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YOUR BRAND IN THE EYES OF THE **CUSTOMER**

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IC Brand Insight®

Champagne & Sparkling Wine in Europe TOP 5 2015

March 2015

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Champagne Is Passion & Emotion: We Show You How this Is Seen by Consumers in the Main European Markets

Key Finding of IC-Brand Insight Champagne in Europe

- What are strengths & weaknesses of each brand? – **Brand Scorecard**
- What are top brands / What are the flop brands? – **Superior/Inferior Brand**
- What is the image of Champagne versus Prosecco & Co. etc. – **Buying Behaviour**
- Where do consumers buy champagne and sparkling wine, what informations are the looking for and for which occasion do the spend on champagne & Co. – **Buying Behaviour**
- What are steps to take in order to improve your market position – **Strategic Analysis**
- ...and much more

Major Content of the IC-Brand Insight

Brand Triangle

We not only analyze the aided and unaided brand notoriety and brand use, but inferior and superior brands too.

Product Awareness

We disclose the customers awareness of different product types such as champagne, sparkling and pearl wine, rosé, etc. as well as the experienced difference and popularity from customers point of view.

Brand Scorecards

We analyze brand profiles concerning the experienced image revealing directly the strengths and weaknesses of your brand compared to your competitors.

Causal Analysis

We not only show brand strengths / weaknesses but moreover we analyze the reasons. E.g. the reasons for the willingness to change the consumed champagne brand can be displayed.

Buying Behavior

Questions that are relevant for buying behavior are answered and related to the brand such as: decision makers and influencers, POS (specialized liquor stores or super markets, etc.), buying frequency, ...

Information Behaviour

You will discover which specific information sources your customers use (e.g.: magazines, online portals, etc.) to learn where your advertisements need to be present.

IC Brand-Insight® Champagne in Europe 2015

All Data for Your Branding Policy!

- The IC-Brand Insight® Champagne in Europe 2015 provides you all necessary data for an efficient branding policy on the fiercely contested Austrian, German, French, Italian and Spanish market. Illuminated are brand awareness and usage, brand positioning, product awareness, buyer- and decision behavior as well as profiles of Top brands.
- We analyze the potential set, used brands, premium and inferior brands as well as the importance of different affinity criteria for different product types such as champagne, sparkling wine, etc.
- All questions are analyzed for different segments. As a result branding knowledge can be distinguished for purchasing places, purchasing frequency, decision-maker etc. These information are important for market segmentation and the determination of purchasing-types.
- We deliver impartial results and specific strategy advices at the costs of a

*Surveyed countries can change according to the customer's needs

Population

People who regularly consume champagne, sparkling wine or similar.

Sample

N = 300 per Country (Total: 1.500)

Surveyed Countries:
Austria, France, Germany, Italy and Spain*

Survey Period

1 Month (right after order)

Questioning Methode

Online Questionnaire
Survey duration: approx. 20 minutes

Included Product Groups in the Survey

Champagne

Sparkling Wine

Prosecco

Frizzante

Cava

For each product group we are separately analyzing:

- *Brand Awareness*
- *Brand Usage*
- *Buying Behaviour*
- *Product Knowledge (differences between product groups)*

Investment in Your Brand Analysis

IC Brand Insight® Champagne in Europe 2015	Prices	
	Prices	Subscription *
Total Report (incl. Austria, France, Germany, Italy and Spain)	€ 9.990,-	€ 8.990,-*
Single Country Report	€ 3.990,-	€ 3.450,-*

** Annual price. Subscription is valid for at least two years and can be cancelled after the second year no later than one month prior to the release of the next edition. If the subscription is not cancelled it continues automatically for the next year. Changes of prices have to be announced by Interconnection at least two months prior to release of a new edition.*

Auszug aus dem Fragenkatalog – Presubscriber können noch Einfluss auf den Fragebogen nehmen

MARKEN-VIELKLANG

Frage: „Welche Marken für Champagner sind Ihnen bekannt? (max. 5)“

Frage: „Welche Champagner-Marken haben Sie in den letzten drei Monaten gekauft? (max. 4)“

Frage: „Welche der folgenden Marken würden Sie kaufen, wenn Geld keine Rolle spielt?“

etc....

KAUFVERHALTEN

Frage: „Bei welcher der folgenden Einkaufsstätten haben Sie die Marke ... gekauft“

Frage: „Konsumieren Sie Sekt der Marke überwiegend daheim oder auswärts?“

Frage: „Stellt für Sie die Bekanntheit einer Marke ein Qualitätsmerkmal dar?“

etc. ...

