



WINE INTELLIGENCE

WINE LABEL DESIGN: AUSTRALIAN MARKET

DECEMBER 2020

REPORT BROCHURE

PRICING



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INTRODUCTION

What is a wine label for? Beyond the legal requirements that must be met for a product to be sold, a wine's label is the canvas by which a producer can convey feelings, ideas and associations. These feelings are crucial at two moments in a wine's life. The first, when picking a product up from a crowded shelf, requires the label to stand out and be noticed – in a positive way. The second, at a consumption occasion, requires the label to fit with the mood and support the role that the wine is destined to play in that occasion.

Given the complexity of these demands, it is little wonder that label design carries such importance in the wine category, far more than many producers (and consumers) would like to admit. The wine industry may convince itself that the underlying quality of a product will normally be a good guide to its success in a competitive marketplace. However, what happens if several products meet a perceived quality threshold? If other purchase cues, such as price and wine style are also similar, what wins the sale? In the end, when there is no other differentiating factor, the label may prove to be the X factor.

The language of labels, and what consumers are looking for, is becoming more familiar to the more astute brand owners around the world. This, the first of our new-look Label Design Reports, focused on the Australian market, showcases new

archetype designs prepared by Amphora Design, a leading wine label design house.

The first impression of the findings of this report may give some readers pause. Wine consumers in Australia (and elsewhere) are generally seeking reassurance in what they buy and drink. There is an innate reluctance to buy into the avant-garde, and a natural affinity to what one might classify as 'old school' wine values. Aggressive designs might achieve standout on shelf, the first of the requirements for success as outlined above. And yet they may stumble when it comes to the second – the fit with consumer needs. Thus, the label designer must tread a careful path. Distinctiveness wins attention, but it must reassure, that is be 'central' to the category conventions, to win the order.

Fortunately, there is some room for creativity. As this report demonstrates, not all consumer segments see labels in the same light. Crucially, and shown for the first time in this new-look report, there is also a difference between designs for red and white wine. Consumer preferences seem to be more heterogenous when it comes to white wines compared with red wines. This may arise from the type of consumer that tends to buy white more than red; equally, it seems influenced in part by the role that a red wine might need to play – more typically with food, and possibly more likely in a social setting.

WINE INTELLIGENCE WINE LABEL CATEGORIES IN THE AUSTRALIA MARKET



From our research, wine labels in Australia can be classified into 14 categories



Prestige



Stately Classic



Classic Text



Simple Bold



Elegant



Modern Graphic



Artisan / Vintage

WINE INTELLIGENCE WINE LABEL CATEGORIES IN THE AUSTRALIA MARKET



From our research, wine labels in Australia can be classified into 14 categories



Boutique



Distinctive



Bold Text



Surrealist



People



Simple Contemporary



Bright

Questions asked in the Wine Intelligence Vinitrac® in Vinitrac Australia, October 2020 amongst 1,000 Australian regular wine drinkers* (drink wine at least once per month)

1 Appeal

How appealing do you find the following wines on a scale from 1 to 5, where 1 = "Very unappealing" and 5 = "Very appealing"?

2 Intent to purchase

How likely would you be to buy each of these wines if they were available where you usually buy wine at a price suitable to you? Please answer on a scale from 1 to 5 where 1 = "Very unlikely" and 5= "Very likely"

3 Price expectations

How much would you expect each of these bottles of wine to cost at the store where you typically buy wine?

4 Quality expectations

What would you expect the quality of each of these wines to be?

5 Imagery

Below you will see a list of statements and words that could be used to describe each wine. Please indicate which words or statements below you think are the most appropriate to describe each bottle

***Note: Red and white wine label designs were tested separately with representative samples of Australian regular wine drinkers. Label designs were also shown in a randomised, rotating order to avoid response bias**

EXAMPLE SLIDE: KEY FINDINGS: **RED** LABEL DESIGNS PERFORMANCE (1/2)



Ranking based on net intent to purchase



	Rank	Net score	Rank	Net score	Rank	Net score	Rank	Net score	Rank	Net score	Rank	Net score	Rank	Net score
Net intent to purchase	1st	57	2nd	51	3rd	47	4th	41	5th	38	=6th	35	=6th	35
Net label appeal	=2nd	67	=2nd	67	5th	61	1st	71	6th	50	4th	65	8th	48
Net quality expectation	1st	85	3rd	62	2nd	67	5th	55	6th	54	7th	52	9th	48
Price expectation	1st	\$19.08	8th	\$17.17	2nd	\$17.66	6th	\$17.25	5th	\$17.26	10th	\$16.85	9th	\$16.99

EXAMPLE SLIDE: KEY FINDINGS: PRESTIGE LABEL PERFORMANCE



Dominant characteristics:

