Wine Australia

University of South Australia | **Ehrenberg-Bass** Institute for Marketing Science

The USA Wine Marketing Tool is a decision support system, designed to help you focus your marketing efforts in the USA wine market more effectively.

This tool is based on the views of trade and consumers, collected through research by the University of South Australia and funded by Wine Australia. Wineries exporting to the USA can use the tool in two different ways:

1. look at which consumers and trade operators you are currently targeting with your marketing efforts and find what features of your brand will be more effective, and

2. look at your product feature offering and then find which type of consumer and trade segments are most likely to respond positively to your offer.

On this card is a set of questions for you to answer either starting at your target market, or starting with your product features. Remember there are no right or wrong answers to these questions. Just choose the answer in each block that best reflects your current or desired market characteristics in the USA or your important product features.
Even if more than one answer is suitable, choose the best one for your business.

USA Wine Marketing Tool

1 What product features appeal to your target market?

Think about the characteristics of the consumers and trade operators that you're currently targeting or that you would like to target.

How would you best describe them based on the characteristics below? Match your results to the profiles in the table.
Use the product feature icons to determine the features that your audience is most responsive to.

CONSUMERS

Category	Description	
Age	21–34 years old	A
	35–49 years old	A B C
	50+ years old	B C
Gender	Males and females	A B
	Females only	C
Wine involvement (level of engagement with wine as a product)	High	A
	Medium	B
	Low	C
Wine knowledge	High	A
	Medium	B
	Low	C
Preferred consumption occasion	Informal/at home, formal/at home, formal/on-premise	B
	Informal/on-premise	C
Average price spent (retail/bottle USD)	Less than US$19.99	A C
	US$20 or more	B

TRADE

Category	Description	
Business type you deal with	Wine importers, wine distributors, on-premise	A
	Online retailers	B
	Brick & mortar retailers	C
Key contact you deal with	Owners/managers, head of sales	A
	Sales people, logistics	B
	Wine buyers, sommeliers	C
Trade operator size	Small (<10 Employees)	A B
	Large (10+ Empoyees)	C
Focus on Australian wines	Very focused	A
	In the middle	B
	Not very focused	C
USA location	South-Atlantic	A
	Mid-Atlantic, Mid-West, Mountain, Pacific, South-Central	B
	New England	C

MOSTLY A	MOSTLY B	MOSTLY C
PROFILE 1 Wine expert followers	**PROFILE 2** Mid-range oenophiles	**PROFILE 3** Conservative wine players

CONSUMERS

	PROFILE 1	PROFILE 2	PROFILE 3
CRITICAL FACTORS	US$11.99	France, Italy, Australia	No difference / US$11.99
VERY IMPORTANT	98 points	98 points / Zinfandel, Merlot, Pinot Noir	Zinfandel
SOMEWHAT IMPORTANT	Merlot	Prestigious / US$19.99	98 points
NOT IMPORTANT	(country of origin, label style, region, medals icons)	(region, medals icons)	(label style, region, medals icons)
	31% of the USA wine market*	**46% of the USA wine market***	**23% of the USA wine market***

TRADE

	PROFILE 1	PROFILE 2	PROFILE 3
CRITICAL FACTORS	98 pts / US$11.99	No difference / US$11.99	US$11.99–19.99 / 98 points, 92 points
VERY IMPORTANT		98 points	USA, France
SOMEWHAT IMPORTANT	Pinot Noir, Cabernet Sauvignon, Merlot / Prestigious / Australia, Italy	Cabernet Sauvignon / Gold	
NOT IMPORTANT	(region, medals icons)	(label style, region icons)	(grape, label style, region, medals icons)
	37% of the USA wine market*	**34% of the USA wine market***	**29% of the USA wine market***

FEATURES

COUNTRY OF ORIGIN	LABEL STYLE	GRAPE VARIETIES	RETAIL PRICE	MEDALS OR AWARDS	EXPERT RATINGS	REGION OF ORIGIN

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USA Wine Marketing Tool

2 Who is the best target market for your product features?

Think about the features of your wines that you feel to be the strongest for your brand and/or the features you would like to use to promote your brand in the USA. From the list below, what are the **top three** features you are currently using, or you would like to use to promote your wines in the USA? Check what profile your top three features belong to, and then discover what group of consumers and trade operators your marketing strategy are more effective with. Your identified top three features can be used alone or in combination, and apply to both consumers and trade.

FEATURES	COUNTRY OF ORIGIN	LABEL STYLE	GRAPE VARIETIES	RETAIL PRICE	MEDALS OR AWARDS	EXPERT RATINGS	REGION OF ORIGIN

TOP THREE FEATURES | CONSUMERS | TRADE

PROFILE 1

Wine expert followers

Consumers	
Age	21–34 years old
Gender	No difference
Wine involvement	High
Wine knowledge	High
Preferred consumption occasion	No difference
Average price spent (retail/bottle USD)	Less than US$19.99
31% of the USA wine market*	

Trade	
Business type	Wine importers Wine distributors On-premise
Key contact	Owners/managers Head of sales
Trade size	Small businesses (<10 employees)
Focus on Australian wines	High
Location	South-Atlantic
37% of the USA wine market*	

PROFILE 2

Mid-range oenophiles

Consumers	
Age	No difference
Gender	No difference
Wine involvement	Medium
Wine knowledge	Medium
Preferred consumption occasion	Informal/at home; Formal/at home; Formal/on-premise
Average price spent (retail/bottle USD)	US$20+
46% of the USA wine market*	

Trade	
Business type	Online retailers
Key contact	Sales people Logistics
Trade size	Small businesses (<10 employees)
Focus on Australian wines	Medium
Location	Mid-Atlantic, Mid-West, Mountain, Pacific, South Central
34% of the USA wine market*	

PROFILE 3

Conservative wine players

Consumers	
Age	50+ years old
Gender	Female
Wine involvement	Low
Wine knowledge	Low
Preferred consumption occasion	Informal/on-premise
Average price spent (retail/bottle USD)	Less than US$19.99
23% of the USA wine market*	

Trade	
Business type	Brick & mortar retailers
Key contact	Wine buyers, Sommeliers
Trade size	Large businesses (10+ employees)
Focus on Australian wines	Low
Location	New England
29% of the USA wine market*	

Rethink

No identifiable segment of the market is interested in these combined features.

You should reconsider the features you are using in your USA marketing efforts.

This tool is the outcome of the Wine Australia funded project USA-1501 'Driving the Strategic Growth of Australian Wines in the USA Export Market'. The full project report can be found online at bit.ly/vennliproject. Two critical factors for the launch and execution of a successful marketing strategy are the identification of the product features that help a brand stand out from the competition, and the people, either consumers or trade operators, who are most interested in these product features. The USA Wine Marketing Tool assists wineries in this identification process, so they can design a better marketing plan for their launch or re-launch in the USA wine market. By using the tool regularly, wineries can check whether the marketing strategy they use in the USA is aligned with the way they actually operate in that market.

* The consumers and trade-operators sample are statistically representative of the USA wine market. The size of each sample reflects the percentage of the USA wine market, which is particularly influenced by certain wine features when choosing a wine. For a more detailed explanation of the segmentation technique please refer to the full report.