MARKEN-IMAGE

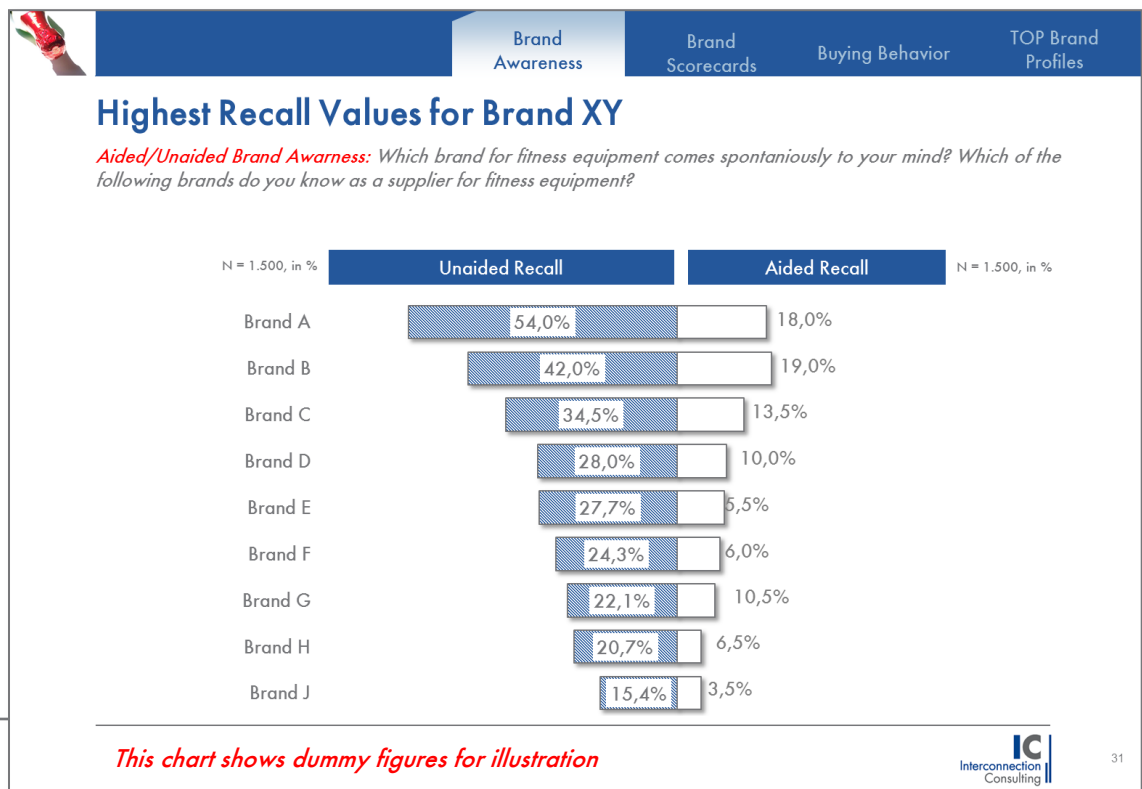
Frage: „Ich lese Ihnen nun einige Eigenschaften vor, sagen Sie mir bitte wie sehr diese jeweils auf die Marke zutreffen! “

Frage: „Ich lese Ihnen nun einige Schaumweinsorten vor. Bitte ranken Sie diese nach Ihrer Qualität beginnend mit der hochwertigsten Sorte!“

etc. ...

