



Why Your Label Isn't As Effective As You Think

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Who am I?

- 20 Years Marketing Experience
- Senior Manager – Balzac Communications
- Napa/Sonoma Wine Country
- WSET and CWE



What is Balzac?

- Founded in 1991
- #1 Wine Communications Agency
- Full service PR and marketing
- Big and small clients
- Domestic and International clients
- Solo wineries and regional associations

Don't Judge a Book by its Cover?

- Precisely what consumers do every time they purchase a bottle of wine.
- What does your “cover” say about you?
- How consumer perception can influence purchasing behavior
- What you can do to make sure that you are portraying the correct image.

On the Store Shelf

- Products will be similar
- Prices will be similar
- Placements will be similar
- Promotions—maybe a shelf-talker
- The LABEL will be different



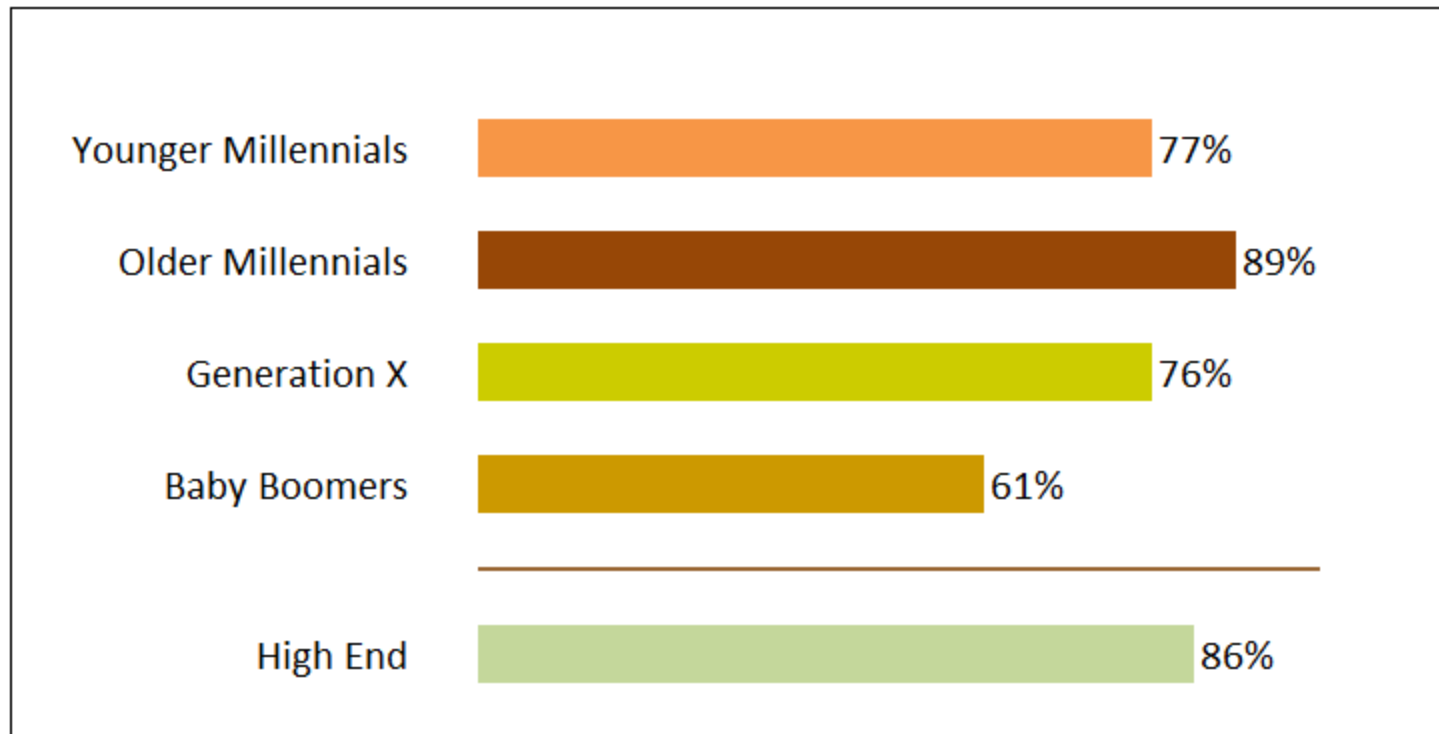
So What is a Label?

- It's the ultimate expression of your brand.
- It must capture your key message
- It is smaller than the average postcard.
- It must serve as a billboard.
- It must attract the attention of your customers.
- It must reassure your customers.

