



# Neuromarketing series: Data insights for better design

<b>AGENCY</b>	Mind Insights® and Avery Dennison
<b>CLIENT</b>	Santa Rita®
<b>MATERIAL</b>	Fasson® Matte Litho, White Gloss, Pampa and White Cotton
<b>MARKET</b>	China, Europe, United States

M\_use™

A well-designed wine label can transport a consumer from an artificially lit store aisle to a sun-filled vineyard on the Pacific Coast of Chile. But according to a new consumer study, designers and consumers may have different ideas about good design.

### **The Wave Series is ready for a design refresh**

In an effort to boost sales of their Wave Series the winery Santa Rita Estates, also known as the Claro Wine Group, elected to redesign the label.

While the design team felt strongly that the new design's easy-to-read typeface and bold color palette would win over consumers, they wanted to be sure the brand refresh was worth the investment.

To uncover consumers' genuine reactions toward the new label, Santa Rita Estates partnered with Avery Dennison and Mind Insights. Neuromarketing organization Mind Insights studied consumer responses to the new design versus the original one, as well as their reactions to four different Avery Dennison label materials, ranging from classic uncoated and coated materials, to more premium and textured materials.

The study asked three basic questions:

- 1—What emotional impacts are automatically generated by the labels?
- 2—To what extent do the labels automatically convey fundamental values?
- 3—To what extent are the labels to attract consumers' attention?

# Introduction



# Tested combinations



Original design



Proposed design



# Variable 01 Label Design

Original design



Proposed design





# Variable 02

## Label Material

Matte Litho  
[Download sample](#)

White Gloss  
[Download sample](#)

Pampa  
[Download sample](#)

White Cotton  
[Download sample](#)



The Results:  
Neuromarketing study  
reveals original design  
is more effective



# Five quick takeaways

1

In application on wine packaging, handwritten typefaces may be more powerful in eliciting positive feelings from consumers.

2

But handwritten fonts present the challenge of legibility. Testing legibility with your target audience group can provide insight to inform shape, spacing, the opening of bowls, counters and loops, the extension of ascenders or descenders and more.

3

Premium label materials offer a major advantage on consumers' feelings of authenticity, price value, and product quality, compared to standard label materials.

4

Uncoated, tactile materials more strongly activate a sense of authenticity, price value and being "premium" than coated, flat materials.

5

In the three countries studied, green is interpreted as being positive thus making it a good choice for consumer goods. Unlike blue, it has the connotation of being environmentally-friendly.



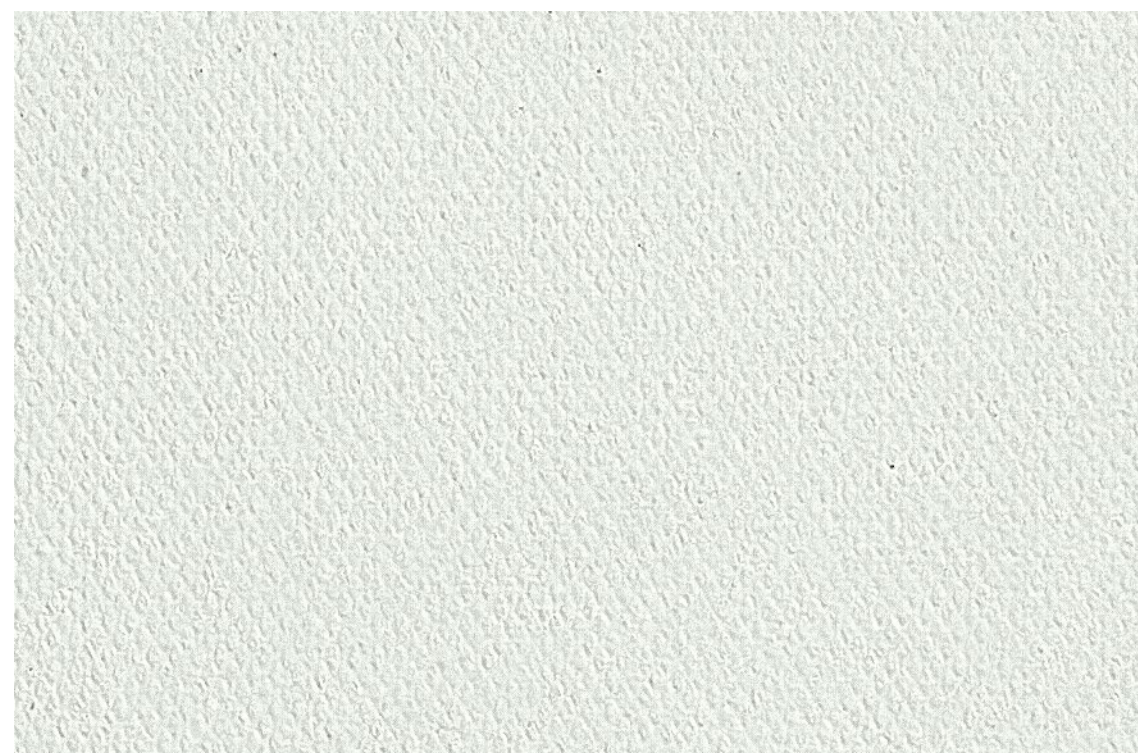
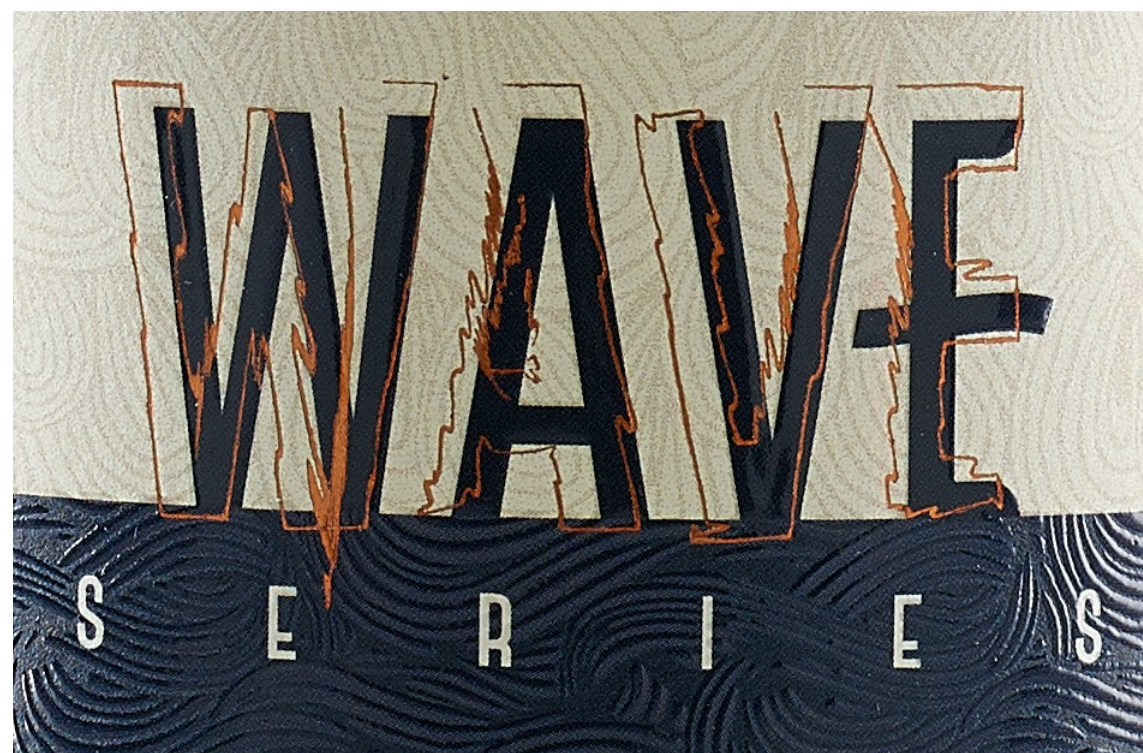
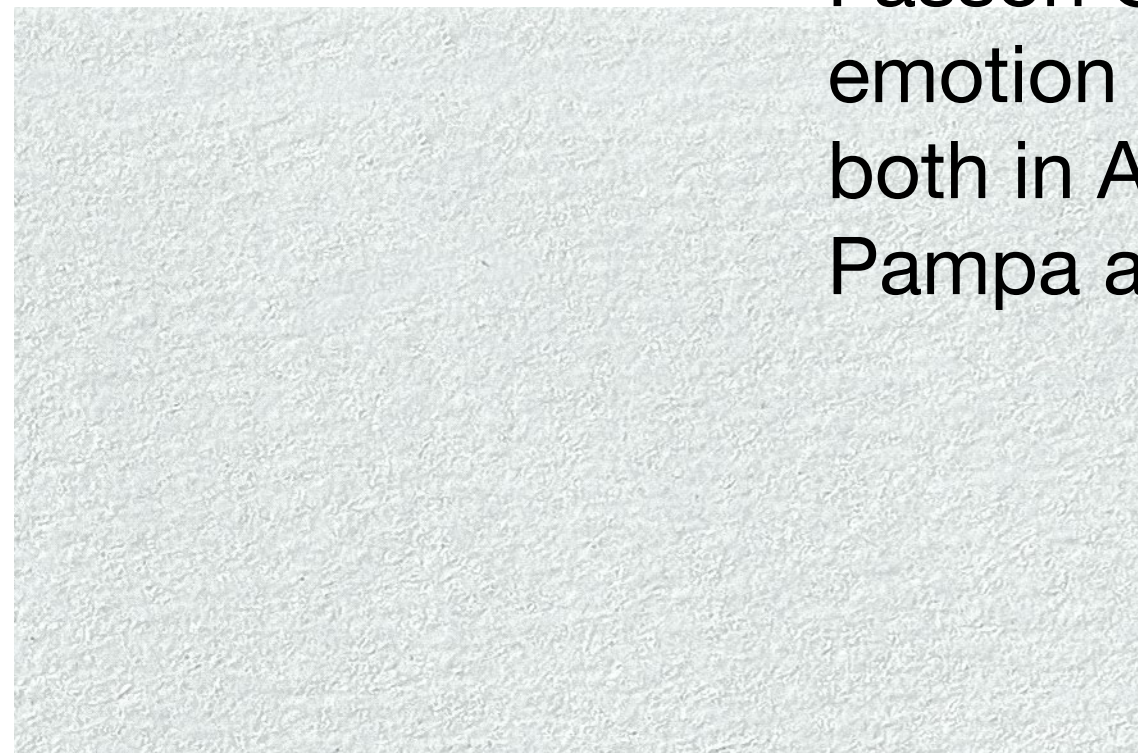
# Which label has more emotional impact?

