

# **SURVEY DATA**

Prepared by Anna Kaelin - Team A.C.E.S

## **THE HIVE**

Survey Data

**MARCH 2021**

Sequence 2 - Team Project  
Benchmark 2

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*Surveys can help gauge the representativeness of individual views and experiences. Surveys provide hard numbers on people's opinions and behaviors that can be used to make important decisions.*

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# SURVEY OVERVIEW

Team 1 - A.C.E.S.  
February 28, 2021  
TEAM - Benchmark 2

## SURVEY OVERVIEW

Our blind, online, survey consisted of 25 questions encompassing the range of our project deliverables. These questions were broken down into four sections: Wine tasting preferences, logo design, label design, and website design. Survey participants were given our client's current logo and label images to base their answers on. Data was collected by way of short answers, multiple choice, check box, and Likert scale options.

In addition to questions associated with the deliverables, we asked several questions which will help to identify where our participants fall within our client's target demographic. This survey was written by Anna Kaelin, with the help of group members Casie Peterson, Ellen Lewis, Sam McGettigan, and Abbeylin Farnsworth. It was sent to individuals within a target market specified by the client; women ages 30 – 50, by way of social media and other online platforms. We did not discriminate against anyone wanting to take the survey; however, we focused on this demographic. The survey was active from February 21 – 28, 2021 and received responses from 30 participants.

Upon closing the survey, Anna gathered and calculated the data. Due to the client being located in Utah, the data has been broken down into over-all answers (found on the left), and Utah specific answers (found on the right) to more easily gain knowledge of customer preferences and views which may differ based on location. The insight we have gained from this survey will enlighten us as to how the client's desired target market relates to and connects with certain aspects such as:

- What information is the most appreciated/needed at a wine tasting
- What kind of label makes the bottle jump off the shelf
- What characteristics of a logo make it noticeable
- What information customers want to find on a website

We will use the data collected to determine the most successful way to design and implement the marketing collateral and deliverables promised to our client. The research gathered will help to inform the client of opportunities for improvement within their current practices, and will help in determining the best design elements for the marketing deliverables element of the project. This survey data will aid in the following marketing collateral:

- Digital displays for newly renovated tasting room
- Redesigned labels to be used for current and new products
- Remodeled logo collection
- Company 'Home' page template

These deliverables will be used by our client to elevate and propel their current branding.

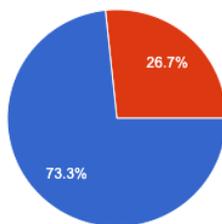
# RESULTS: GENERAL

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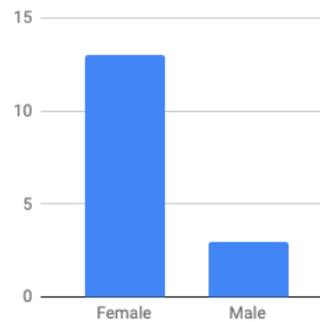
## GENERAL

### Gender

30 responses



- Female
- Male
- Other

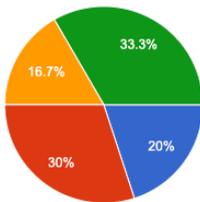


Female 13

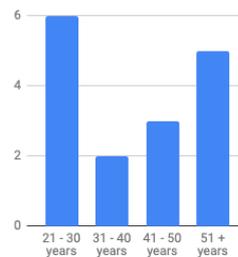
Male 3

### How long have YOU been aged?

30 responses



- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 51 + years



21 - 30 years 6

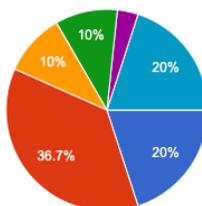
51 + years 5

41 - 50 years 3

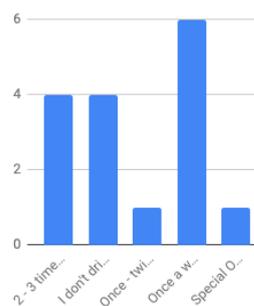
31 - 40 years 2

### How often do you consume wine?

30 responses



- Once a week
- 2 - 3 times a week
- 4 + times a week
- Once - twice a month
- Special Occasions
- I don't drink wine



