

WINE INTELLIGENCE BRAND HEALTH TRACKING



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 market

Data collection

January, March, July, October

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

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			✓