## Design

While blue and green are both typically associated with a positive impact on emotion and pleasure, design wins out here. The original label features rounded typefaces and visuals, which neuroscience research has consistently shown to have a more positive emotional response compared to angular patterns.

## Material

Fasson Cotton White and Fasson Pampa FSC™ both aroused a strong positive emotion with consumers. While Fasson Matte Litho and White Gloss are both in Avery Dennison's standard collection of materials, White Cotton and Pampa are both premium materials featuring high tactility.



See appendix for detailed results



# Which label feels more premium?



## Design

Unlike bright and warm colors, both the blue and green colors used are effective for connoting higher quality. The green color specifically has the advantage of being strongly associated with “reliability” in certain markets. Regarding the dark blue in the new design, it can be assumed that the dark color has a positive impact on the perceived quality.

This assumption is based on various scientific studies. For example, research has provided evidence of significant relationship between dark colors and weight perception, and between the weight of the bottle and the higher perceived quality and price.

## Material

White Cotton most strongly activated the “premium” feeling with study participants. Pampa was also very effective with consumers for connoting a sense of premium. Matte Litho and White Gloss resulted in the lowest impact of premium look and feel.

See appendix for detailed results



# Which label feels more expensive?



## Design

The new design featuring the green wave more strongly activates a higher price value. These results were not surprising because “price value” perception is typically correlated with the extent to which the product activates cognitions related to “premium.” It can therefore be safely assumed that the design that feels more premium to consumers would also seem to be more expensive.

## Material

Results for price value strongly correlate with those for premium with consumers. White Cotton is associated with higher price value than the other three options, followed closely by Pampa. Matte Litho and White Gloss resulted in the lowest impact of price value.

See appendix for detailed results



# Which label feels more authentic?



## Design

While the differences are statistically significant, they are minor. Compared to the blue color, the green in the new design tends to be more associated with feelings related to authenticity, such as “sincere” and “natural.”

## Material

“Authenticity” is most strongly activated by White Cotton than the alternatives. Pampa is also associated with a higher level of authenticity. Matte Litho and White Gloss resulted in the lowest impact for authenticity.



See appendix for detailed results



# Which label attracts more attention?



## Design

In terms of absolute impacts, while both design options have positive impacts on the other criteria, they both have a fairly average score on the perceptive dimension. This means that neither are so effective for attracting consumers' attention.

## Material

Consumers in the study felt Pampa was the most effective for attracting attention, and it was significantly more effective than the alternatives. White cotton also is associated with attracting positive attention, while Matte Litho and White Gloss resulted in the lowest impact for attracting attention.

See appendix for detailed results



# Outcome: The Wave Series by Carmen gets a facelift



The data reveals higher impacts associated with the original design. This option is more effective for automatically arousing a positive emotion, activating “premium”-related cognitions, activating a sense of authenticity, and capturing consumers’ attention.

The original design could be further optimized by subtly modifying the typeface used for the brand. Although the handwritten typeface may have major advantages on consumers’ perceptions and on brand personality, the relatively low readability of this specific typeface might impair consumers’ reactions, based on a “processing fluency” theory that has received a large support of scientific research. Generally, when a typeface is easier to read, it has a more positive consumer reaction.

Matte Litho and White Gloss have the lowest impacts on all criteria. This can be expected since both are part of Avery Dennison’s standard materials portfolio, compared to White Cotton and Pampa, which are both part of the premium portfolio.

White Cotton and Pampa both offered positive impacts with consumers, though in different areas. White Cotton most strongly activates a feeling of “premium” and a high price value, as well as a feeling of authenticity and positive emotion. Pampa is a bit less effective for activating a feeling of premium and a high price value, but is also effective for activating the feeling of authenticity and a positive emotion.

## Conclusion





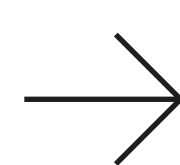
### **Santa Rita decides to evolve Wave brand in lieu of redesign**

In response to the neuromarketing data provided by Mind Insights, the design and marketing team at Santa Rita decided against their proposed brand overhaul in favor of a more minor brand refresh. The team did decide to change material. The original material used was an engineered solution designed and developed in collaboration with Avery Dennison. However, after the study, the team decided to switch their label material to the White Cotton facestock for the Wave Series by Carmen.

### **Design takeaways from the study**

In reviewing the results from the study, a couple of things become clear. The first is that even small changes in design can have a huge impact on consumer perception. A change in facestock from a glossy non-tactile material to an uncoated, highly tactile material like Cotton White can effectively improve a consumer's perception of the quality and price value of a bottle of wine.

The second is that while a complete design overhaul can seem like the best option for a tired wine label, keeping in mind consumers' unconscious responses to elements like color, shape, and tactility are key to creating a positive user experience that leads to buying behaviors.