Once a week 6

I don't drink wine 4

2 - 3 times a week 4

Special Occasions 1

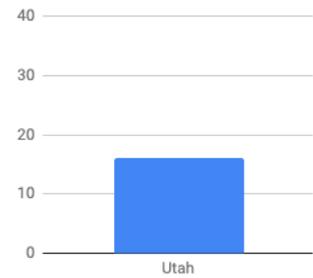
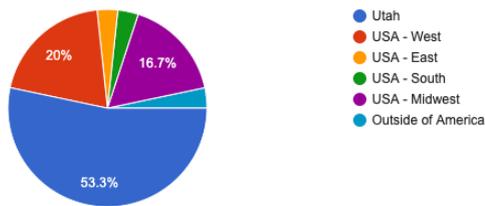
Once - twice a month 1

# RESULTS: GENERAL

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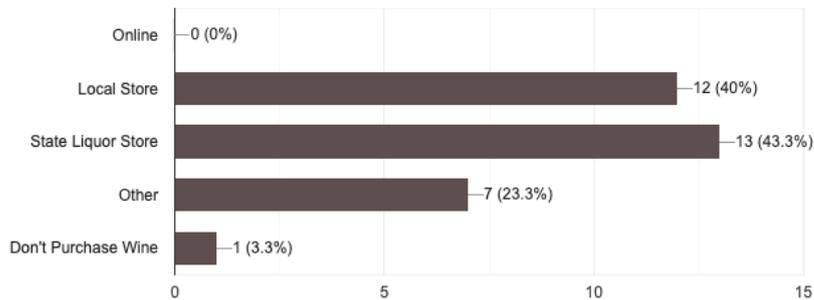
## Your REGION?

30 responses

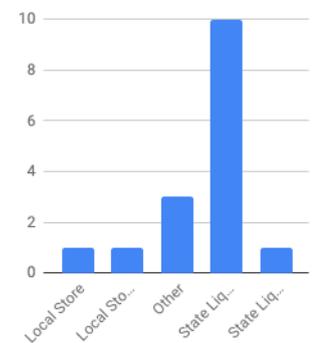


## Where do you purchase wine?

30 responses

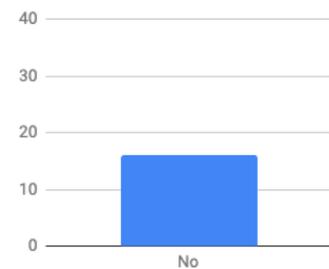
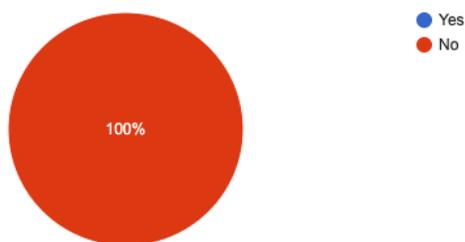


State Liquor Sto...	10
Other	3
Local Store	1
Local Store, Stat...	1
State Liquor Sto...	1



## Have you ever purchased products from "The Hive Winery" or "The Hive Brandy Company"

30 responses



No	16
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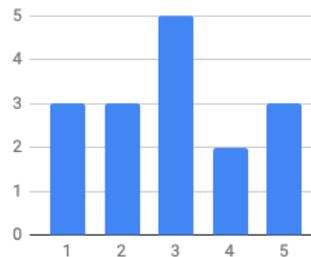
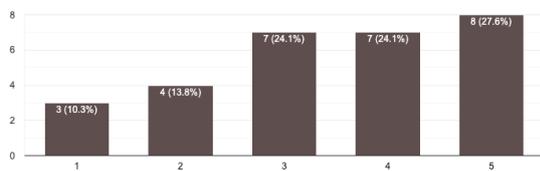
# RESULTS: TASTINGS

