

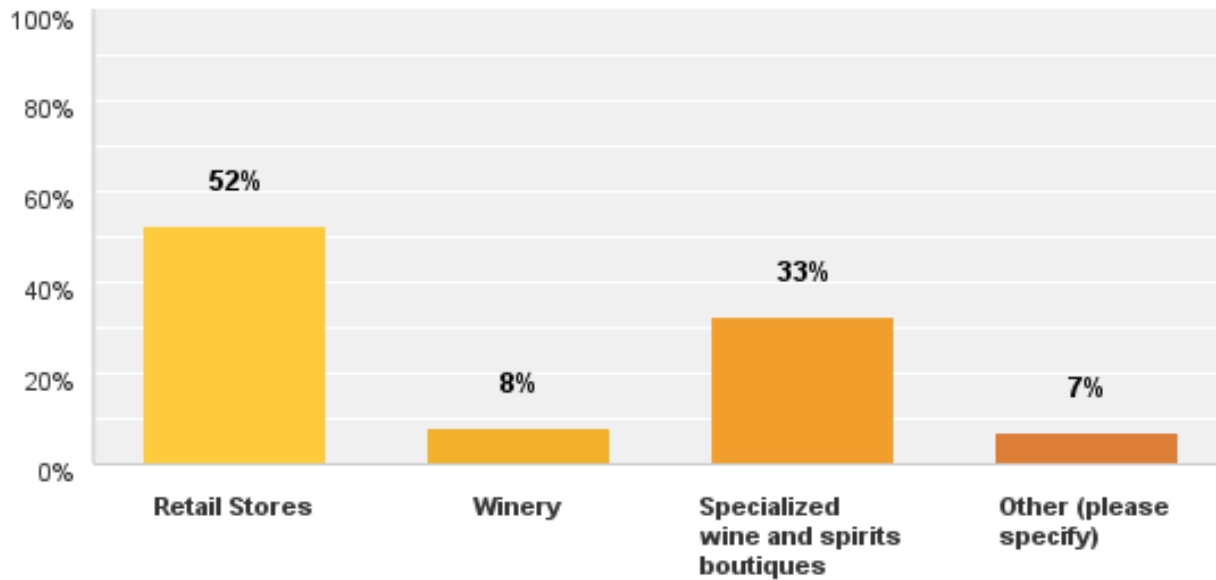


# Buy

## Where do you buy your premium wine?

Figure 2

Interpreting Data



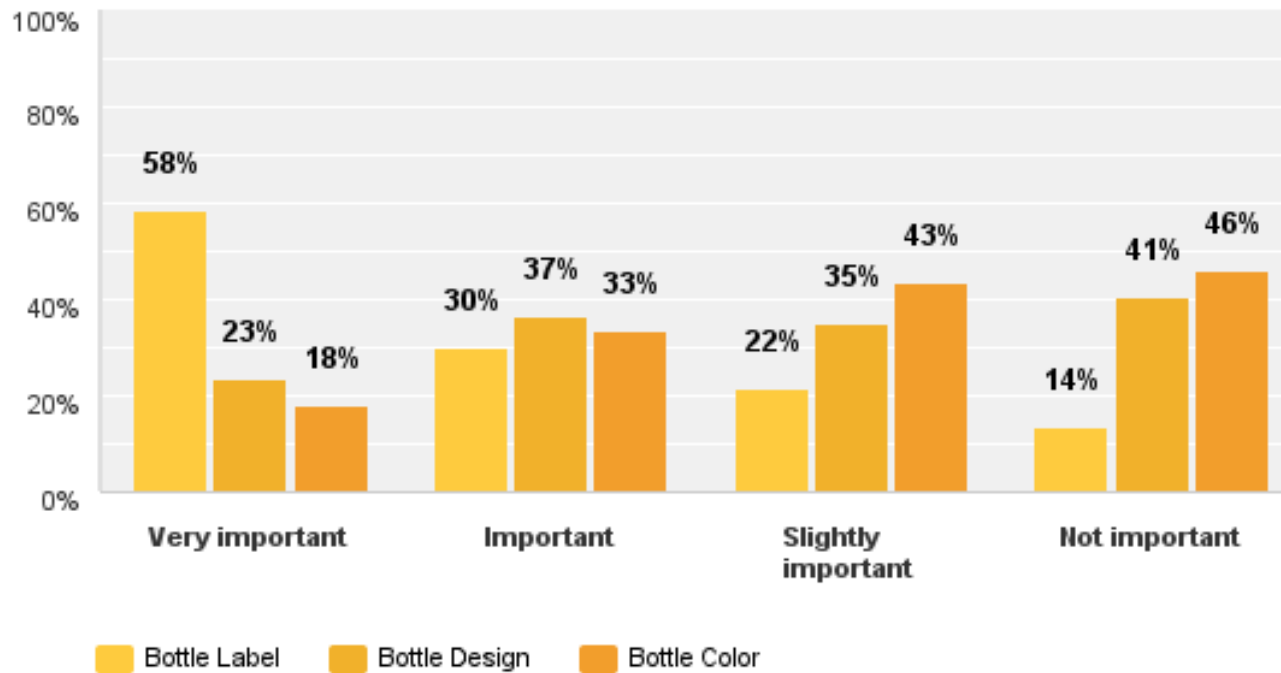
*We need to understand buying behavior of customers. It will shape the design of the digital marketing including the look and feel of the product.*