Overall, the study makes clear that materials and design together add to the brand narrative of a consumer good such as the Wave Series by Carmen.



# Research Methodology

To get inside the minds of consumers, Mind Insights used a rigorous research methodology. Consistently at the forefront in the field of the scientific methods to examine consumers' reactions, Mind Insights uses neurological, physiological, non-conscious psychological, and behavioral research methods.

This study aimed at capturing scientific data from three target markets: consumers from America, Western Europe (France), and China. Scientific studies have shown that the impacts of label designs on consumers may vary according to country and cultural factors, though this study found no great differences.

In order to collect the data, Mind Insights created a setting that could be replicated in each market. While the study took place in a laboratory, participants experienced a setup more like a wine bar. Seated comfortably at a wood table in a sunlight filled room, participants could see and touch the wine bottles and labels, as well as taste the wine.

The study consisted of three samples of 80 participants. Each group consisted of both male and female participants, people between 30 and 70 in age, and people who liked wine but did not have any professional expertise in the field.



# About the study

To learn more about Mind Insights and the collaboration with Avery Dennison and Santa Rita, check out the first article in our neuromarketing series: [Neuromarketing reveals powerful insights for label designers.](#)

[Santa Rita Estates](#), also known as the Claro Wine Group, comprises four wine brands from Chile: Santa Rita, Carmen, Nativa and Terra Andina along with Doña Paula from Argentina. The team of winemakers and viticulturalists on each of the brands are dedicated to producing the best quality wines Chile can offer from a diverse range of terroirs. Each of the brands have their own unique identity and wine style, yet reap the benefits of shared knowledge and expertise from a team with many years of experience. Sustainability is top of the agenda in every part of the wine making process.

[Mind Insights](#) is a neuromarketing organization spearheaded by Dr. Gordy Pleyers and Dr. Nicholas Vermeulen, professors of marketing and neuroscience at the Catholic University of Louvain (UCL) in Belgium. Based on a unique combination of scientific resources, this organization offers the most advanced and reliable solutions to understand and influence consumers' perceptions and behaviors.



# About M\_use

M\_use is where inspired design and materials science meet.

Powered by Avery Dennison, M\_use leverages our deep knowledge of materials science and our love and appreciation for design to bring an inspiration-to-production, full-circle experience to designers, brands and label printers.

M\_use offers inspirational content on industry insights and future trends, and invites you to explore an interactive materials portfolio with the technical information you need to make an informed decision about your project.

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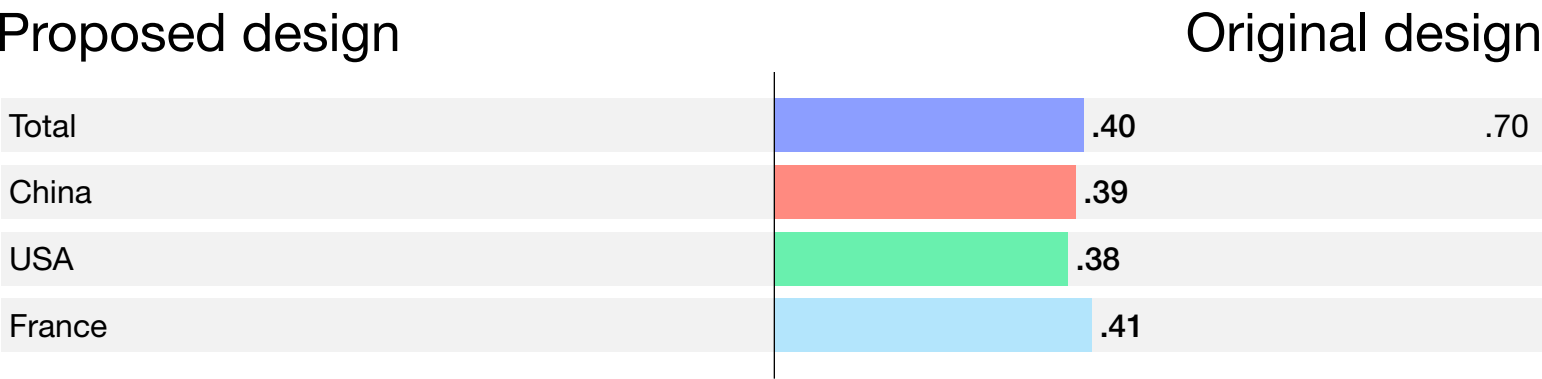


# Appendix



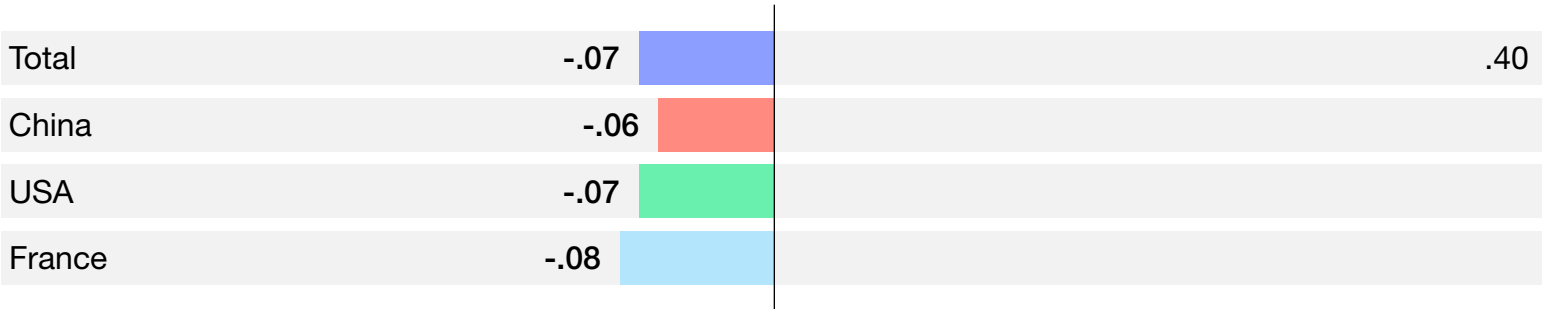
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### 1.1 Design