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## WINE TASTING PROGRAM

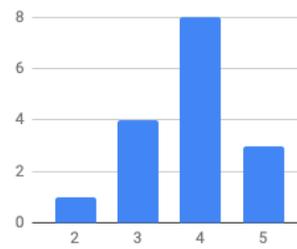
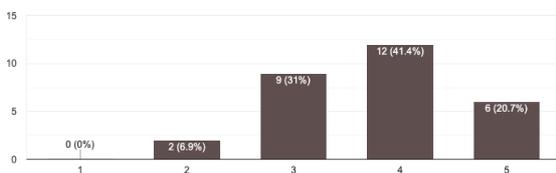
When attending a wine tasting how important is it for you to know WHERE THE GRAPES/FRUIT CAME FROM?

29 responses



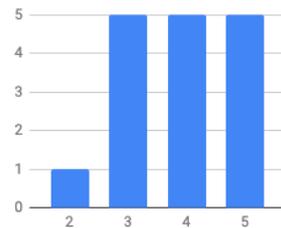
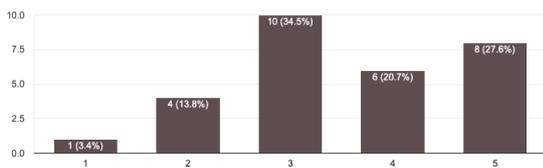
When attending a wine tasting how important is it for you to know FOODS TO PAIR WITH THE SELECTION?

29 responses



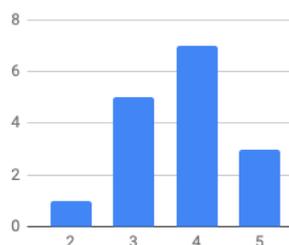
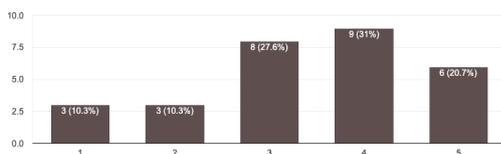
When attending a wine tasting how important is it for you to know the TEMPERATURE TO SERVE/STORE THE SELECTION?

29 responses



When attending a wine tasting how important is it for you to LEARN THE PROPER TECHNIQUE TO TASTE/TRY WINES?

29 responses

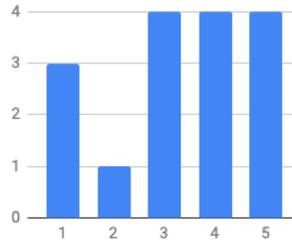
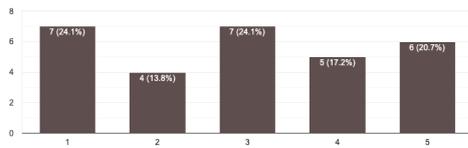


# RESULTS: TASTINGS

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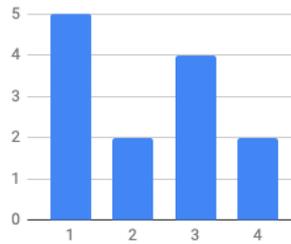
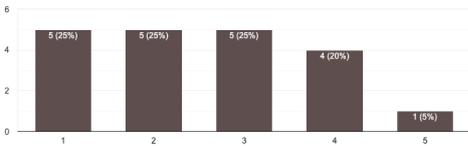
When attending a wine tasting how important is it for you to know the ALCOHOL CONTENT OF THE SELECTION?

29 responses



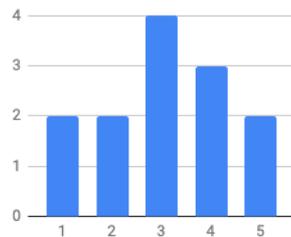
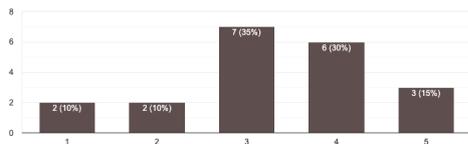
When attending a wine tasting how important is it for you to know the PROCESS OF MAKING ALCOHOL/WINE?

