

# WINE INTELLIGENCE LABEL TESTING



**1** Decide what label test you would like to conduct

## Examples

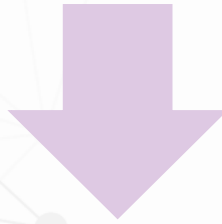
- Test alternatives
- Test against your competitors

Up to six labels are shown at once to survey respondents

## Running in Vinitrac

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

**Data collection**  
October 2021



**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 on request



**3** We will test your labels in the market(s) you choose.

Labels are benchmarked against market norms available for appeal and intent to purchase.

# Label testing measures:

	Key questions asked	Bronze	Silver	Gold
1	<b>Appeal</b> How appealing do you find the following wines on a scale from 1 to 5, where 1 = very unappealing and 5 = very appealing?	✓	✓	✓
2	<b>Intent to purchase</b> 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	<b>Direct choice: Favourite</b> Please indicate which of the following wines you <u>most</u> prefer in terms of packaging	✓	✓	✓
4	<b>Reasons why label is favourite</b> Please give reasons why this is your most preferred option. Standard list of 10 statements	✓	✓	✓
5	<b>Direct choice: Least favourite</b> Please indicate which of the following wines you <u>least</u> prefer in terms of packaging	✓	✓	✓
6	<b>Reasons why label is least favourite</b> Please give reasons why this is your least preferred option. Standard list of 10 statements	✓	✓	✓
7	<b>Imagery</b> Please indicate which words or statements below are the most appropriate to describe each wine. Standard list of 10 statements		✓	✓
8	<b>Hotspot: Most liked parts of label</b> Please click on the parts of the label that you <u>like the most</u>			✓
9	<b>Hotspot: Least liked parts of label</b> Please click on the parts of the label that you <u>like the least</u>			✓

## Terms and Conditions

(For each level)

*Prices and exchange rates may be subject to be change.*

*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 to contract.*

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

## Contact Wine Intelligence

### LONDON - HEAD OFFICE

E [info@wineintelligence.com](mailto:info@wineintelligence.com)

T +44 (0)20 8194 0090

[www.wineintelligence.com](http://www.wineintelligence.com)

### Wine Intelligence global offices:

Australia ▪ Brasil ▪ Deutschland ▪ España ▪

France ▪ Italia ▪ Portugal ▪ South Africa ▪ UK ▪ US