

# Consumer Solutions



## Proposal and costing example: Wine brand value perception & The Wine Estate experience

2019



Optimising your wine strategy

## Expected outcomes

- First-hand insight about consumers' perception of the wine brand.
- Identification of strengths and potential issues with the wine brand.
- Direction for improving the wine brand through innovation and consumer-centric positioning.
- Identification of strengths and potential issues with the on-site wine tasting experience.
- Direction for improving the on-site tasting experience based on a potential expectations-performance gap.
- A better understanding of how to meet consumer needs and expectations.
- Direction for allocating resources to ensure the optimal consumer experience and/or to enhance brand awareness that could potentially increase return on investment.



## Proposed solutions: Phase 1



### 1. Independent brand analysis

- Four retail store visits in Western Cape & analysis of online offering to evaluate availability, visibility and price points.
- Site visit and observations at tasting room.
- Evaluation of brand categories and differentiation.
- Comparison of brands to national and international trends.
- Concept ideas and recommendations.
- Formulating themes/hypotheses for consumer research.
- Report and presentation.

Time +- 80 hours @ R 800 per hour

Total cost: R 64 000 (all-inclusive)

### 2. Social Media analysis

- Content, context and customer profile analysis of Instagram & Facebook comments and photos of “The Wine Estate experience”.
- Formulating themes/hypotheses for consumer research.
- Report and presentation.

Time +- 40 hours @ R 400 per hour

Total cost: R 16 000 (all-inclusive)

After report and presentation of Phase 1,  
Phase 2 is optional.



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## Proposed solutions: Phase 2



### Methods used in our consumer research

#### SURVEY

**Method:** Gathers data from a larger sample of wine drinkers, using an online questionnaire. Closed ended and open ended questions can be included.

**Advantage:** Data can be analysed using numbers giving you visual graphs to make business decisions.

**Disadvantage:** Difficult to answer the "but why did they say so" questions; no chance to ask more questions.

**Cost estimate:** R 90 000 for at least 120 responses. Includes survey design, data collection amongst a panel of pre-screened wine drinkers across SA, incentives for participants, data analysis and report.



#### INTERVIEW

**Method:** Personal, one-one sessions with a smaller sample of wine drinkers/Sommeliers/staff taking about 45 minutes. Interviewer uses a schedule with themes to guide the discussion.

**Advantage:** Can uncover the "but why" questions and delve deeper into understanding consumer perception. Provide rich, descriptive data.

**Disadvantage:** No numbers or graphs!

**Cost estimate:** R 60 000 for at least 8 interviews. Includes interview design, data collection amongst pre-screened panel, incentives for participants, data analysis and report.

Methods can be combined - please request a quote.



## Terms and conditions

- Independent & social media analysis (phase 1) is required prior to measurement (phase 2).
- Upon report and presentation of phase 1, phase 2 is optional.
- Methodology and concept ideas remain the Intellectual Property of Consumer Solutions.
- This proposal can be tailored to your needs where after a quote is finalised.
- Payment structure: 30% upon accepting quote, 35% after phase 1, 35% before or upon final presentation of phase 2.
- If additional input from Consumer Solutions over and above the proposed services is required, a consultation fee of R 1 000 per hour is payable.

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