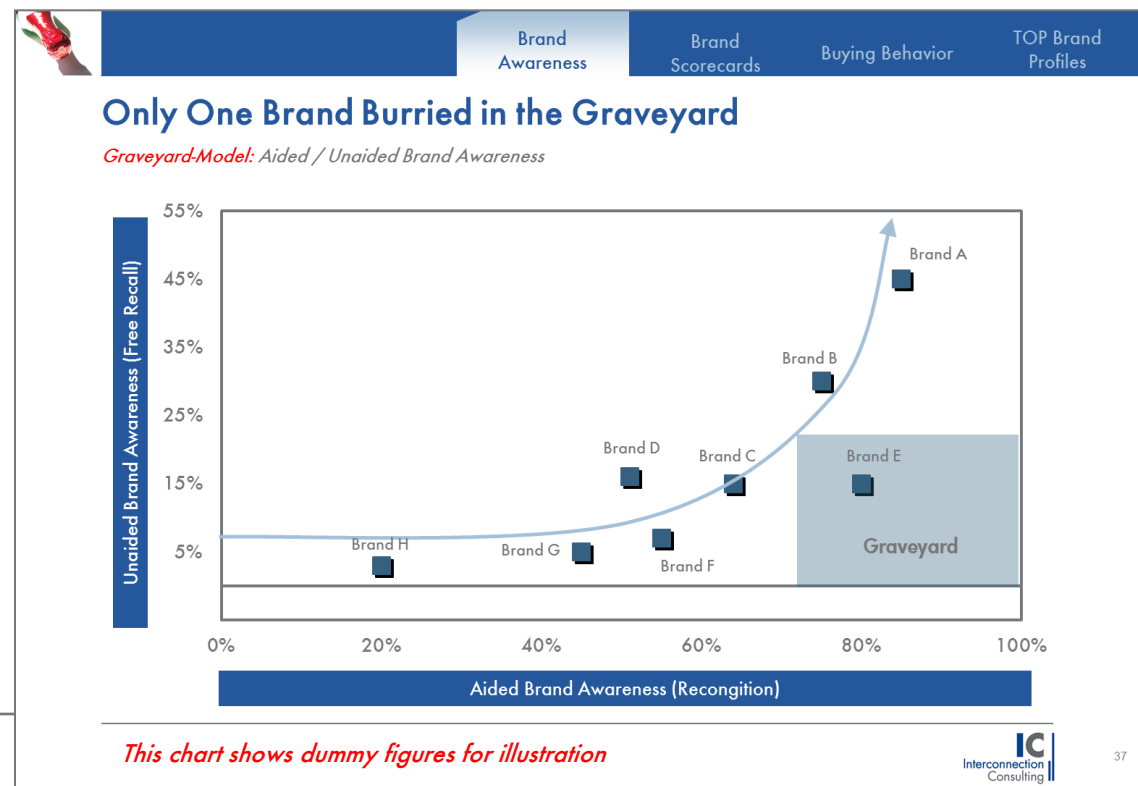
Learn how Aware Customers Are About Your Brand

- Overview of the **aided and unaided recall** values for the top brands. Additional **superior** (*brands which would be bought if money does not matter*) and **inferior brands** (*brands which would never be bought*) are surveyed.
- This sample chart shows dummy figures.



Strategic Analysis of the Brand Awareness

- The **brand-graveyard model** provides an strategic overview of the brand awareness for the top brands.
- This sample chart shows dummy figures.



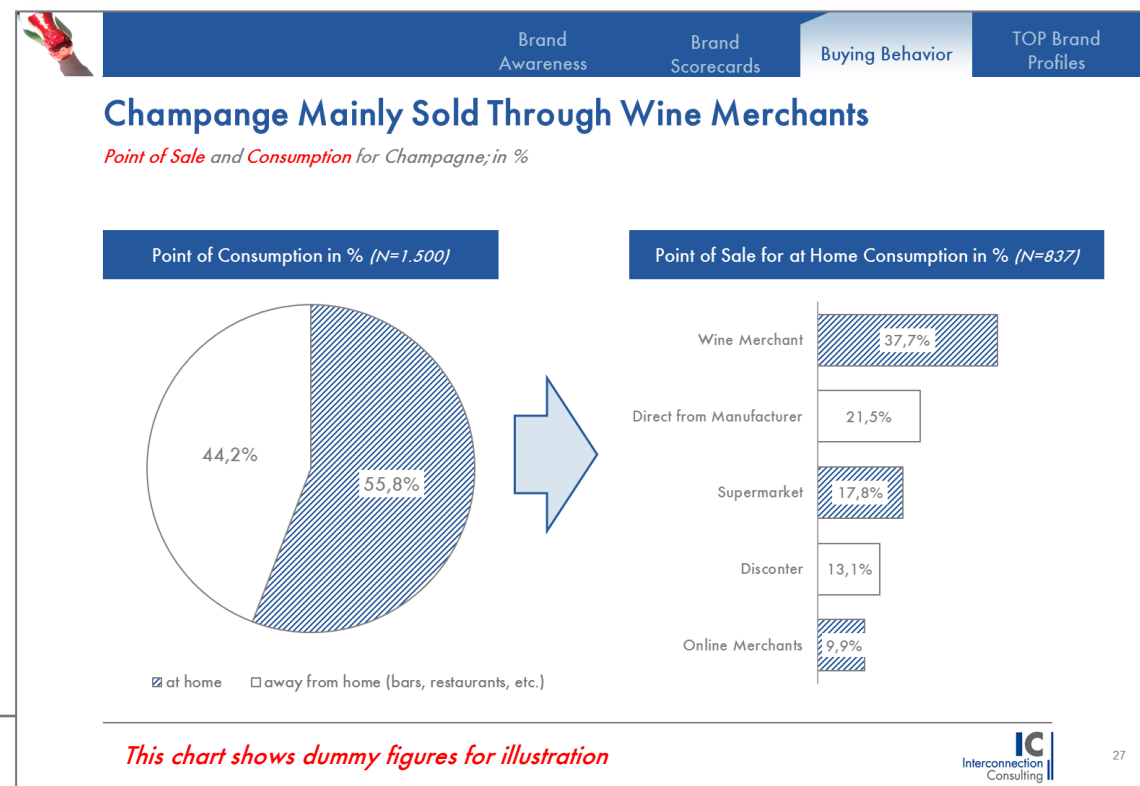
What are the Strengths of Your Brand from Customer Sight?

