collected in July and October 2018 via Wine Intelligence's Vinitrac® online survey. Comparisons for some measures were made against the previous Australia Portraits 2016
 - **Qualitative:** Depth interviews were conducted across Australia in January and February 2019 (see Appendix for details of the qualitative research methodology)

How can I use Portraits?

Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
 - **Who** they are
 - **Why** they drink wine
 - **What** they drink
 - **Where and how** they buy wine
 - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviours of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products

Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

Qualitative Methodology: Consumer interviews



Focus group methodology

- 20 consumer interviews have been conducted via phone or in person
 - 5 x Engaged Explorers
 - 5 x Mainstream Matures
 - 5 x Contented Treaters
 - 5 x Social Newbies
- The interviews lasted between 30 and 45 minutes and were done via phone or in person in January and February 2019, covering general wine drinking and buying behaviour and preferences, motivations and attitudes towards wine and purchase choice cues

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