

The background features abstract watercolor-style washes in shades of purple, pink, and magenta, primarily located in the top right and bottom left corners, framing the central text.

AU Wine Industry Research

By Doris Guan & Chloe Si



JACOB'S CREEK®

Agenda

01 Market Trend

- Australia's Wine Market

02 Target Audience

03 Case Study

- Jacob's Creek

Market Trend: Australia

10th

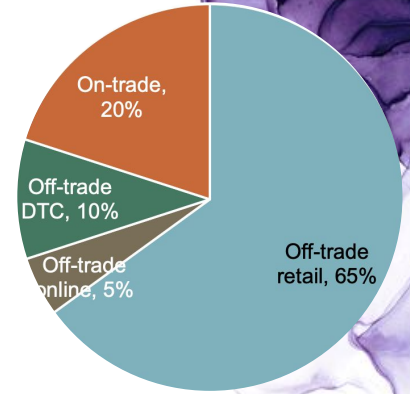
Largest Wine Market in the World

6th

Largest Wine Producer in the World

50%

Female Drinker



Australian Wine Sales Volume by Channel

Total domestic wine market

Australian wine 82%

Imported wine 18%

Top-selling varieties in off-trade market by value

Shiraz 14%

Sauvignon Blanc 14%

Sparkling white 8%

Average purchase price

\$694 per tonne

↑ 5%



Target Audience



Gen Z - Amateur Drinker

Beauty is ultimate

Taste Soft

- High Tea
- Party
- Picnic



New Elite Graduate

**Luxury
Hunger
Youth**

- Gala Events
- High Standard of Living



Fashion Mom

**High Cost
Performance**

**Social
Butterfly**

- Family Party
- Friends Gathering
- Relax Moment

JACOB'S CREEK

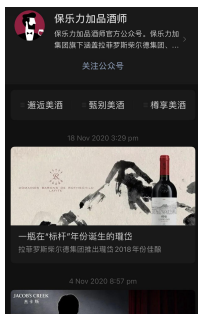
杰卡斯



这一杯，澳意盎然

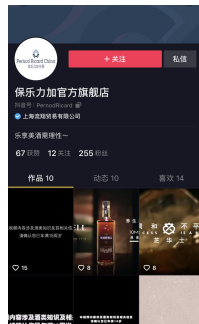


Jacob's Creek: Social Media Analytics



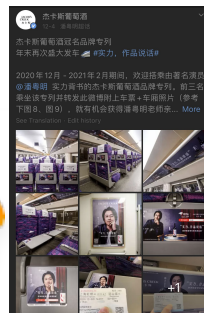
WECHAT

- Under parent company's official account
- Around 1k views
- Connect to JD store



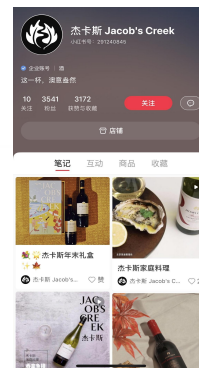
TIKTOK

- Under parent company's official account
- 67 likes
- 255 followers



WEIBO

- 36k followers
- 2315 posts
- Sponsored Australia
- Open for 13 years
- Ads on High-speed rail in China



RED

- Official Account
- 3541 followers
- 518 mentioned on Red
- Low engagement

Marketing Strategies



Celebrity Marketing

- Pan Yueming & Jin Jing



Livestreaming

- Taobao Livestreaming with Weiya
- Taobao Livestreaming with Jin Jing and tier 1 KOL
- Livestreaming on JD, Tmall, Suning & Meituan stores

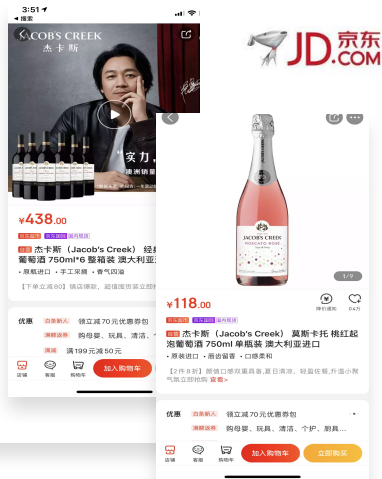


Online Marketing

- Official accounts on : Little Red Book & Weibo
- Sponsored the variety show *Adventure Life* on Tencent Video



