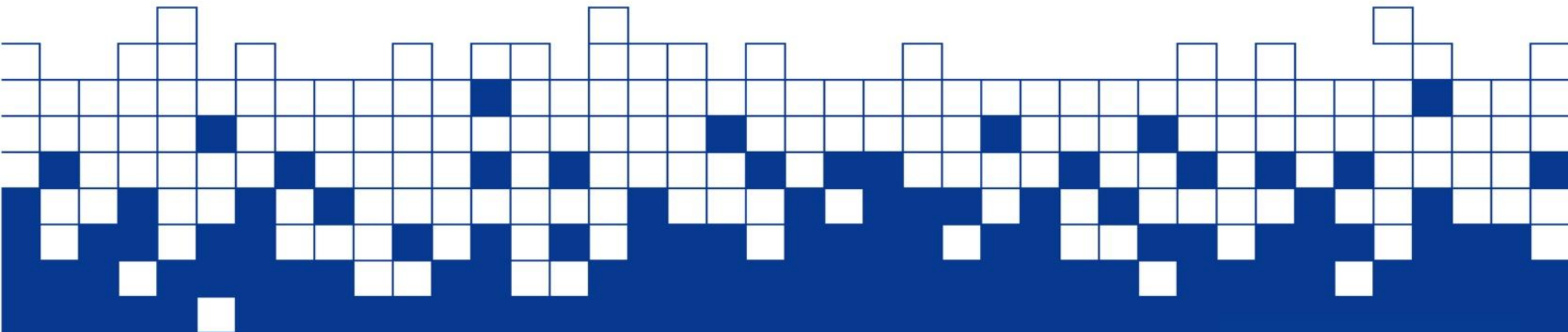
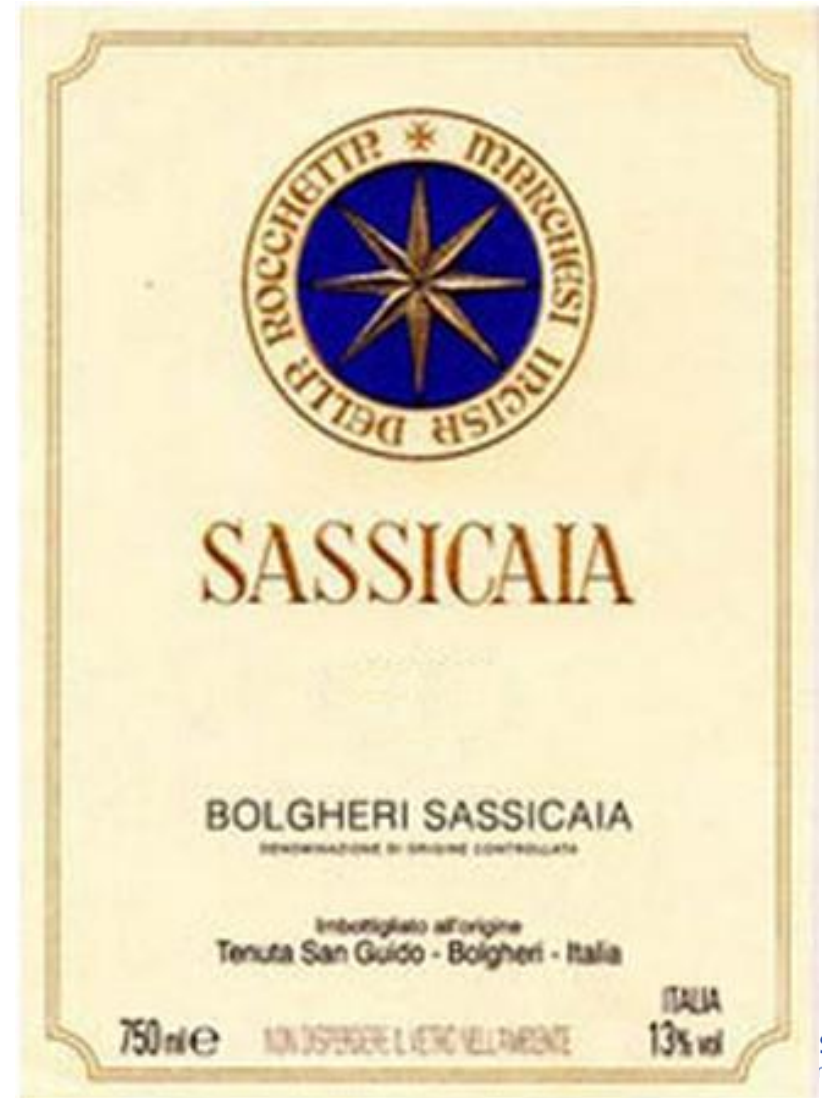