20 responses



When attending a wine tasting how important is it for you to know the STORY OF THE OWNERS/VINEYARD/COMPANY?

20 responses



Is there anything not mentioned that would be important information for you when attending a wine tasting?

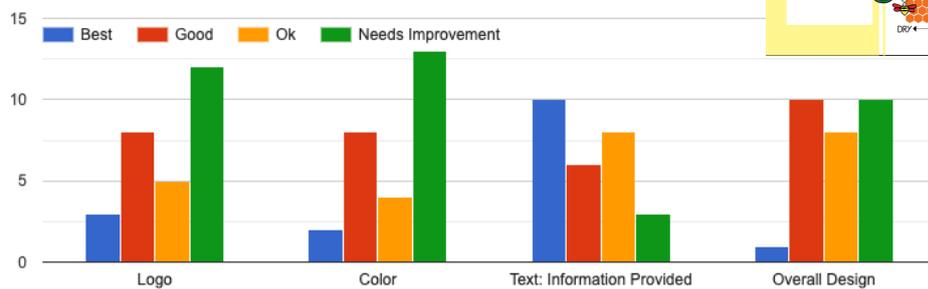
- Ambiance/Sommelier hosting
- Climate
- Where the wine is sold
- Price
- Tasting Notes
- Organic
- Method of fermentation
- Vintage

# RESULTS: LABEL DESIGN

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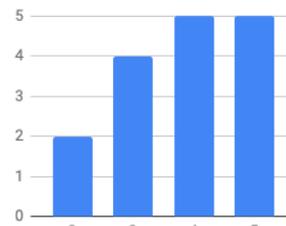
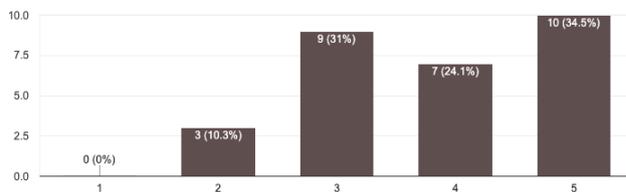
## LABEL DESIGN

What are the strengths of this label?

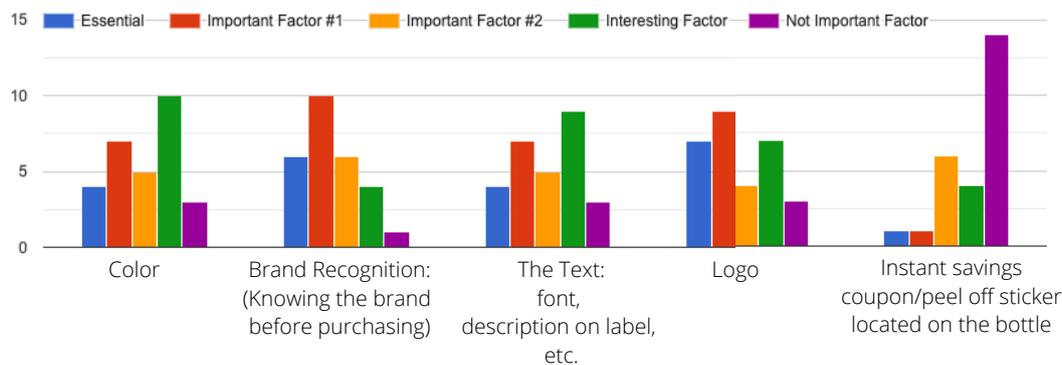


If this product was available today, how likely would you be to purchase it based on the label?  
(Whether or not you drink this product normally)

29 responses



When buying a product in a store, what elements of a label make it enticing to buy?



# RESULTS: LABEL DESIGN

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How did you find the brand of wine you currently favor?  
(If it was finding it "randomly" at a store, what drew you to it?)