## Bottle

When buying wine, how do you determine that such bottle of wine is the right wine for you?

Figure 4

Interpreting Data



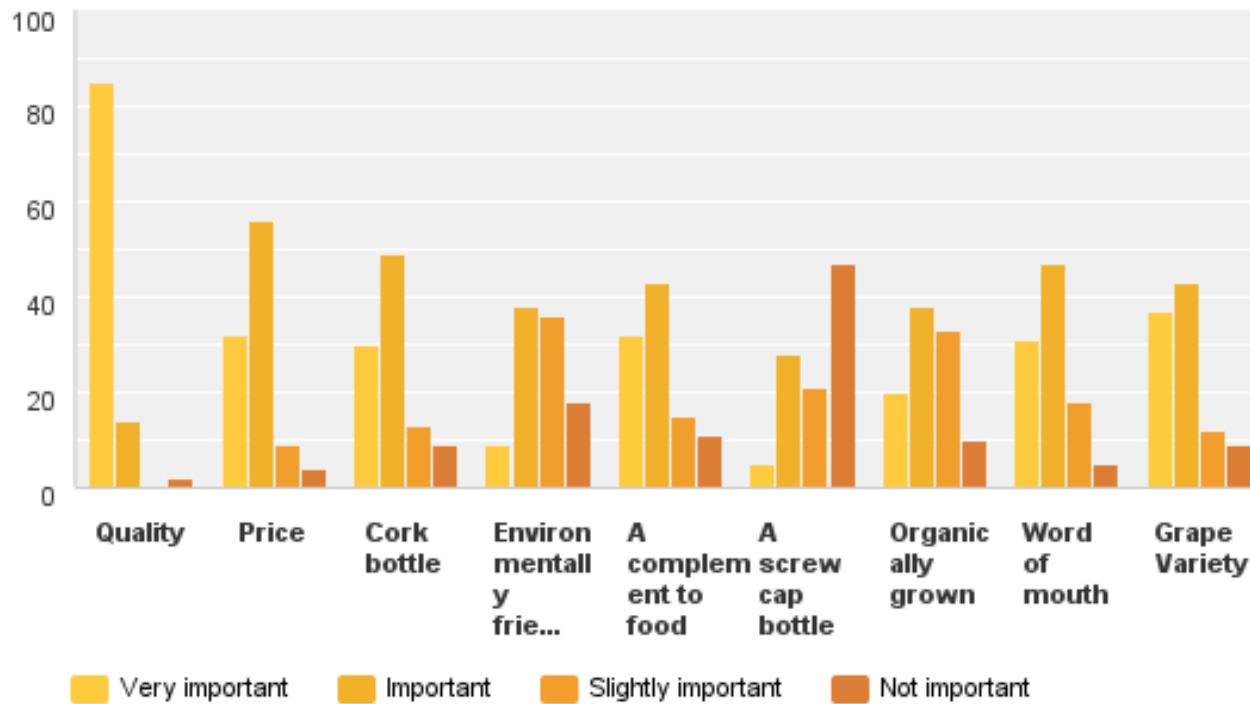
*Study the buying behavior of consumers that will determine the design of the label, bottle and importance of color*

# Convincing Information

After being attracted by the label and the bottle design, what would come next for you to be convinced of purchase?