# A premium future for the Australian wine industry

Dr. Armando Corsi – Prof. Larry Lockshin



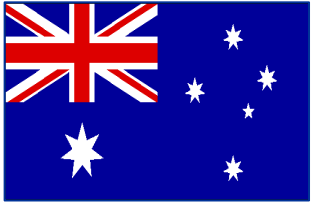
# An outsider point of view



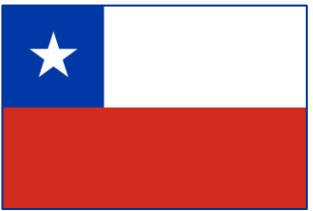
# The perception of Australia in established markets

Ehrenberg-Bass Institute research (n=2,563), August 2010, UK, Ireland, US, Canada, and Sweden, regular wine consumers (drink wine more than once a month)

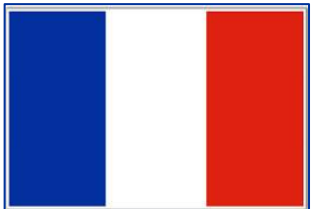
# Good, not boring and easy to drink



Good, not boring, easy to drink

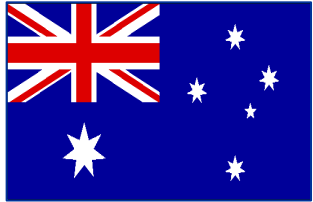


Good and easy to drink in Ireland and Sweden, but not distinctive and homogeneous

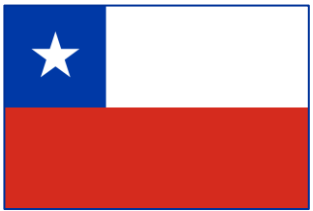


History and tradition, complex, elegant, exciting and provoking wines

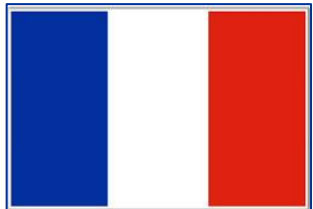
# Different perceptions of styles in different markets



White wines for the UK, Ireland and Sweden, Red wines for USA and Canada

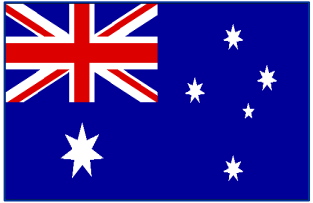


Red wines

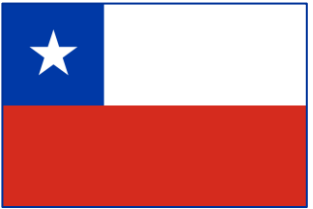


Sparkling wines

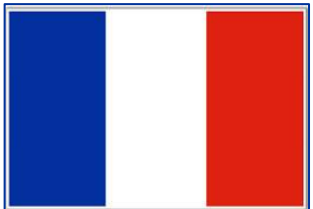
# Clear labels, modern and unique



Not expensive and easy to understand, modern and unique labels, especially for Canada and the US