- Wine Tasting Trips.
- Friend Suggested.
- Exploring a specific grape varietal.
- Usually drawn in by the label. Not always pays off.
- Typically I like to explore with a specific type of wine.
- By the label design and name. They caught my eye.
- Known vintner, independently high rated score.
- Price and Label.
- Location of vineyards.
- Ratings, then tasting.
- Looking for preferred vintages with interesting labels.
- If I am looking to try something, usually it's the label.
- Brand recognition. IE, Kendall Jackson.
- Random - look of bottle, reputation.
- I found my favorite brand through a friend. I usually shop by logos and wine scores, so I probably never would have found the wine I prefer without the recommendation because they have terrible branding.

What information, if any, is missing on this label?

- It looks like a honey label
- Add some personality to the label. Looks very corporate and/or cookie cutter design.
- There is no grape varietal listed that I can see.
- The logo is kind of childish. I also don't associate orange and yellow with wine.
- If anything, too much information and too much visual imagery. Overwhelming at first glance.
- Label makes product seem like something you'd pick up in the grocery store, not something I'd pay a lot of money for. Seems like a homemade soap or honey product label more than wine.
- Class, modernism, something hip and sleek. This looks like juice for a five year old.
- More description about the wine and not just what the winery makes generically.
- Types of grapes used.
- Vintage year.
- I think the bee (main logo) looks a little generic, I don't know why the sun is there with the hive. I like the honey comb range for dry/sweetness. The story needs work IMO. it says it has access to fresh fruit (but do they use them?) I don't like the last sentence..."We hope"...sounds needy. I would say something like "Uniquely made with care".

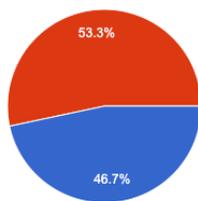
# RESULTS: LOGO DESIGN

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TEAM - Benchmark 2

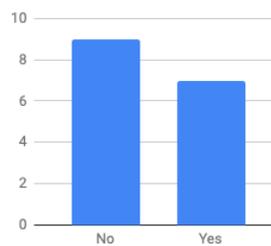
## LOGO DESIGN

Is this logo memorable?

30 responses



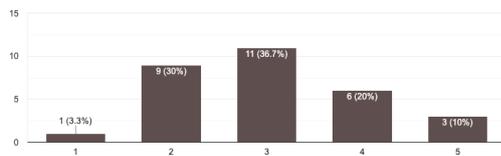
● Yes  
● No



No	9
Yes	7

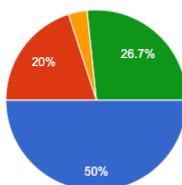
What is your first reaction to this logo?

30 responses

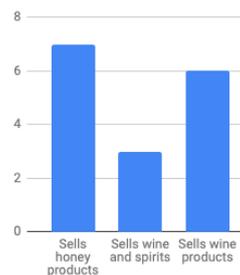


Based on the logo, what do you think this company does?

30 responses



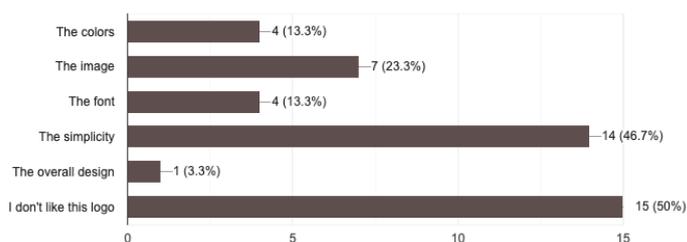
● Sells honey products  
● Sells wine products  
● Sells spirits (alcoholic, non beer/wine) products  
● Sells wine and spirits



Sells honey pro...	7
Sells wine produ...	6
Sells wine and s...	3

What do you like about this logo? (check all that apply)