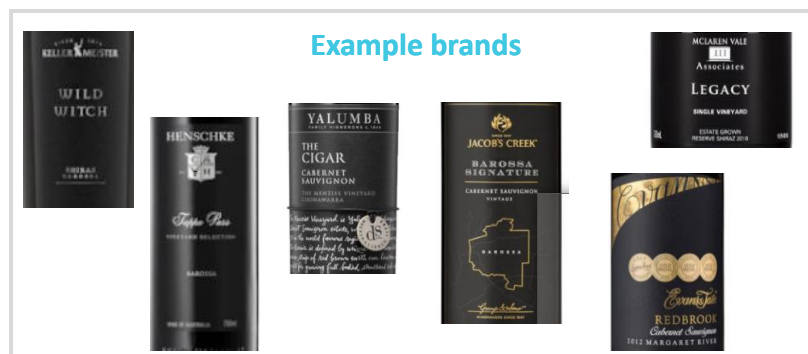
- **Colour:** Heavy use of metallic colours, particularly gold, on a black background
- **Rendering:** Occasional use of line drawings (non-photorealistic rendering)
- **Image:** If used, crests, logo, heraldry
- **Typography:** Mostly Serif fonts and upper case lettering coupled with cursive styles
- **Text:** Clear winery and / or brand name with focus on varietal, region and vintage



Red	Intent to purchase	Label appeal	Quality expectation	Price expectation
Net score	57	67	85	\$19.08
Rank	1st	=2nd	1st	1st

White	Intent to purchase	Label appeal	Quality expectation	Price expectation
Net score	35	56	63	\$18.03
Rank	=1st	4th	1st	1st

Key associations (Red)		Key associations (White)	
Elegant	27%	Elegant	25%
Sophisticated	27%	Good for special occasions	24%
Stylish	26%	Sophisticated	24%



EXAMPLE SLIDE: LABEL PERFORMANCE AMONGST GEN Z: RED WINES



Younger adult consumers (LDA-24) tend to be less anchored to traditional red wine label design cues compared with their older peers

Net label appeal, intent to purchase and quality expectation: **Red** label designs

Base = All Australian regular wine drinkers (n=1,000)

Net label appeal			
Rank 2020		All Australian regular wine drinkers n= 1,000	Gen Z 90
1	Bright	71	98
2	Elegant	67	102
3	Prestige	67	90
4	Distinctive	65	77
5	Stately Classic	61	70
6	People	50	30
7	Boutique	49	65
8	Modern Graphic	48	66
9	Classic Text	45	58
10	Simple Contemporary	38	92
11	Artisan / Vintage	37	47
12	Simple Bold	33	51
13	Bold Text	33	43
14	Surrealist	31	70

Net intent to purchase			
Rank 2020		All Australian regular wine drinkers n= 1,000	Gen Z 90
1	Prestige	57	79
2	Elegant	51	107
3	Stately Classic	47	55
4	Bright	41	38
5	People	38	41
6	Distinctive	35	68
7	Modern Graphic	35	48
8	Bold Text	31	56
9	Boutique	31	57
10	Classic Text	29	62
11	Artisan / Vintage	22	59
12	Simple Bold	20	41
13	Surrealist	19	75
14	Simple Contemporary	18	84

Net quality expectation			
Rank 2020		All Australian regular wine drinkers n= 1,000	Gen Z 90
1	Prestige	85	97
2	Stately Classic	67	80
3	Elegant	62	63
4	Classic Text	58	48
5	Bright	55	49
6	People	54	46
7	Distinctive	52	65
8	Artisan / Vintage	50	57
9	Modern Graphic	48	68
10	Bold Text	46	62
11	Simple Bold	46	45
12	Boutique	44	59
13	Surrealist	34	55
14	Simple Contemporary	30	53

Top 3:

1st

Elegant



2nd

Bright



3rd

Simple Contemporary



Top 3:

1st

Elegant



2nd

Simple Contemporary



3rd

Prestige



Top 3:

1st

Prestige



2nd

Stately Classic



3rd

Modern Graphic



RESEARCH METHODOLOGY: QUANTITATIVE



The data for this report was collected in Australia in October 2020

Data was gathered via Wine Intelligence's Vinitrac® online survey

Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-premise or in the on-premise

Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis

The data is representative of Australian regular wine drinkers in terms of gender, age and region

The distribution of the sample is shown in the table

		Oct-20 n= 1,000
Gender	Male	54%
	Female	46%
	Total	100%
Age	18-24	9%
	25-34	19%
	35-44	18%
	45-54	19%
	55-64	16%
	65 and over	19%
	Total	100%
Region	Australian Capital Territory	1%
	New South Wales	33%
	Northern Territory	1%
	Queensland	20%
	South Australia	7%
	Tasmania	3%
	Victoria	25%
	Western Australia	9%
	Total	100%

Source: Wine Intelligence, Vinitrac® Australia, October 2020
(n = 1,000), Australian regular wine drinkers

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