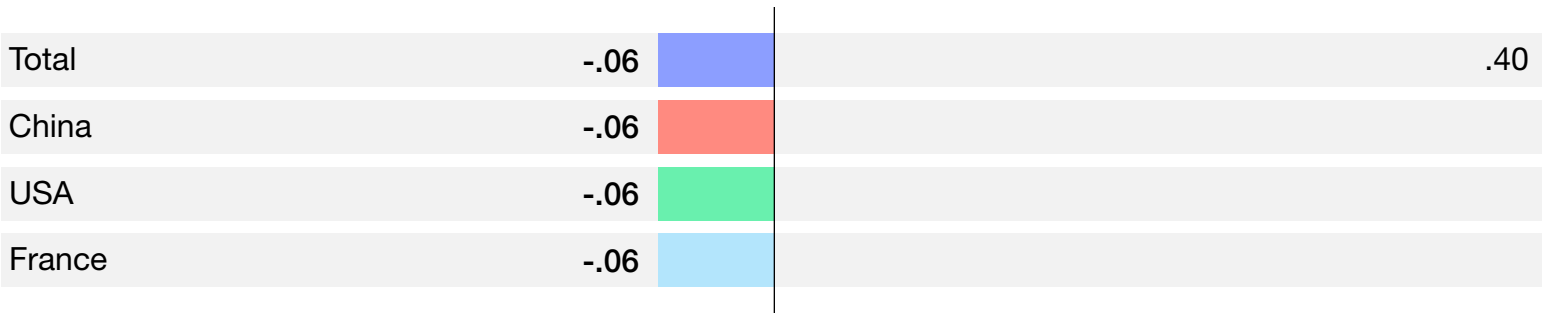


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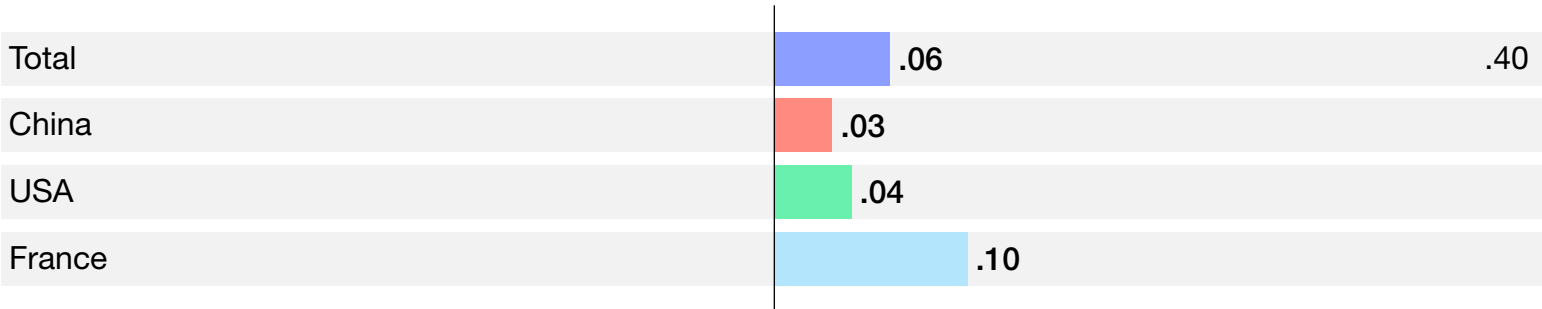
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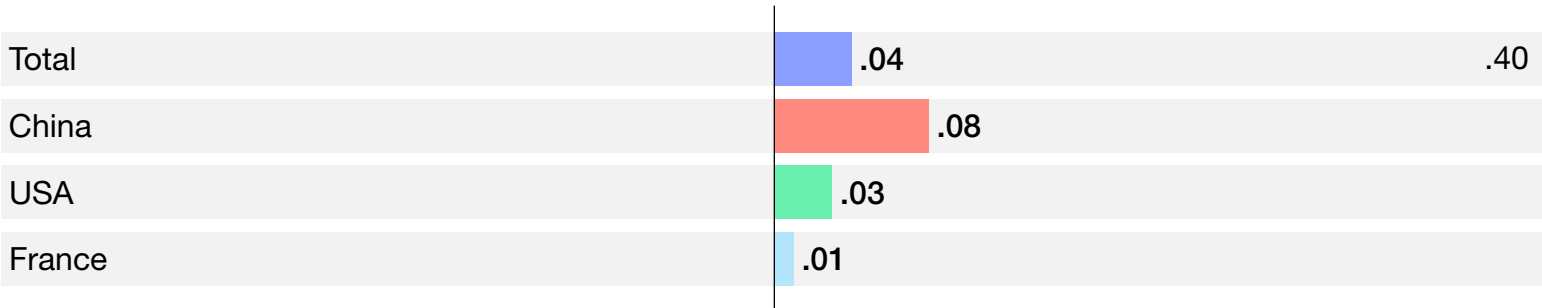
#### White Gloss