Figure 8 B

Interpreting Data



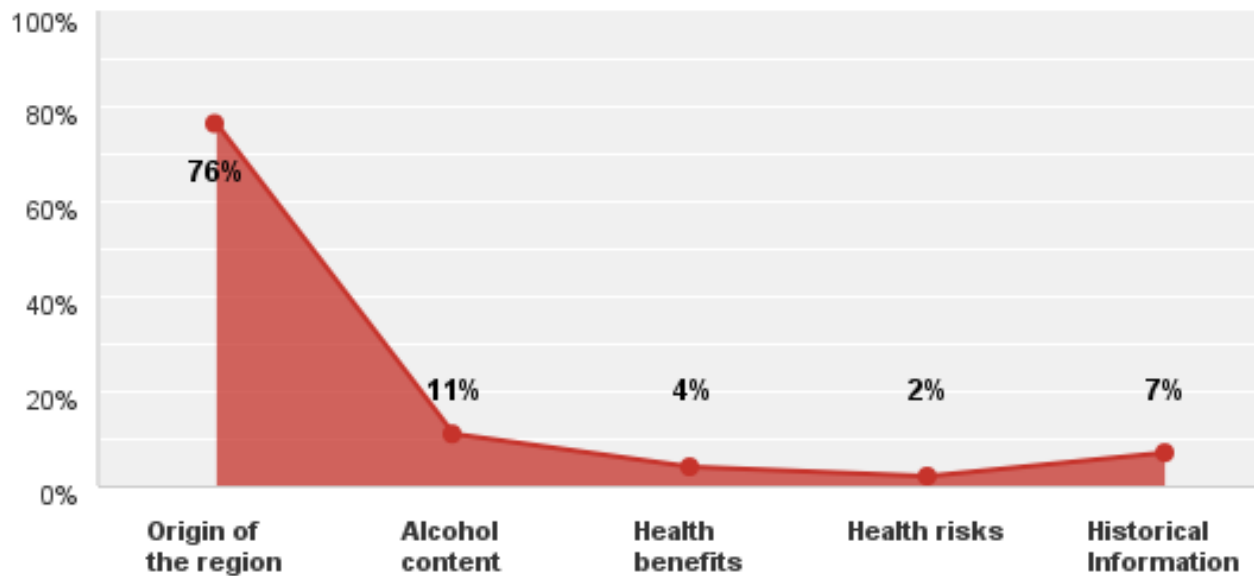
*We want to see the basis of how someone would choose his/her wine.*

## Relevant Information

Wine labels have been used as a tool to deliver information about the wine and also stimulate a lasting impression about the brand. What information would you like to see on the label?

Figure 9

Interpreting Data



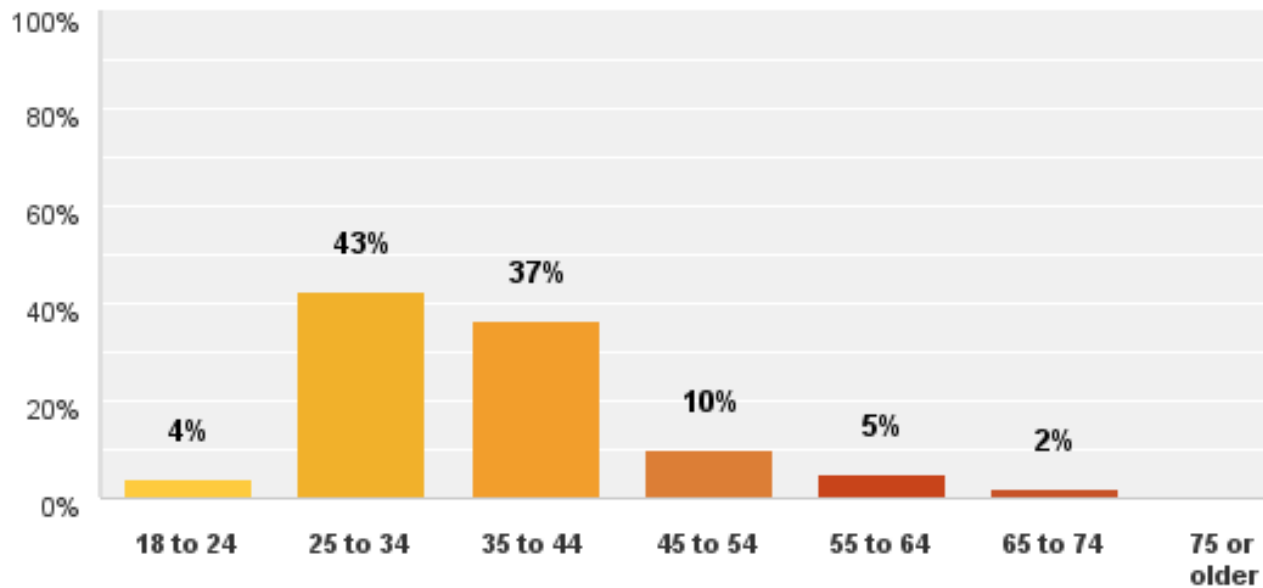
*This question will determine the amount of information to be used on the label (front and back).*