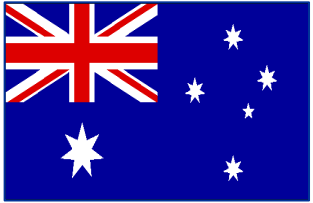


Good-value-for-money, but they lack of modernity and are difficult to understand

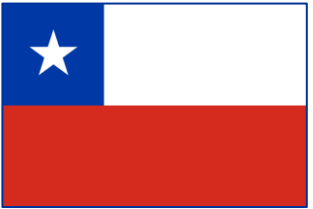


Classic, expensive, and difficult to understand labels

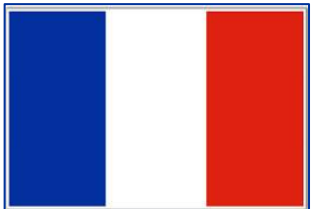
# Wines for the home or relaxed nights out



Dinner at home with friends or a relaxed night out



Dinner at home with friends or a relaxed night out



Special occasions, dinner in a fine dining restaurant, gifts. To be matched with food

# The perception of Australia in our key emerging market China

**China Wine Barometer** (n=906), March 2013

Chinese aged 18 – 50 upper middle class drinkers of imported wine  
in Beijing, Shanghai, Guangzhou, Chengdu, Shenyang, Wuhan