- Analysis of the brand positioning based on several criteria and comparison with other brands.
- This sample chart shows dummy figures.



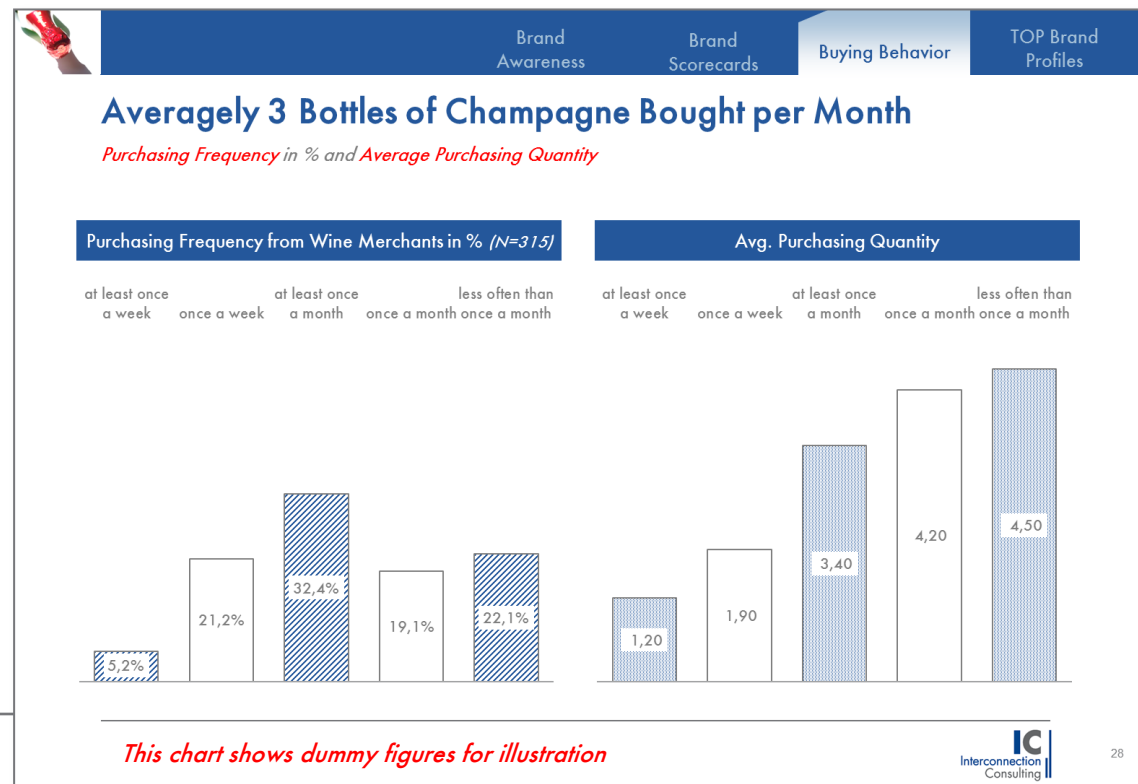
Detailed Analysis of the Buying and Information Behavior

- Analysis of the **buying behavior** concerning point of sale and point of consumption, decision makers and influencers, etc. as well as the information behaviour.
- This sample chart shows dummy figures.