#### White Cotton

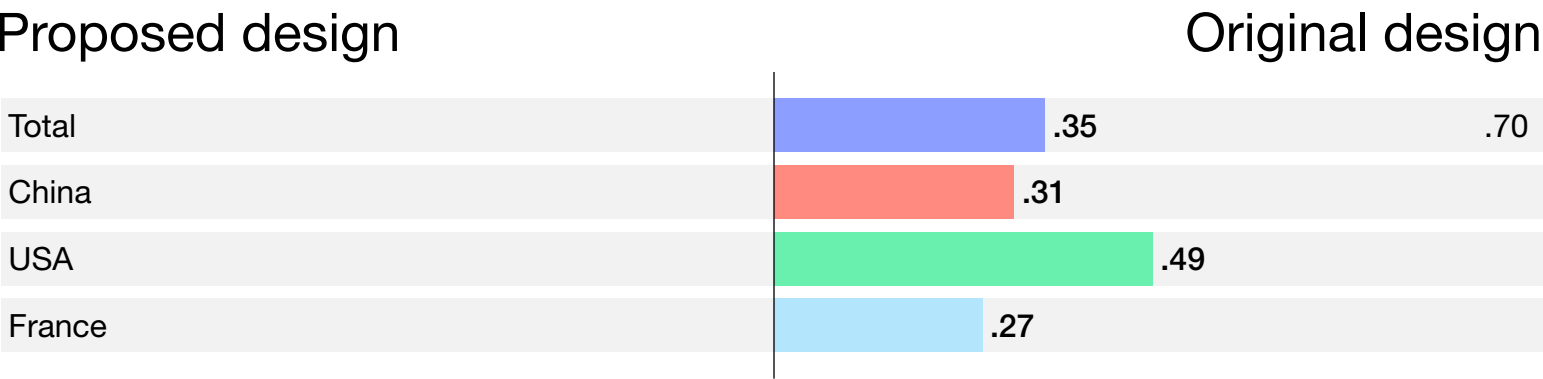


#### Pampa



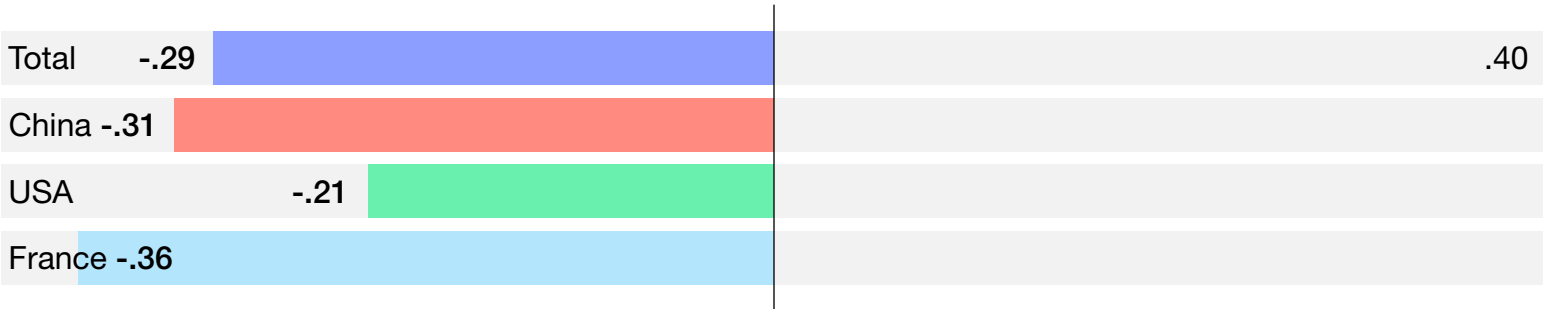
## 2.0 Premium

### 2.1 Design

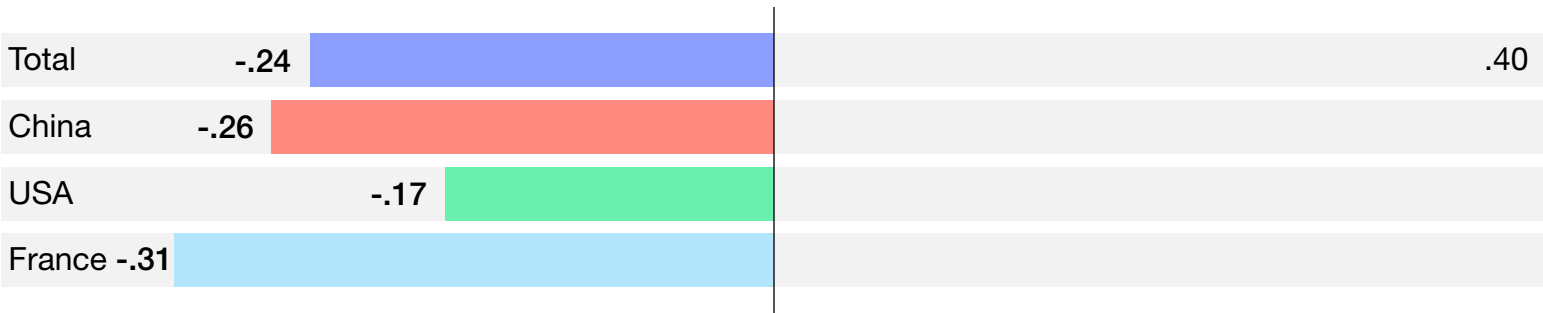


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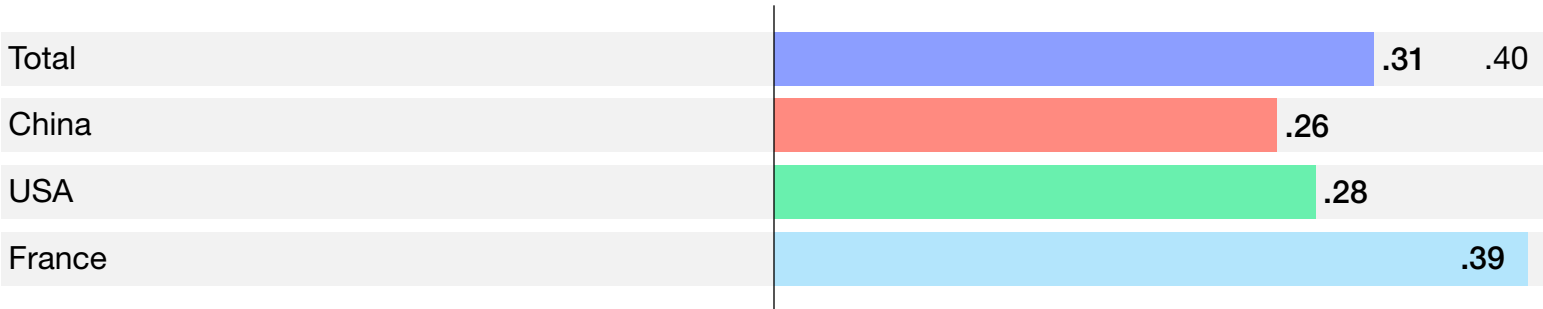
#### Matte Litho



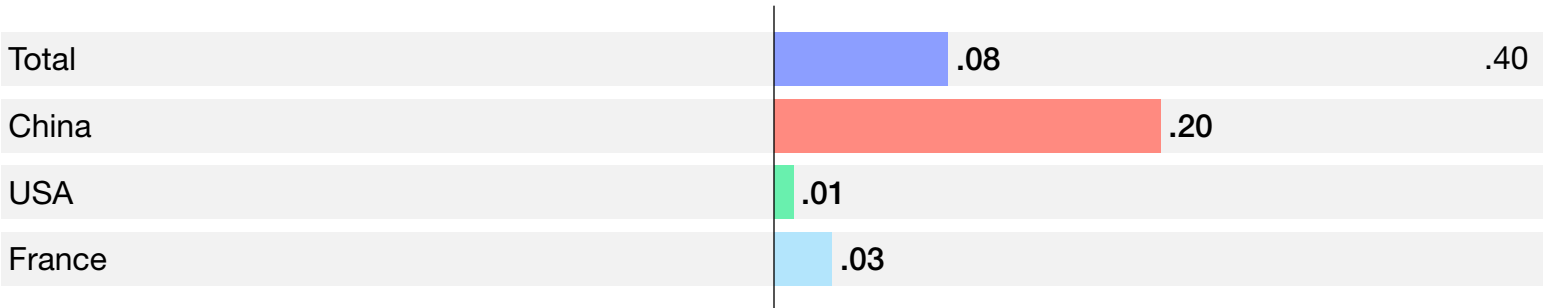
#### White Gloss



#### White Cotton



#### Pampa

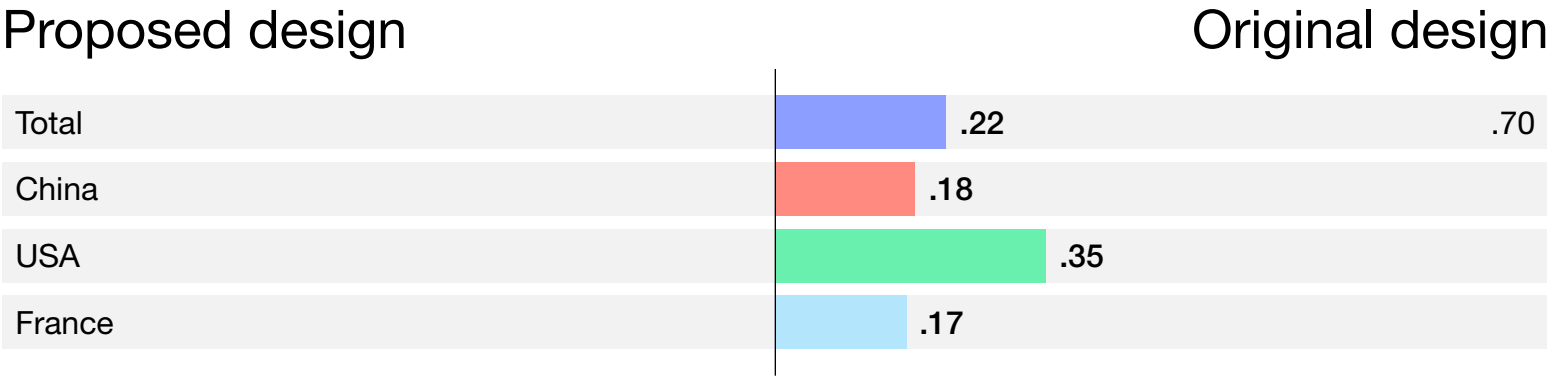


The numbers used in this report are derived using a proprietary formula from Mind Insights to account for unconscious consumer perceptions