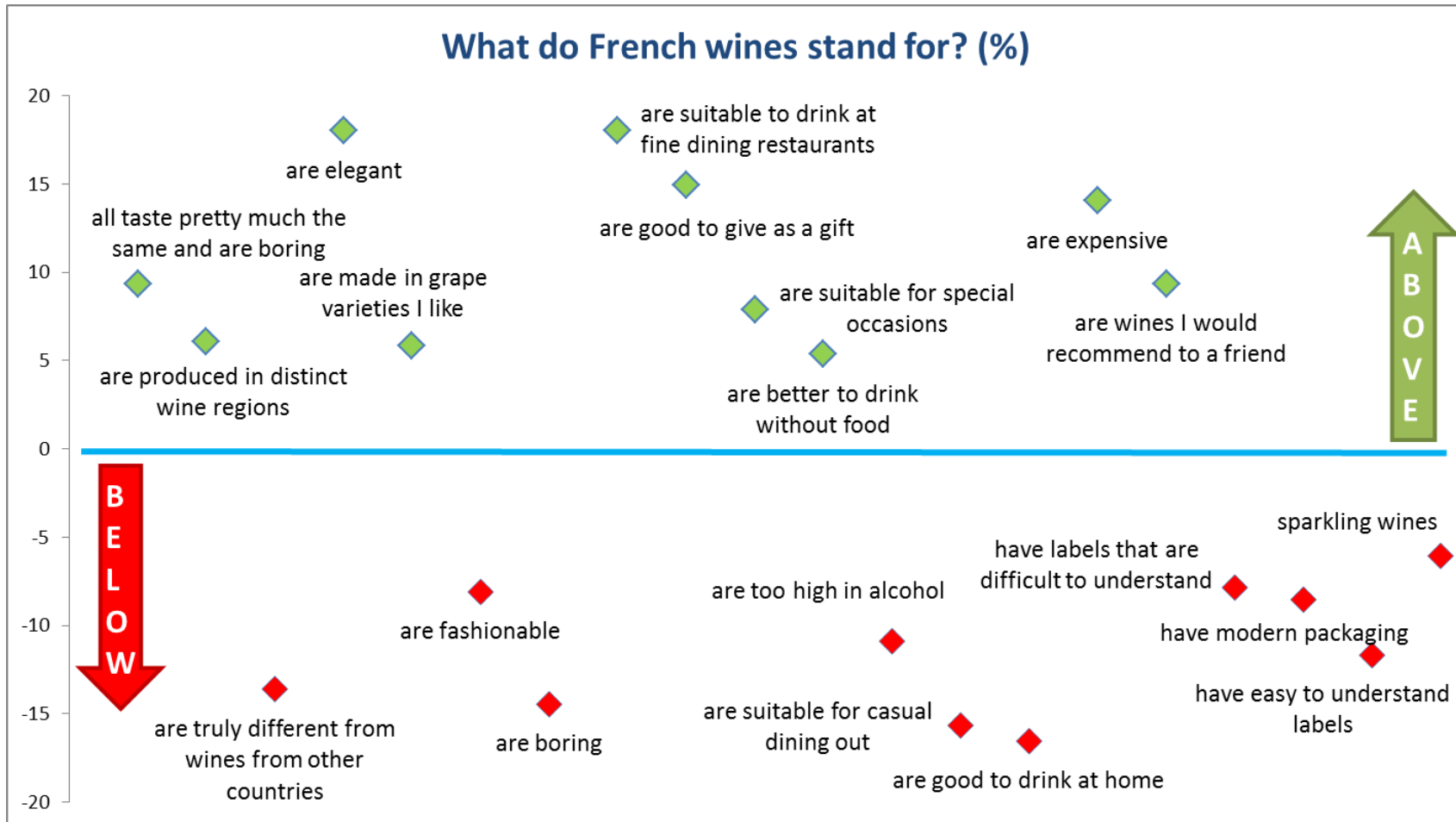


UniSA

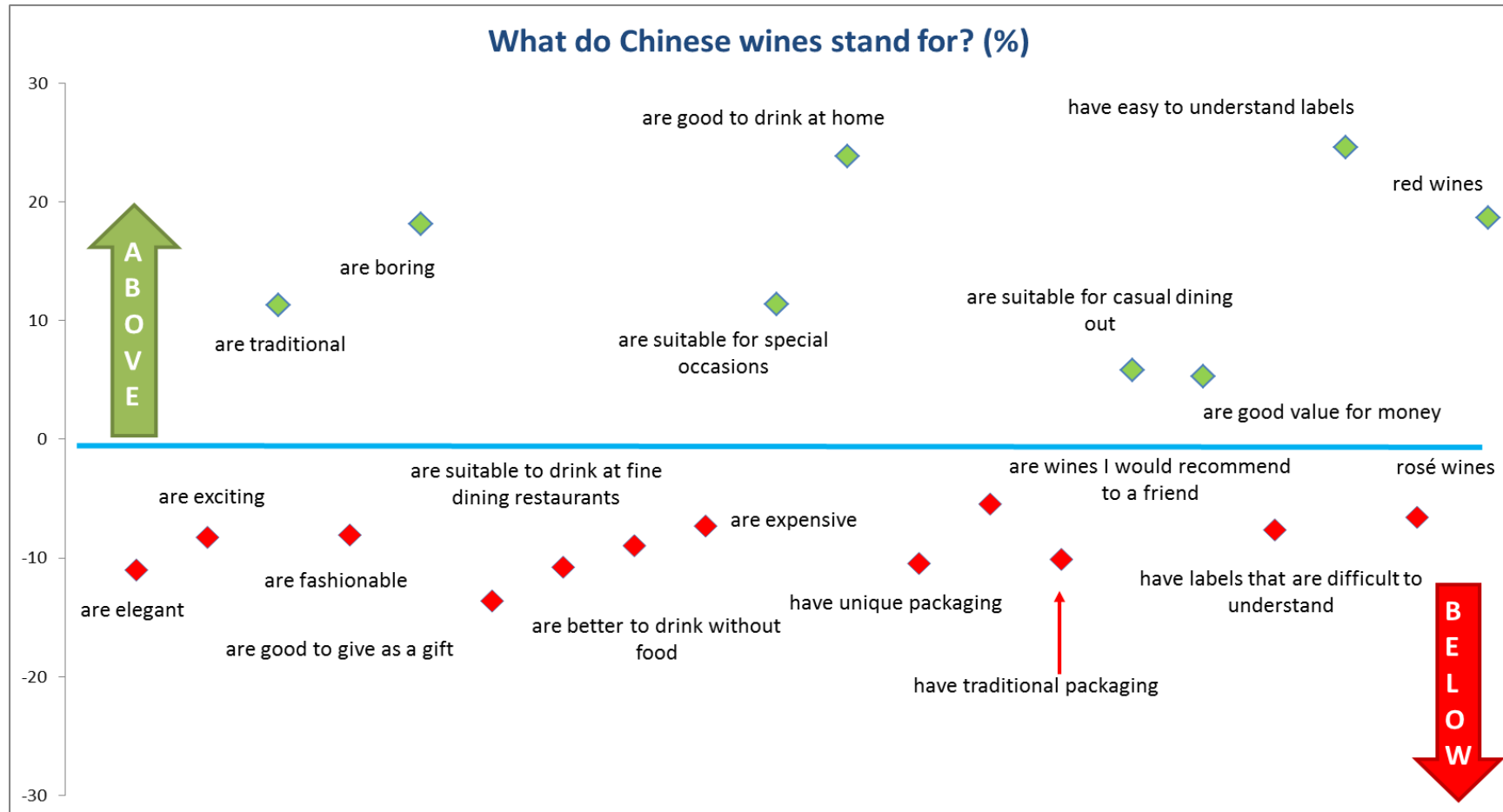
Ehrenberg-Bass  
Institute for Marketing Science