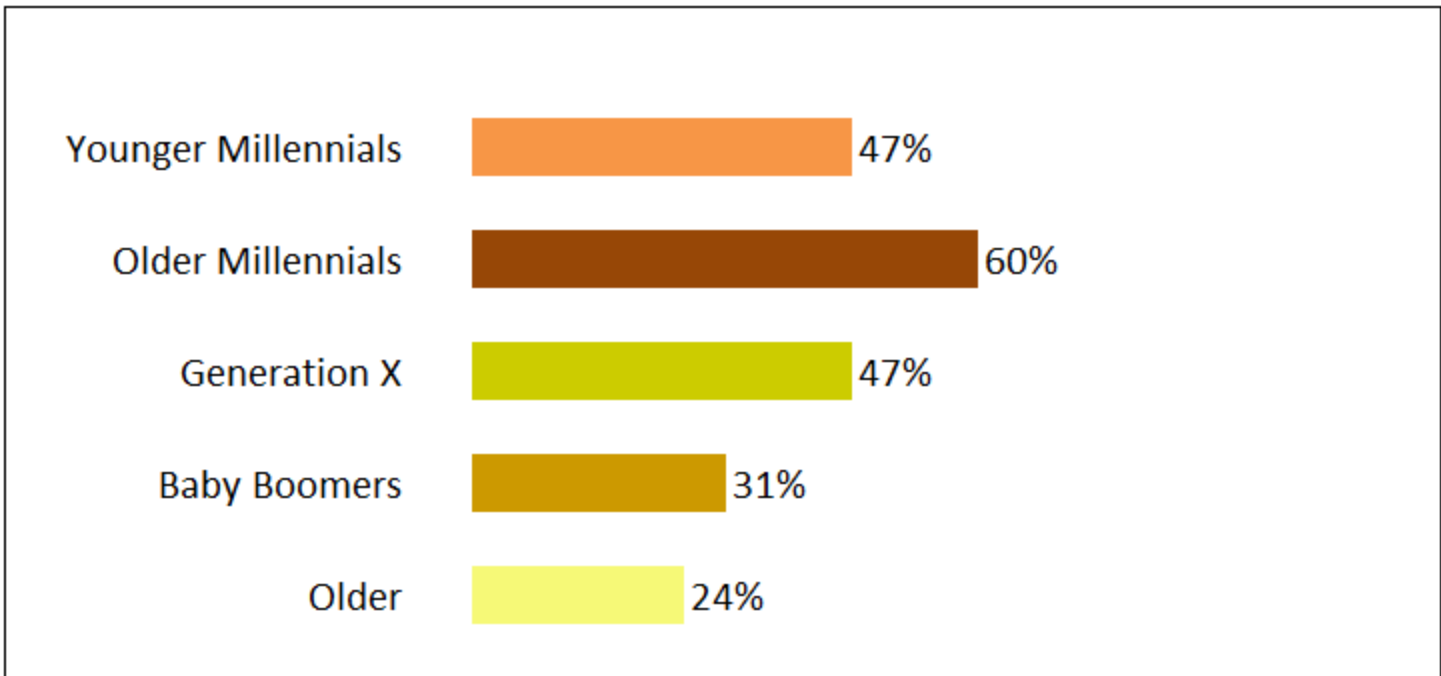
Who is Your Customer?

- Younger Millennials (YM) 21 – 25
- Older Millennials (OM) 26 – 34
- Generation X 35 – 46
- Baby Boomers 47 – 65
- “High Frequency” – Drink wine daily or several times a week
- “High End” – Purchases \$20+ wines monthly or more often

Frequency of Purchase of a Brand Not Seen or Heard Before



Importance of “Fun and Contemporary Looking” Label for Wine to Drink at Home



All Consumers are not Created Equal

- Traditional Consumers like traditional label styles: ivory colored paper and gold foil
- New Consumers are attracted to fun, innovative, and irreverent labels



Don't Forget

- Importers
- Distributors
- Retailers
- Restaurant Owners
- Sommeliers
- Bartenders

Who Are You Targeting?

- You can't be everything to everybody
- Consider each when designing a label
- Pick a segment (or two) and base your design strategy on that segment
- Get some third-party advice

Caution

- Labels that attract new and younger wine drinkers, may put-off many traditional wine consumers.
- Be careful that in attracting one group of consumers, you don't drive away an even larger group (unless that is what you want).
- Your label will not only define your positioning, it will also define your target market.

The Label as Billboard

- It creates an immediate impression
- It catches the eye
- It stands out from the competition
- Why not just make a really big, bold, bright label that can be picked out at twenty paces?

Most Don't Want That

- Most consumers don't want loud and flashy wines.
- Most consumers think of wine as a stylish, elegant, sophisticated purchase.
- You must create a label that is big, bright, **stylish**, bold, **elegant**, loud, **sophisticated**, flashy...

Brand Consistency

- Does your label match your story, or just introduce confusion?
- Does your wine profile match your target market?
- Do your logo, marketing materials, etc. align with your label?

There Are No Easy Answers

- You must convey the essence of your brand
- You must stand out from the crowd
- You must appeal to the consumers' traditional perceptions of quality
- BUT, here are FIVE tips and examples...

1. Let Your Name BE Your Logo

- Don't try and be too literal and illustrative
- Typography can describe your brand aesthetic in a simple and subliminal fashion.
- Less is more, and open space is a good thing.



2. Be iconic, don't be afraid of a little abstraction

- Great-looking label designs become iconic through a sense of visual self-assuredness
- Image bleeds, flipped type, or a logo/icon that has deep and/or personal meaning



3. How Loud Will It Need to be?

- Value, but fun?
- Serious and refined?
- Either way, your brand needs to say "I do that, too, only BETTER".



4. Think Outside the Box

- Be dramatic with the width or height of your label, unusual shapes, or secondary labels.
- It's a great way to "pop" on the shelf, so don't limit yourself to a rectangle.



5. What's Your Paper Stock Say?

- Don't use shiny adhesive labels. It makes you look like "Smuckers" jelly.
- Consider texture, feel and finish.
- Alternatives to paper



You Must Stand Out

- The challenge, is to come up with a combination of ingredients on your label that defines your position, attracts potential customers, and does not give others a reason to reject your product on face value. It should be unique and different, yet attractive to consumers in a very traditional industry.

Thank You!

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