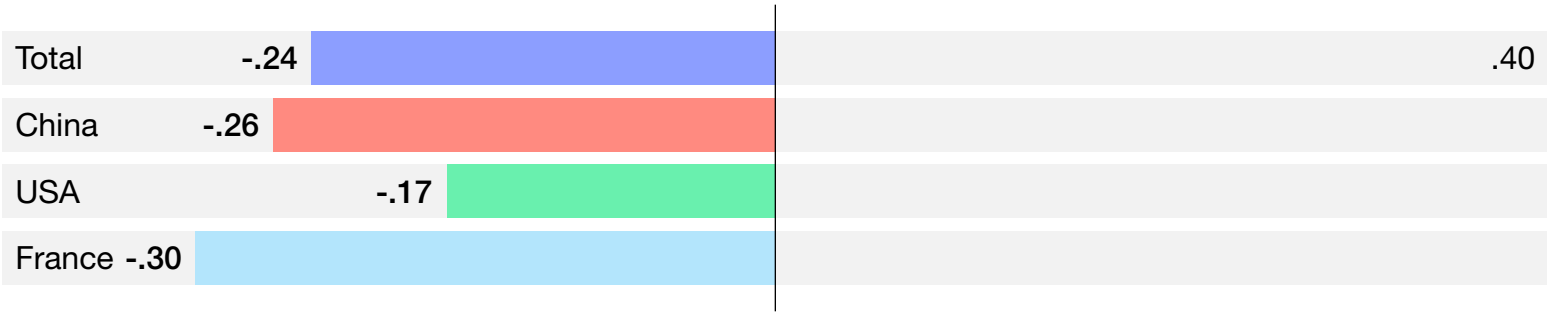
### 3.0 Price

#### 3.1 Design

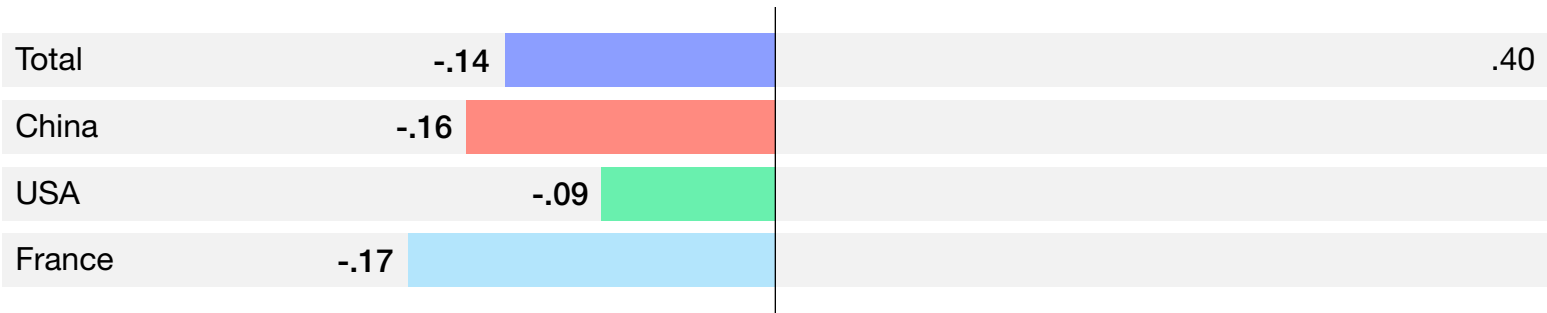


#### 3.2 Material

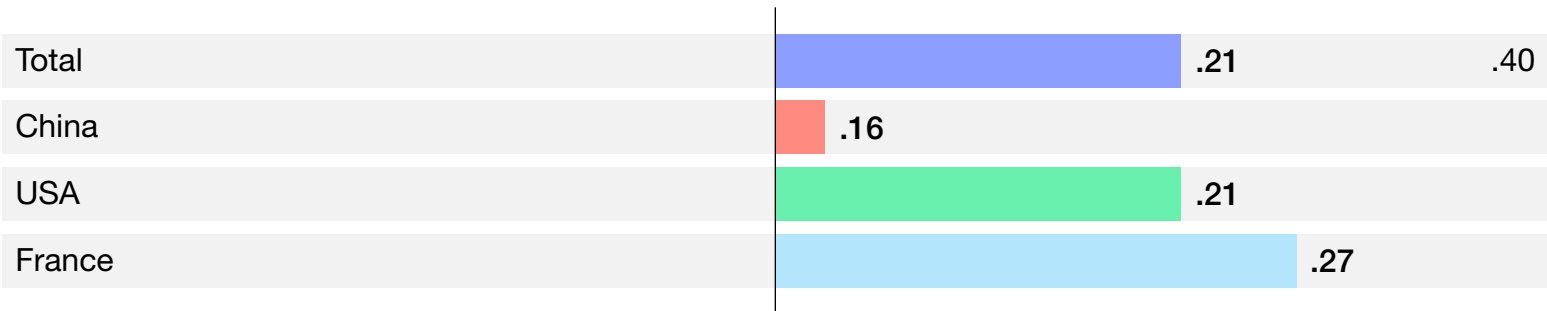
##### Matte Litho



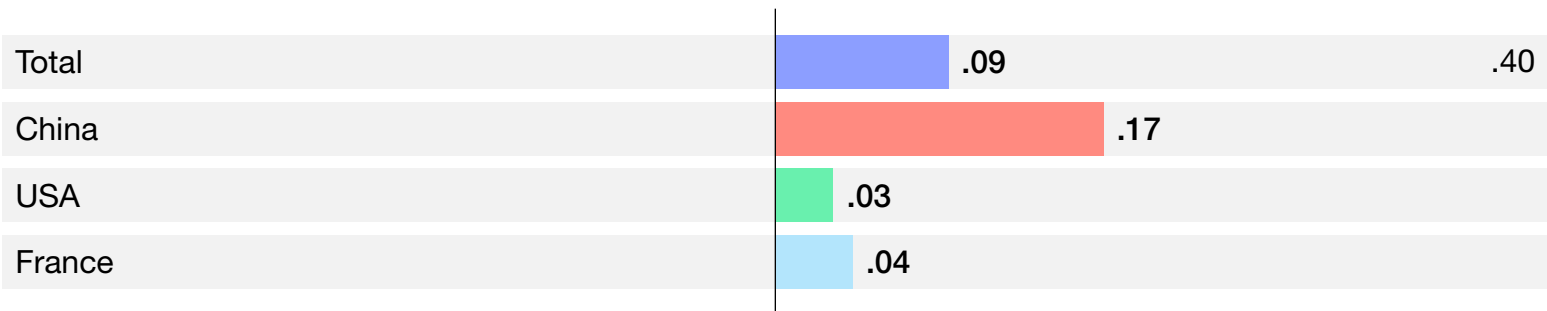
##### White Gloss



##### White Cotton

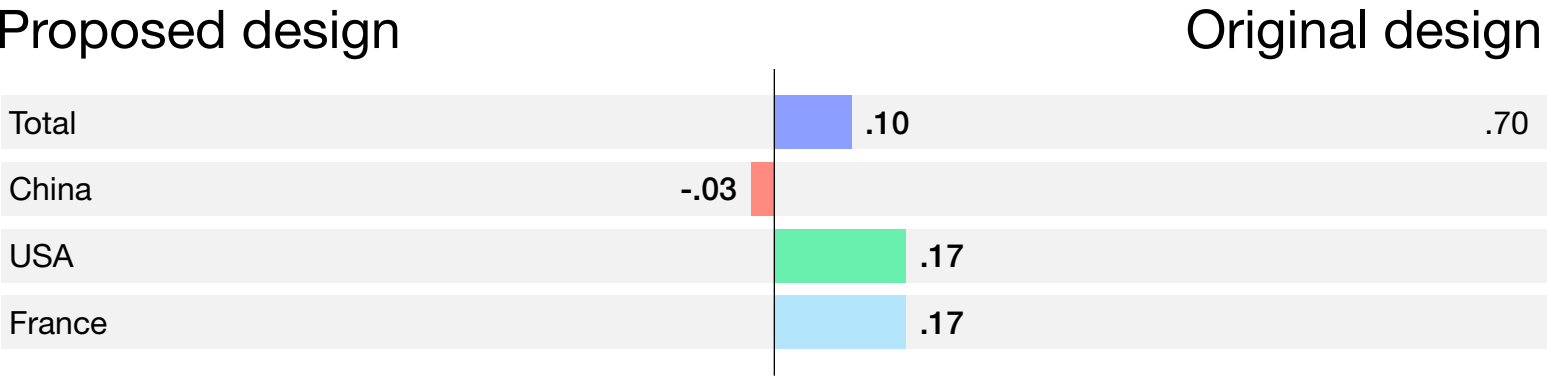