# Chinese consumers have detailed perceptions of French wine with a premium/sociable position



# Chinese wine represents the best choice for everyday consumption and ease of purchase

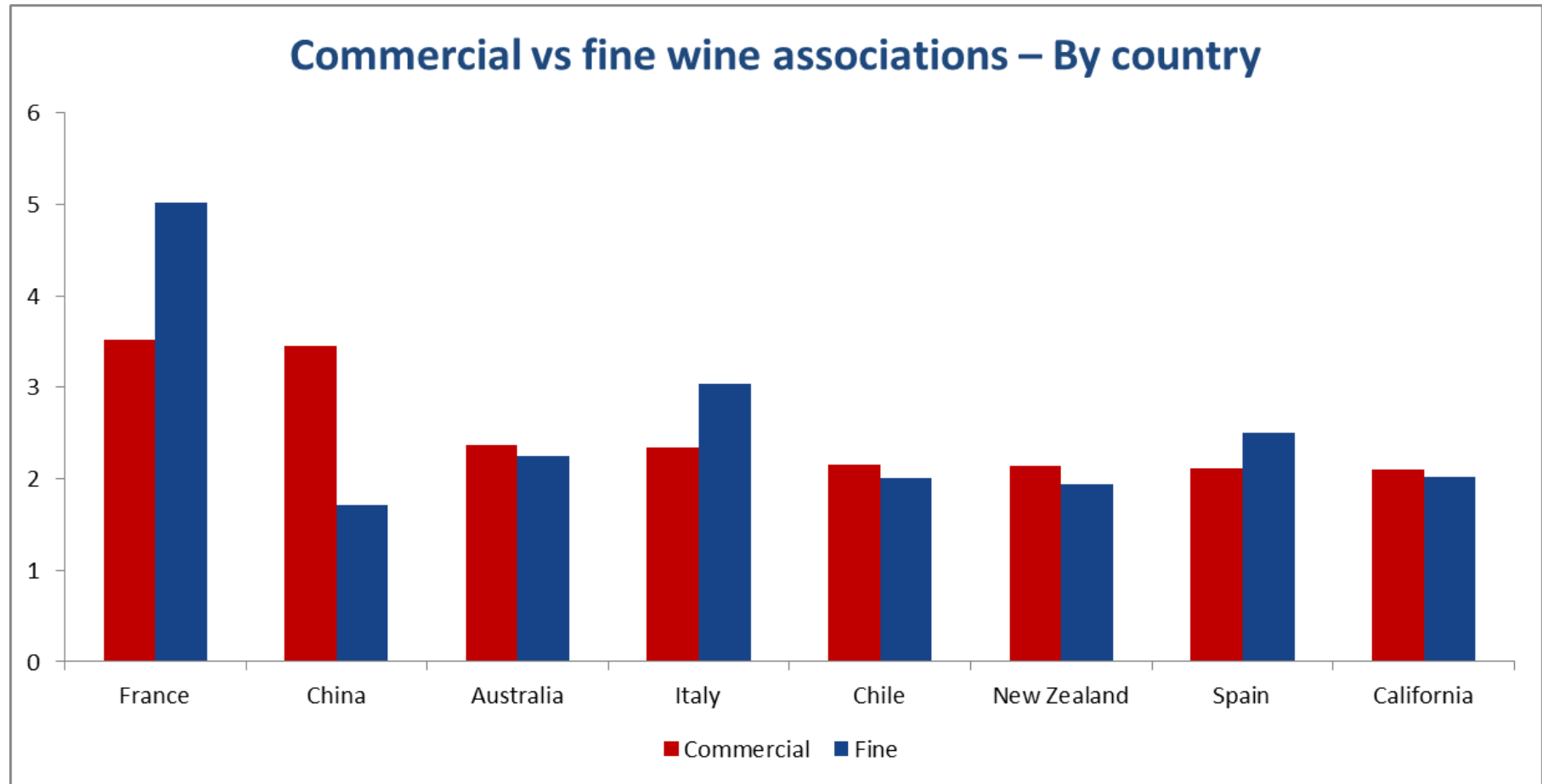


# No distinct perception of Australia

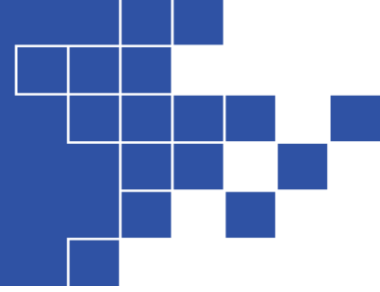


*Spain, Chile, USA and New Zealand also have no strong perceptions*

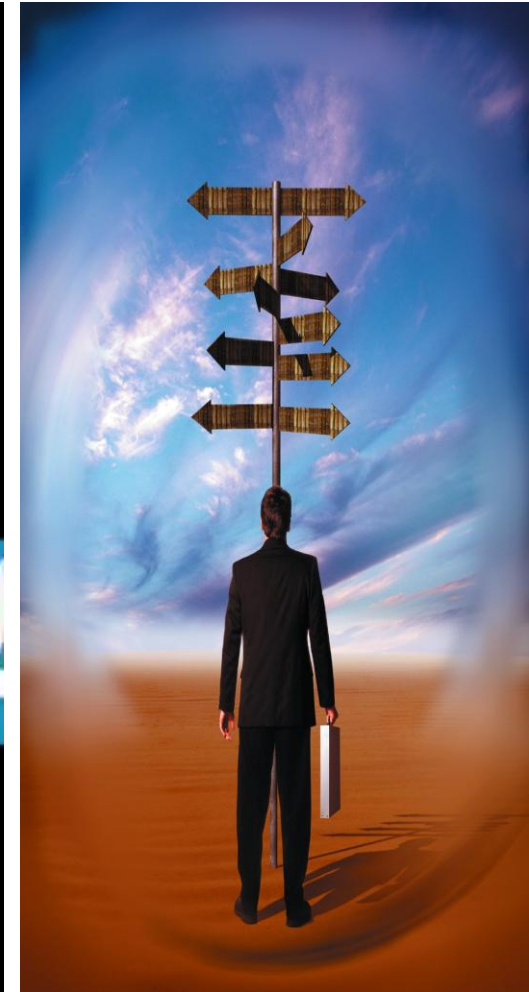
# France, Italy and China clearly have either a fine or commercial perception with Australia and the other major producers having no clear position



