

Why we buy wine: Neuromarketing revealed

Avery Dennison
Labels and Packaging Materials

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Why We Buy Wine: Neuromarketing revealed

Presenters



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Background and objectives

Project set-up



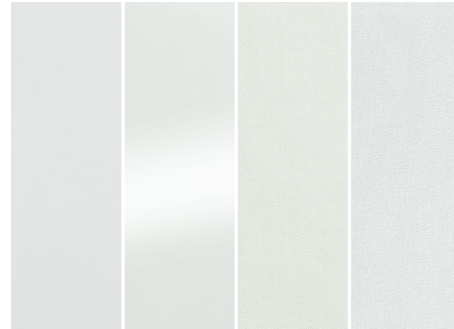
Different Designs

Design 1 (original)

- Light green
- Round typeface
- Round visuals

Design 2 (new)

- Blue
- Sharp typeface
- Square visuals



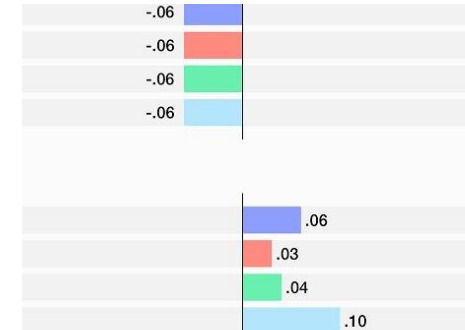
Different Face Materials

- Matt Wine
- High Gloss Wine
- Pampa
- Cotton White



Target Markets

- 80 people from USA
- 80 people from Europe
- 80 people from China
- 50/50 male – female
- Aged between 30 and 70



Scientific Methods

- Emotional impacts
- Attracting attention
- How does design activates perceptions / beliefs

Results



Design

The original design more strongly activates positive emotions in the minds of consumers

- Arousing a positive emotion
- Activating 'premium' related cognitions
- Activating a sense of authenticity
- Capturing consumers attention

The original design can be optimised more by subtly modifying the typeface to a 'better readable' typeface



Face material

The Matt Wine and the High Gloss Wine face materials did have the lowest impact on all the criteria.

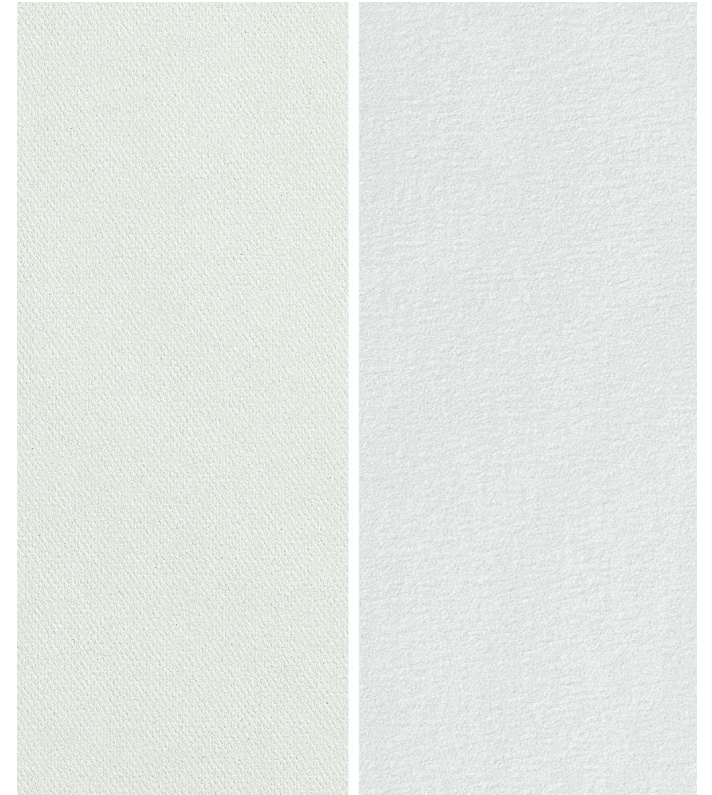
The Pampa and the White Cotton both offered positive impacts:

White Cotton

- Strong feeling of premium
- High price value
- Feeling of authenticity
- Positive emotion

Pampa

- Less impact on feeling of premium and high price value
- Positive impact on feeling of authenticity and emotion



Test groups

The only significant difference between the target markets was found with the Pampa

Regarding China, this option is also quite effective for activating 'Premium' related cognitions and has a and a higher 'Price value'

It is even more effective (than White cotton) for activating

- 'Authenticity' (even more than White cotton)
- A positive Emotion

Outcome

- The Santa Rita winery went back to their original design and is looking on how to adjust the design to the recommendations of the report
- The Santa Rita winery is evaluating which paper quality to use for the final label
- We have conducted a second study with Mind Insights where we evaluate the paper used for the label and the way consumers perceive the taste of the wine



Thank You

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