##### Pampa



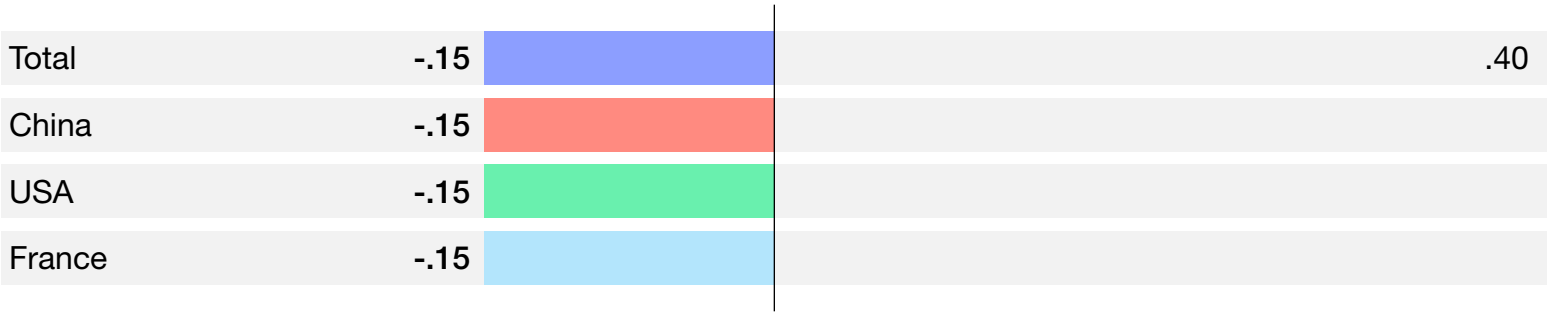
### 4.0 Authenticity

#### 4.1 Design

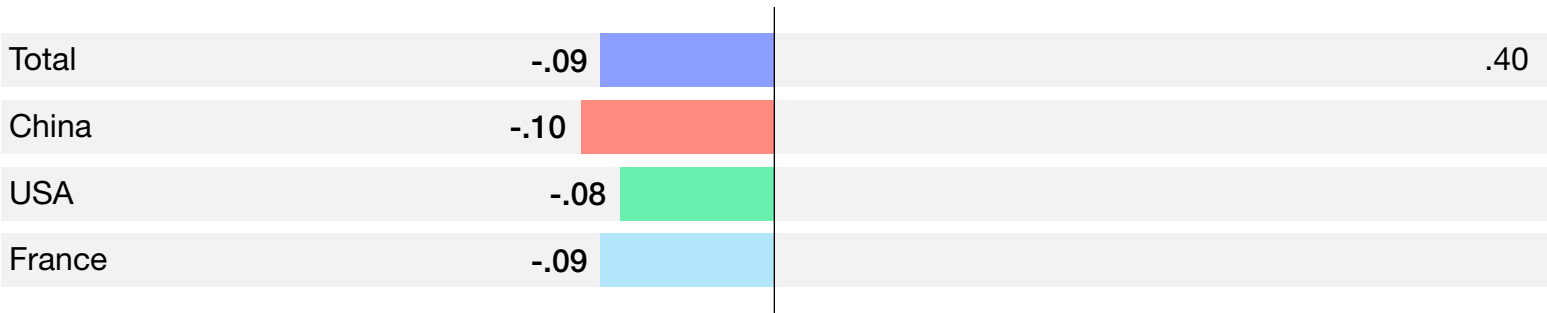


#### 4.2 Material

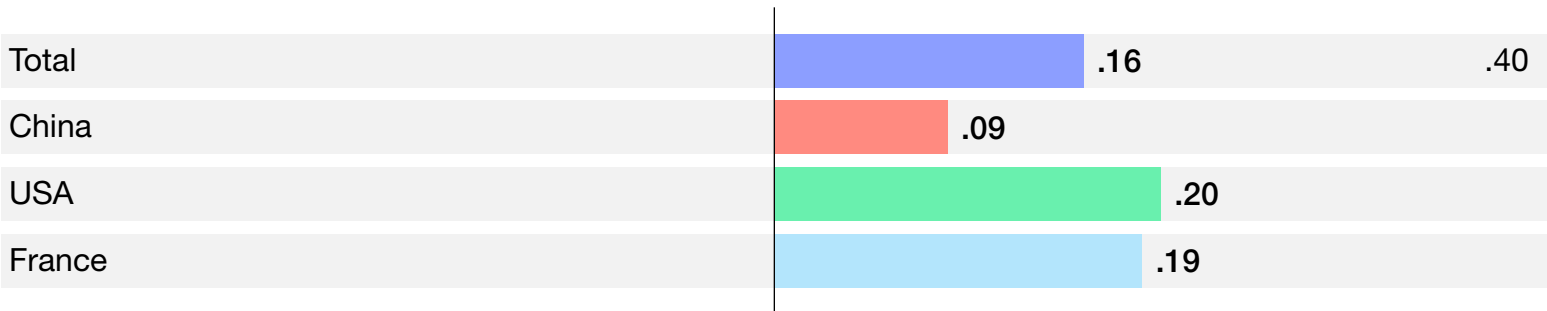
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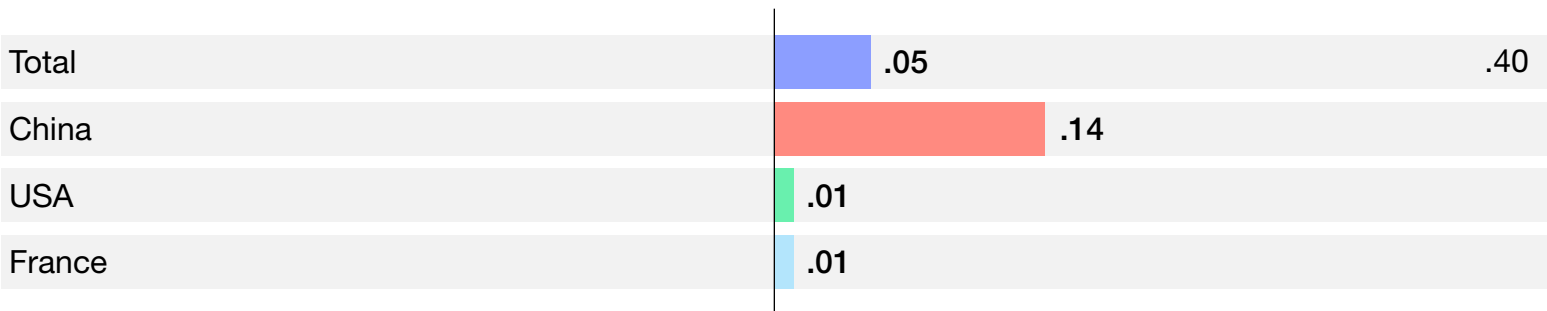
##### White Gloss