# Age

## How old are you?

Figure 13

Interpreting Data



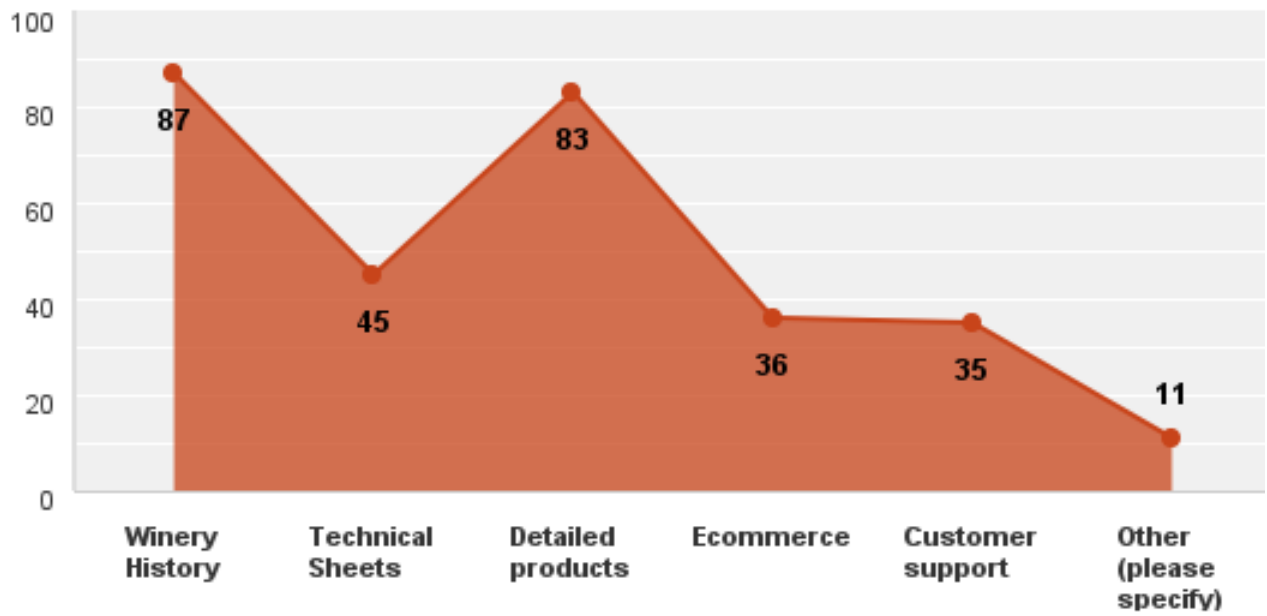
Determine the age in order to position the label targeting the demographics.

# Website

## What would you like to see on a Lebanese winery Website?

Figure 14

Interpreting Data



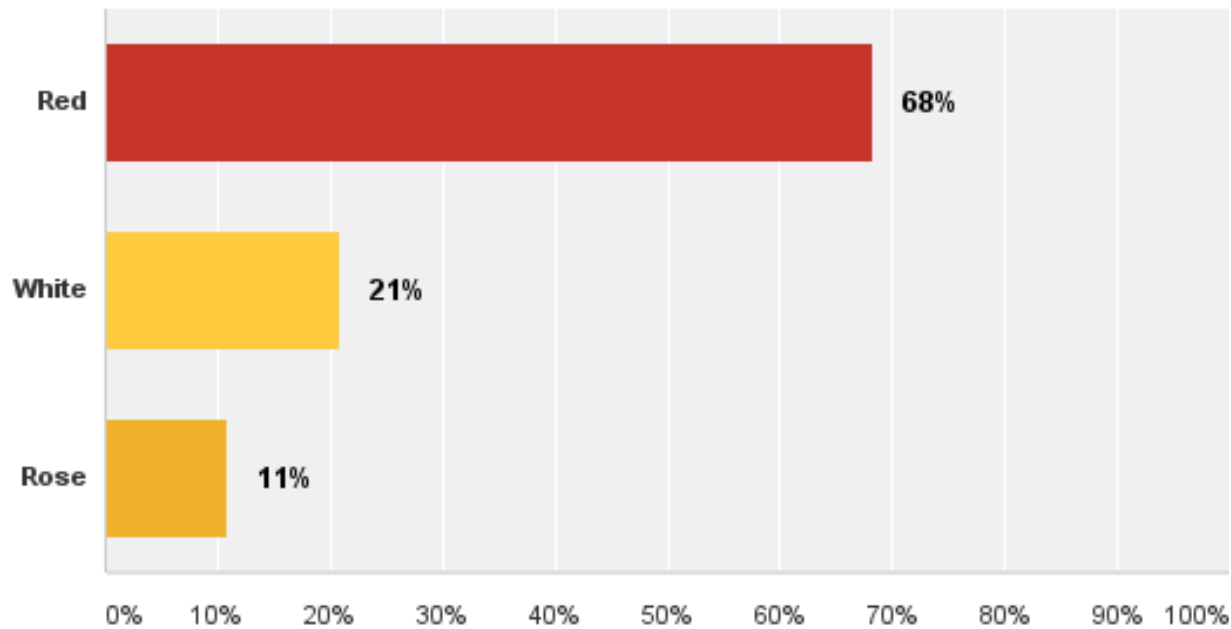
*Study the architecture, look and feel of the website to increase sales.*