30 responses

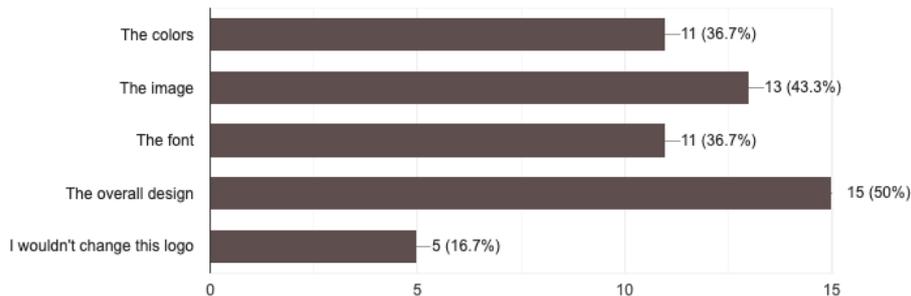


# RESULTS: LOGO DESIGN

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What would you change (if anything) about this logo? (Check all that apply)

30 responses



If you saw this logo on the shelf, would it make you interested in purchasing the product? Why/why not?

- Maybe.
- No. It looks amateurish and I would presume the wine is, as well.
- This doesn't look like a wine label at all to me.
- No! It looks like it should be on a child's product.
- It doesn't look fancy to me which is what I usually associate with wine.
- I feel as though it has an overall juvenile look, so maybe changing the colors would make a difference.
- No, very basic and looks like they put no thought into the design. So i have no desire to taste their wine. (Assuming its also basic and has no "personality").
- In Utah. it's probably only sold local.
- Looks more like a children's book than a wine label.
- It's too wordy for me. It also seems contradictory- do they sell wine or brandy. Can they just be "The Hive" or "The Hive Company" and then specify if it is a brandy or a wine on the actual product? I also think the white background looks cheap- wine is usually associated with rich colors to accent the tones found in the wine. So maybe think of a "honey yellow" base color to make it look more rich (like the flavor).
- Probably not. It doesn't catch my eye.
- It doesn't look classy. Doesn't look like a wine label.
- It looks too much like a cartoon. I wouldn't take the product seriously.
- Appears not for serious wine drinkers.
- No, I'm not a kindergartner. Kidding, almost.
- No, the bee imagery is confusing and does not appear to be a serious wine.
- I wouldn't associate this with something good to drink. It's too cutesy. Could you do a gothic bee?
- I don't know bc I don't like sweet wine.
- Yes because I like mead wine. Otherwise I feel the typeface and lines in the logo are to this and may be hard to see/read from not up close.
- I don't understand why the word "brandy" is in the name and then winery at the bottom. I would use a honey comb instead of a bee bc the name is called "hive" I like this logo better than the other one bc it is simpler. The font is fine but it doesn't say "elevated experience" Also, why no mention of Mead wine considering what it is? Seems like this product is marketed to an amateur which if is the case then perhaps selling yourself short.

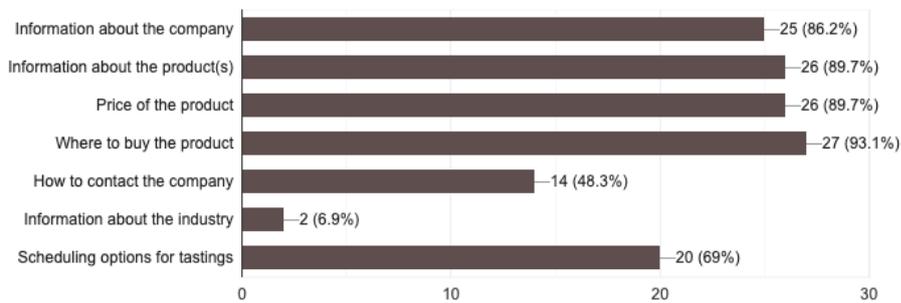
# RESULTS: WEBSITE

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## WEBSITE DESIGN

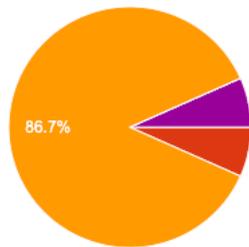
What kind of information would you like to find on a product's website? (Check all that apply)  
- If you do not purchase wine/spirits, you can base your answers on another beverage product you DO purchase).

29 responses

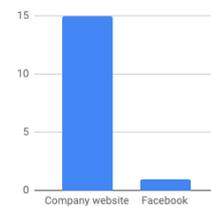


Where would you most likely go to find contact and company information?