# Is this our future in China?



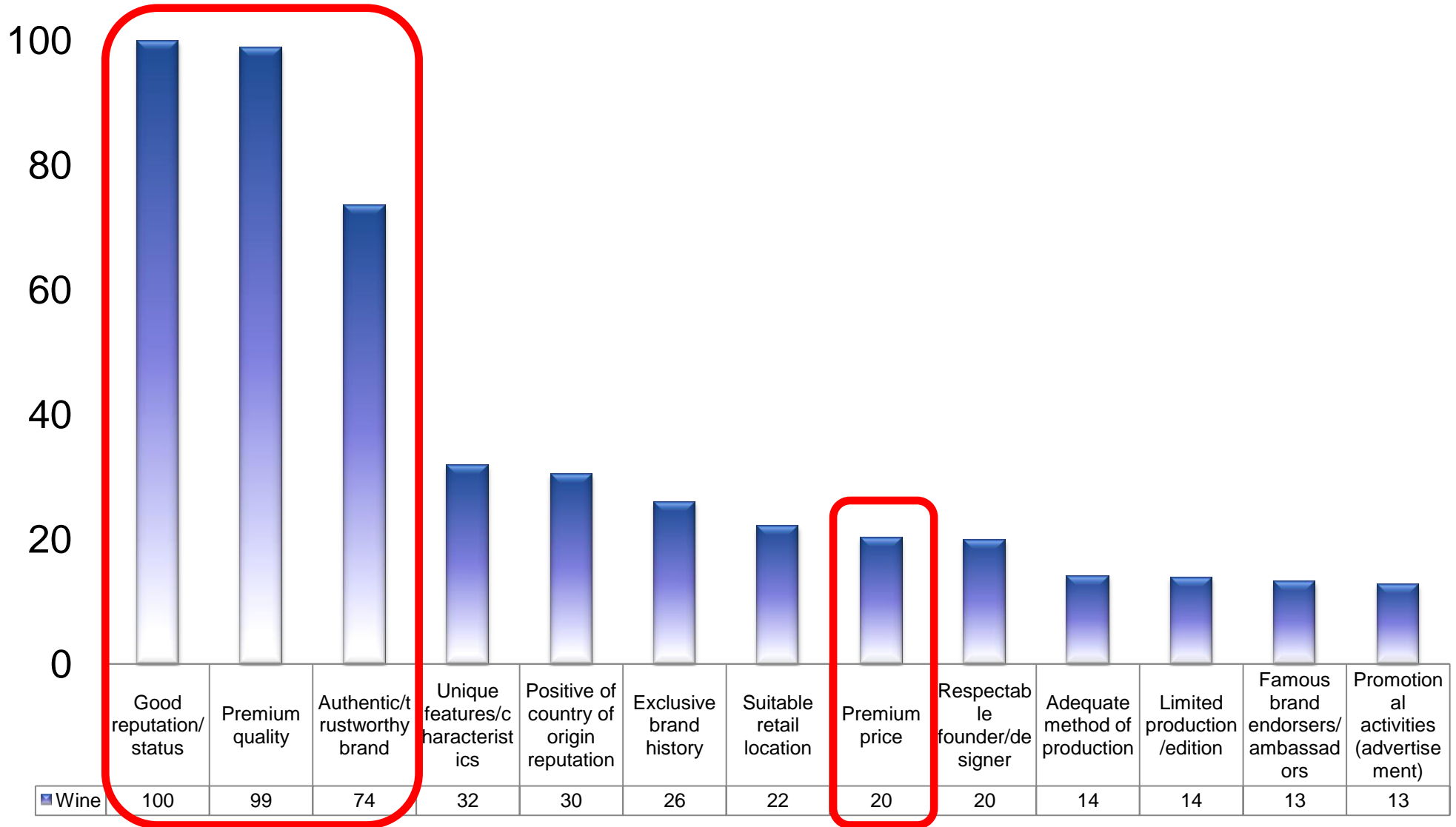
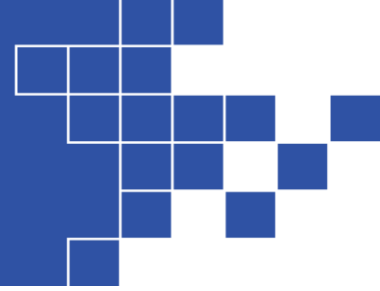
ORIGINA



# What does it take to be a premium/luxury wine?

Ehrenberg-Bass Institute Research (n=133), March 2013, Australia, regular wine consumers (drink wine more than once a month)

# Focus on brand, quality & reputation



# Conclusions

- ★ Volume doesn't build a premium image
- ★ Focus on quality, reputation and authenticity
  - ★ Brand, region, country
- ★ Go beyond clean and green



# Conclusions

 Delete these three words from your vocabulary:

 Love

 Engagement

 Segmentation

 Add these three words:

 Physical &

 Mental

 Availability

# Thank you!



## For further information

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