# Type

What type of wine do you purchase most?

Figure 15

Interpreting Data



*This question will determine the weight of the product and how much emphasis we need to put on the product.*

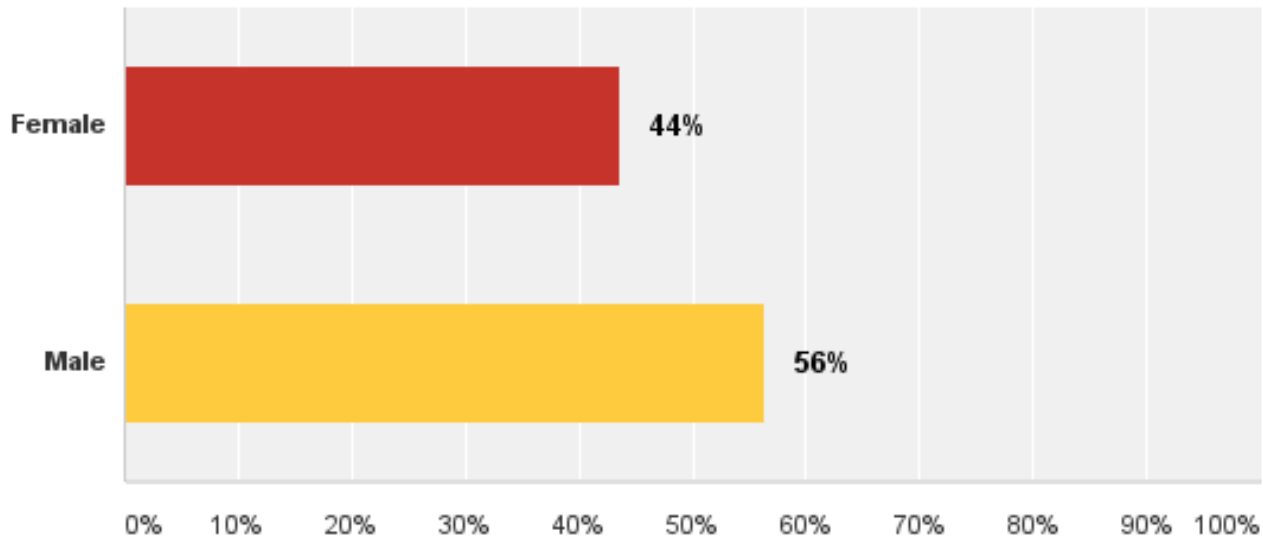


## Q16 – Gender

Indicate your gender?

Figure 16

Interpreting Data



*Gender is important to determine whether women are shopping or men are buying. This will also help how to position the size of the bottle.*

## **Ideanco.** The Idea Innovator Company

### **About Ideanco.**

Founded in 1999, ideanco (Idea and Company) is a management consulting firm that prides itself in being an early adopter of crowdsourcing, a major innovation key differentiator. Ideanco – a name born out of the fusion of ‘idea’ and ‘company’ – has used this business model as a means of generating better ideas, better creative work, and ultimately high performance output for our clients.

For more information, please visit [www.ideanco.com](http://www.ideanco.com)

© 2017 ideanco.  
All rights reserved.