30 responses



- Instagram
- Facebook
- Company website
- Call the company store
- Go into physical location

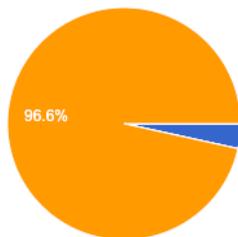


Company website 15

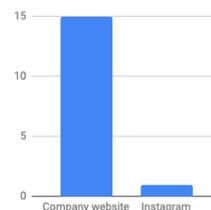
Facebook 1

Where would you most likely go to find product information?

29 responses



- Instagram
- Facebook
- Company website
- Call the company store
- Go into physical location



Company website 15

Instagram 1

# SURVEY CONCLUSION

Team 1 - A.C.E.S.  
February 28, 2021  
TEAM - Benchmark 2

## CONCLUSION

### WINE TASTING PROGRAM

Participants were asked to rank 7 categories in order of importance of inclusion during a wine/alcohol tasting. The following lists the responses in order of importance.

- Alcohol content
- Temperature to store/drink product
- Process of making product
- Proper technique for tasting product
- Where the grapes/ingredients came from
- Story of the owners/vineyard/company
- Food to pair with the product

The following, not listed by importance, are write-in responses of things participants also find important when classifying a tasting experience as worthwhile and informative.

- Ambiance
- Climate
- Method of fermentation
- Organic
- Price
- Tasting Notes
- Vintage
- Where the wine is sold

It is our conclusion that by including the following information in a wine/alcohol tasting and accompanying displays, our client would produce a more successful, informative, and accepted tasting program.

# SURVEY CONCLUSION

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## LABEL DESIGN

When purchasing a product, participants listed the following as important design elements of a label when choosing an unknown product off the shelf. Factors are listed in order of importance.

- Brand Recognition (knowing the brand before purchasing)
- Logo
- Color
- Text (font, description on label, etc.)
- Instant Savings (coupon/peel off sticker located on the bottle)



When asked about a current label design the client features on one of their products, participants listed the following, in order of successful elements, of the design.

- Text
- Logo
- Color
- Overall Design

About 60% of participants said they would not purchase this product based on the label, and only 10% scored on a possible purchase. Write in comments regarding their opinion of the label listed that they thought it looked childish, not elegant or modern, looked like a label for another product (honey mentioned specifically), and did not include text of vintage year or grapes used.

It is our conclusion that elevating the label design, including the logo and coloring, as well as editing the text to eliminate excessive information, while adding more significant details regarding the product, would elevate the client's branding and in turn lead to higher success in customer recognition and selection for in-store purchases.

# SURVEY CONCLUSION

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TEAM - Benchmark 2

## LOGO DESIGN

The client's current logo was placed in the survey and participants were asked their overall view, followed by specific options regarding the design. Over 50% of participants found the logo not memorable. When given the option to change vs. not change the label, 84% opted to change the logo due to their dislike of the color, text, image, and overall design. Similar comments were repeatedly added to the survey in the write-in section regarding opinions of the logo. These comments included statements that the logo:



- looked childish and made for promoting a children's brand
- appeared as though it was for a different product: honey, soap, etc.
- looked amateurish and like a stock logo rather than specifically designed for the brand
- the text on the logo was contradictory and confusing

