

WINE INTELLIGENCE BRAND HEALTH TRACKING



THE ONE-STOP SHOP FOR COST-EFFECTIVE BRAND HEALTH TRACKING

Three easy steps:

1 Check to see if your brands are already on our standard brand list

- Choose to add your brands or competitor brands

We currently have about 50 brands measured per market

2 Choose your markets:

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark ▪ Ecuador ▪ 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 upon request

Running in Vinitrac®,

our online survey platform accessing wine drinkers in more than 30 markets

3 We will ask our standard brand health questions, and you decide if you would like additional custom questions, tracking* and / or profiling

*Tracking from 2006 for select markets

Data collection:

January, March, July, October

Standard Brand Health measures:

Key questions asked	Bronze	Silver	Gold
1 Awareness % who have heard of each brand (when prompted with a list of brand names with logos)	✓	✓	✓
2 Purchase % who have bought the following brands in past three months	✓	✓	✓
3 Conversion to purchase % who have bought the following brands in past three months	✓	✓	✓
4 Consideration % who would consider buying the following brands	✓	✓	✓
5 Affinity % who think the following brands are right for people like them	✓	✓	✓
6 Recommendation % who would recommend the following brands to a friend	✓	✓	✓
7 Imagery % who indicated the following statements as most appropriate to describe each brand		✓	✓
8 Unprompted awareness % of those who name each brand as top of mind			✓
9 Tracking across two waves Where available			✓

Measures 3-8 base = those who have heard of each brand

Pricing:

Three options available:

Sample: Varies per market, ranging between n=700 and n=2,000*

	GBP	USD	AUD	EUR
Bronze Brand Health Test Current market brands only	1,800	2,300	3,300	2,100
Silver Brand Health Test	2,800	3,500	5,200	3,200
Gold Brand Health Test	5,300	6,600	9,800	6,000

Additional options**:

	GBP	USD	AUD	EUR
Add brand to test (client or competitor) Cost per additional brand	400	500	800	450
Add tracking (two previous waves) Where available; included in Gold option	1,000	1,300	1,900	1,200
Add profiling Cost per brand	700	900	1,300	800
Add PowerPoint report Final cost dependent on scope of report	1,000 - 2,000	1,300 - 2,700	1,900 - 3,700	1,200 - 2,300

**Costs specifically for Brand Health Tracking projects only

Prices and exchange rates may be subject to change. GBP prices standard as of September 2019 - other currencies subject to exchange rates at the time of project agreement. Costs shown may vary according to project scope, market type, etc. Additional services such as bottle photography and additional questionnaire design will incur additional fees. Subject to availability and contract.

*Regular wine drinkers defined differently in each market. Contact us for technical specifications

For all levels:

**5% discount offered
for 3-4 markets**

**10% discount offered
for 5+ markets**

Contact Wine Intelligence

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