##### White Cotton

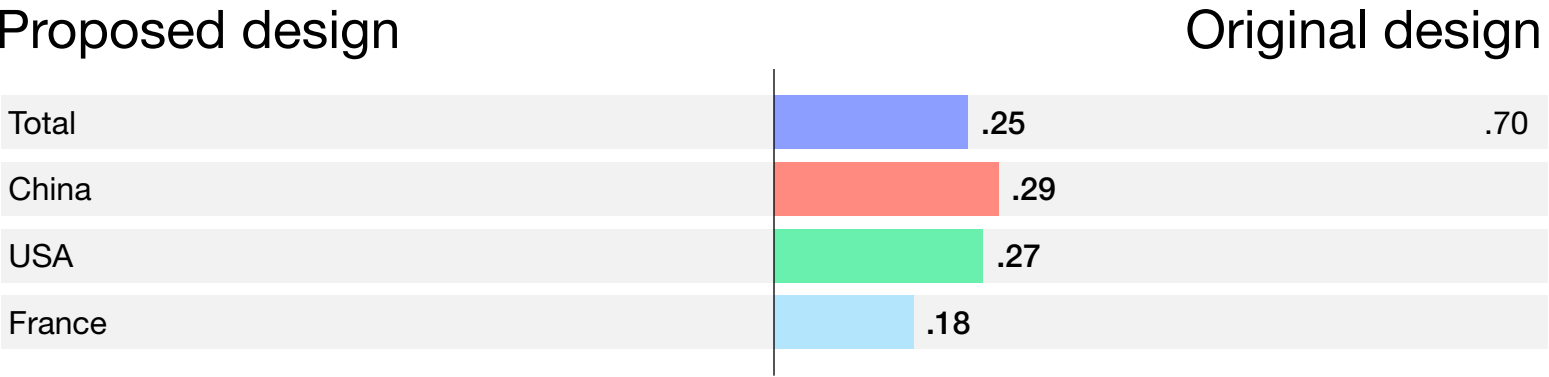


##### Pampa



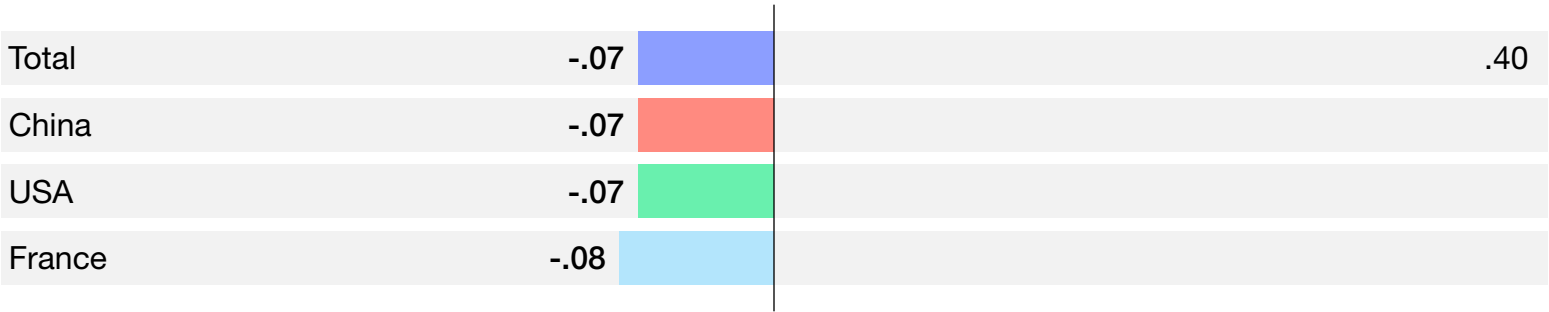
### 5.0 Attention

#### 5.1 Design

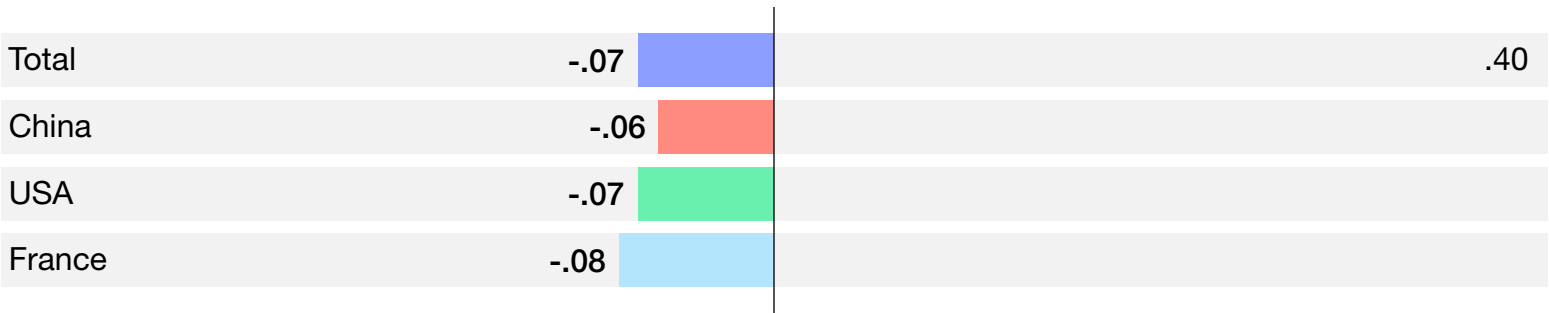


#### 5.2 Material

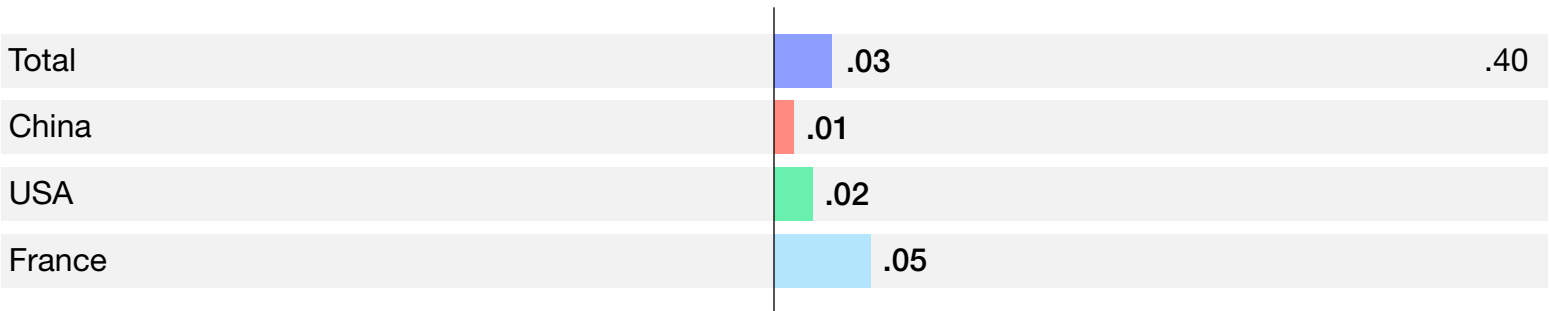
##### Matte Litho



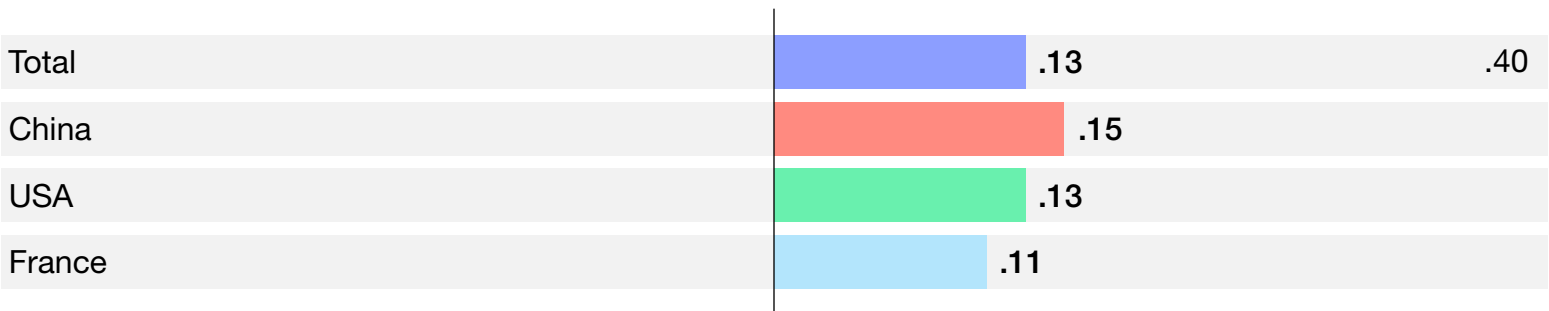
##### White Gloss



##### White Cotton



##### Pampa







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