

FirstCape Case Study: Tapping into the Needs of the UK Wine Consumer

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Abstracts

Introduction

With the underlying shift from on to off trade drinking in the UK, the importance of wine to the alcohol market has grown. This case study assesses how, by focusing on brand communication, brand architecture, product ranges and formats, as well as price and promotional activities, the brand was one of the biggest winners across the entire UK CPG arena in 2009

Features and benefits

Achieve sales growth by identifying how alcohol manufacturers are tapping into underlying consumers trends to drive sales growth

Enhance credibility during sales pitches by understanding the drivers of off trade wine drinking in the UK

Stimulate ideation and invigorate brands by learning from best practice examples specifically from the alcohol industry

'Enhance your market positioning and concept development efforts and reduce risk for new product launches and increase the chances of success'

Highlights

Datamonitor research has shown that in the UK, price and preferred brand are the key drivers of drink choice, and this is particularly true of wine drinkers. Wine marketing

often misses the target and perceived as elitist and a “private club”. The wine brands most relevant to consumer needs are those that will succeed in generating volume sales.

Your key questions answered

What drives choice of alcoholic beverage?

What have been the factors driving a successful brand in the UK alcohol market?

How has the nature of new product development in the wine market changed over the past three years?

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