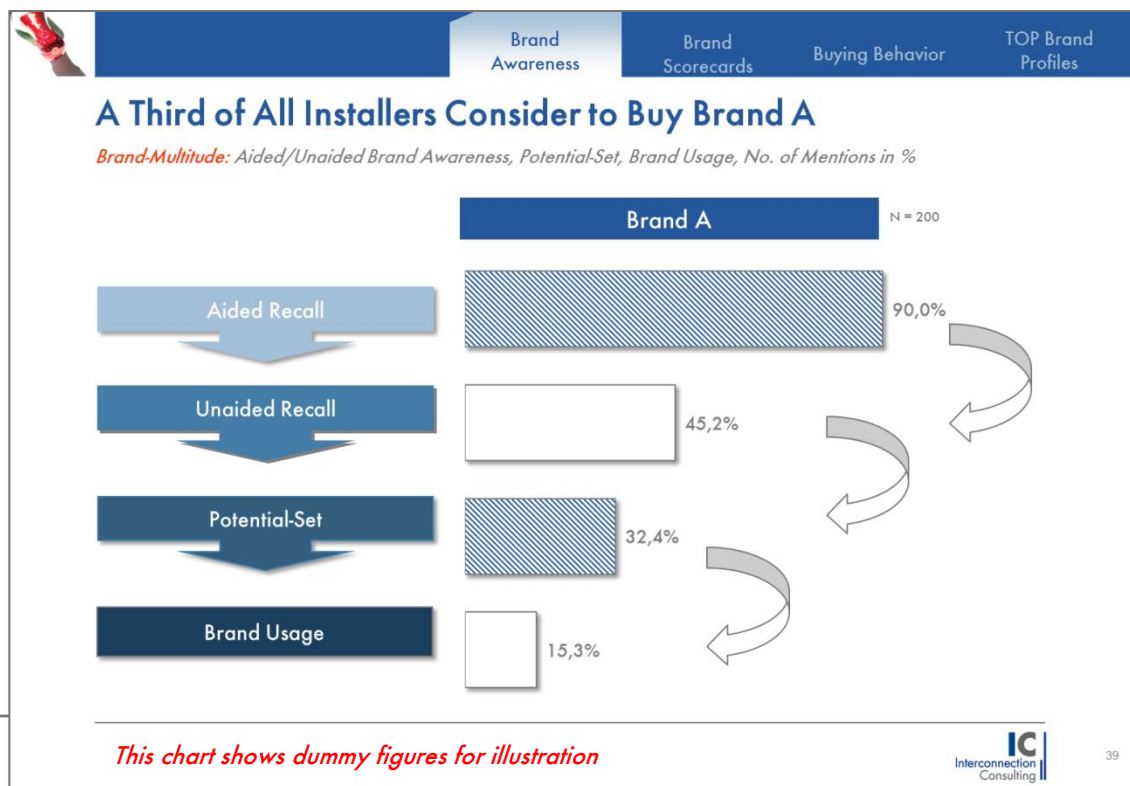
Detailed Analysis of the Buying and Information Behavior

- Analysis of the **buying behavior** concerning purchasing frequency and quantity per product type and point of sale.
- This sample chart shows dummy figures.



Profiles of the Top Brands with the Most Relevant Results

- Profiles of the Top brands summarizing the main results such as the brand triangle (*brand awareness, potential sets, usage*), image profiles, etc.
- This sample chart shows dummy figures.

