Wine label Design as Marketing Tool to Attract Consumers’ Attention.
A Marketing Study to Know Wine Product Positioning.
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Wine sector encountered lots of changes over the last two decades and these changes influenced wine consumption habits. In fact, more and more consumers buy wine not as a common drink but as a product of quality. In this evolution it is important for producers to focus both on product quality (a basic element for wine) and on innovation, research and marketing. Among the elements that play an important role for wine product, today producers pay more attention to packaging, because it provides to consumers information on the product and, at the same time, it communicates company’s value prepositions with modern or classic designs, colors and pictures. Certainly it’s not easy to express with a small wine label all that a producer wants to say about a wine and about itself. But the important thing for producers is to create the wine identity for each product because wine is a product that needs to be recognized by consumers, also thanks to its label.

So wine producers use labels as a differentiator in the market, choosing colors, pictures and other elements that give to consumer basic information about the wine (year and territory of production, type of grape used, denomination of origin, etc.) but at the same time are recognized as elements of distinction. Besides, wine label has a very ancient past, in fact both Greeks and Romans used it to describe label the content of the jars where the wine was stored.

Today, wine labels also became collector's items, so much that in Italy, wine label collectors created the Italian Association of Collectors Wine Labels (AICEV). Therefore, with this study, we wanted to know how wine label can be a promotion tool for producers and the importance that consumers give to it when they buy a wine. So we submitted to three samples of consumers with different type of expertise and expectation a sample of wine labels of Sicilian wines that we classified in four types (classic, modern-classic, with references to territory, with modern colours and design), asking them to provide information about the visual impact of each label (first without the brand and then with the brand) and the price they were willing to pay for a bottle of wine based on each label. We also wanted to know how wine label influence each type of consumer in choosing a wine.

We calculated the relative price variability for each label and for type of consumer. Then we calculated the statistic media dependence between the types of label and the prices, for each category of consumer (correlation and dependence, Tschuprow coefficient and other similar indexes). Finally we wanted to evaluate the market positioning for each label also with a comparison between the prices given by consumers and the ones chosen by producers (Spearman’s rank correlation coefficient). Results obtained give information on positioning strategies of chosen brands and help us to understand if wine label is an important element for consumers while they are choosing a wine.