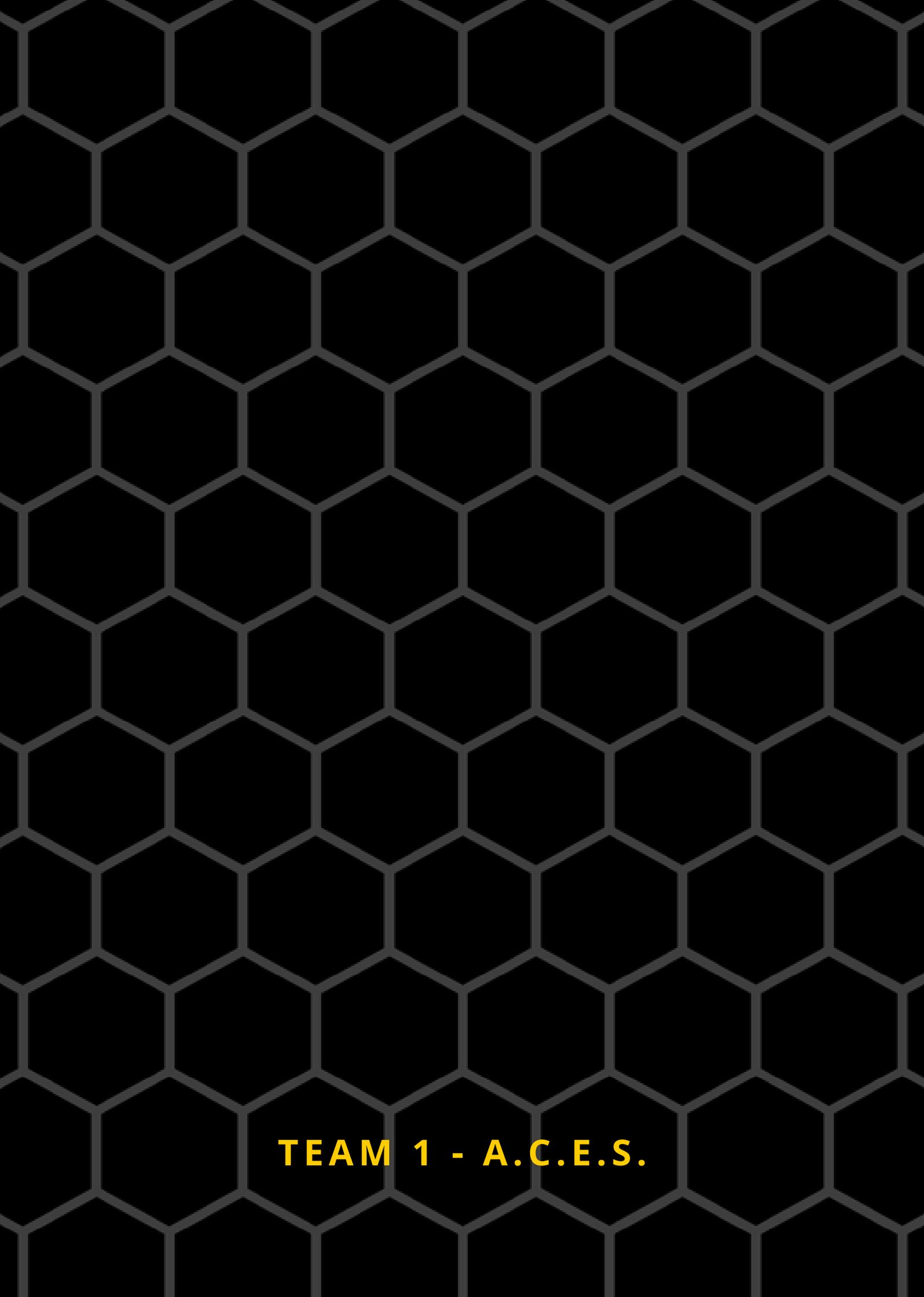
It is our conclusion that a redesign of the logo would elevate and promote the brand. A redesign would aid in clarity of brand awareness for customer overall understanding, recognition, and approval.

## WEBSITE DESIGN

Participants were asked what is the most important information to find on a company's website. The following responses are listed by importance.

- Where to buy the product - (over 90%)
- Information about the product - (over 80%)
- Price of the product - (over 80%)
- Information about the company - (over 80%)
- Schedule options for tastings - (over 60%)
- How to contact the company - (over 40%)
- Information about the industry - (under 10%)

Participants also listed that, overwhelming, a company's website is the first place they would look for contact and company information as well as product information. It is our conclusion that making the above information present and prominent on the client's website, the company will benefit by making their website user friendly and informative for their clients.



**TEAM 1 - A.C.E.S.**