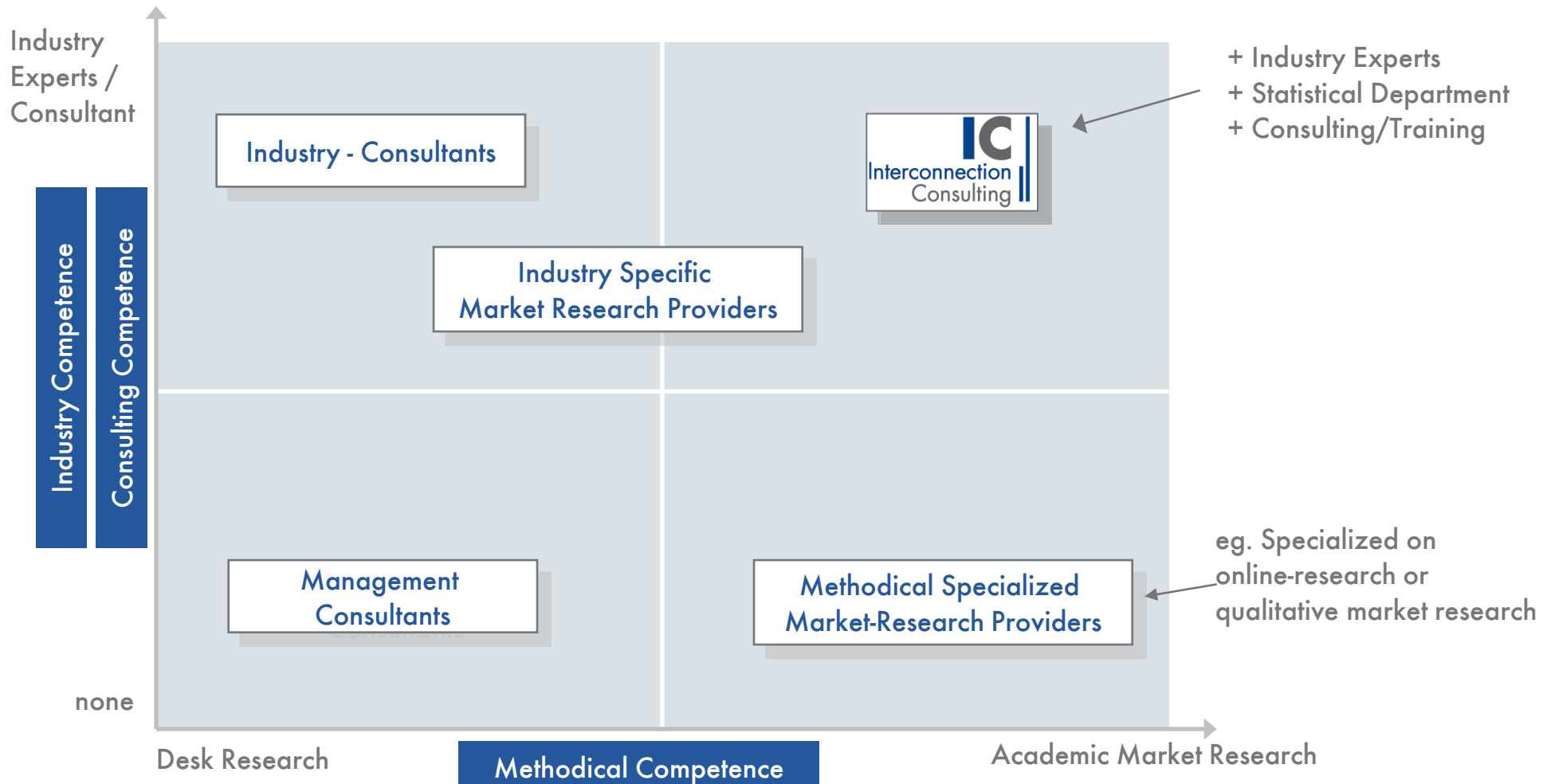


Interconnection Delivers Data for Company Decisions

- Interconnection is one of the leading institutes for market data in the baby products industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in the industry for baby products.
- Next to market data we offer for the baby products branch Ad-hoc studies in the fields of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.



Advance Through Competence



Market Analysis



Market Volume
Market Shares & Entry
Competition Analysis

Distribution Analysis



Channel Map
Distribution Matrix
Margins

Customer Insight



Focus Groups
Buying Motives
Customer Benefits

Market Forecasts



Indicator Models
Life Cycle Models
Econometric Analysis

Brand Analysis



Brand Scorecards
Brand - Triangle
Brand Affinity

Customer Satisfaction



Importance/Satisfaction
Portfolios
Customer Loyalty
Customer Typology

Price Research



Price-Sales-Function
Price-Simulation-Tool
Optimal Pricing

Webverstärker



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

For further questions
please do not hesitate to contact us!

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General Information

Included in the Report

- Interaktives PDF
- Pages (approx) 120
- Optional: Hard Cover

Price

- Single Issue: 9.990,- €
- Subscription: 8.990,- €
- Hard Cover: 150 €

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Options of ordering – Fax: +43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Study

Content of the Report

Language of the report

English

Executive Summary

Summary of the results.

Survey Structure

Descriptive analysis of the sample.

Brand Key Data

Brand awareness, potential set, premium and inferior brands..

Buying criteria

Analysis of relevant buying criteria

Buying behaviour

Brand usage, point of sale, source of information, decision makers, buying frequency, budget.

Methodology

Methodology

Standardised telephone interviews (Duration about 20 minutes)

Survey period: One month after order

Sample size: 1.500

Sample selection: Quota regarding user segments

Analysis of the results with SPSS