淘



Official Account on Tmall:
Pernod Ricard Winemakers

Hero Product:
Moscato Rose

Monthly Sales:
200+

High Engagement
Positive Feedback

- Major Sponsor of **The Aus Open**.
- Broadcasted Live on **CCTV5**

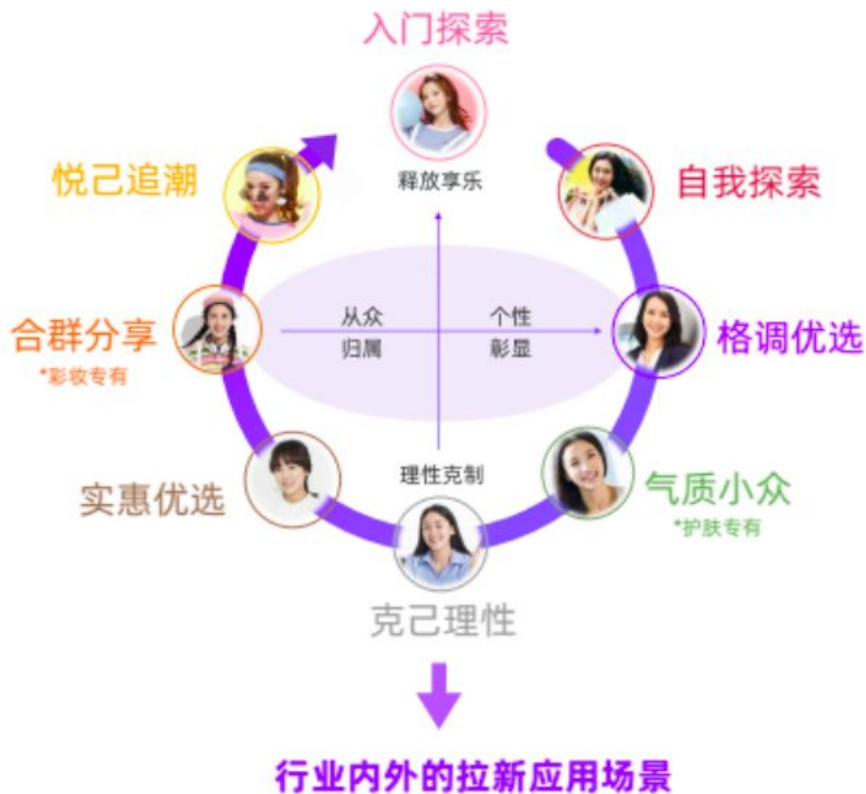




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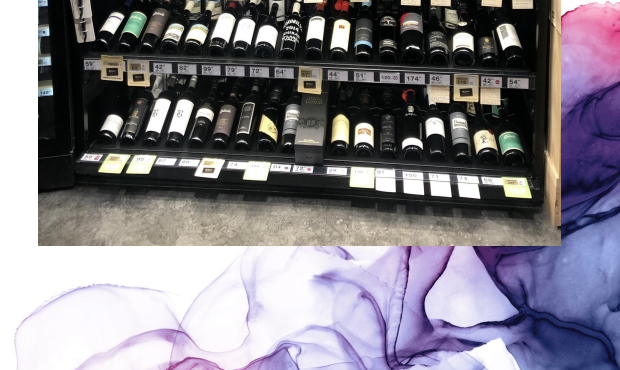
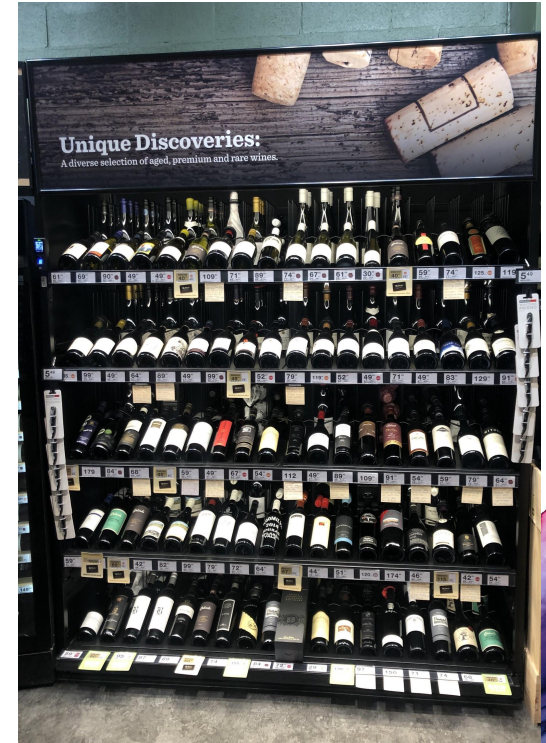
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Consumer Portrait Analysis



人群潮流消费决策因素 (TGI)





入门探索 Growing Exploring

关注新趋势、新潮流，有潮人潜质

- 25-40岁为主、偏低线城市
- 关注新品、爱搜爱逛、爱直播
- 但买得不多、单价便宜、偏好升级护肤品



入门探索

释放享乐



自我探索

自我探索 Exploring

大胆前卫，尝新探索，风格外放彰显

- 18-24岁年轻人为主、集中1-2线城市
- 关注新品和趋势，但不随大流
- 品牌爱好较广、买得多



格调优选

格调优选 Status

注重品味档次，妆容彰显身份

- 偏熟龄25-34岁、1-2线城市为主
- 爱搜索、目标明确
- 客单价最高，偏爱高端大牌和联名款



气质小众

气质小众 Elegant

*护肤专有
重品质品味，具自信气质，不随波逐流

- 偏熟龄25-39岁、覆盖高低线城市
- 偏爱高端小众品牌，在意成分



克己理性

克己理性 Control

理性克制，不追潮流，表现欲较低

- 护肤行业偏年轻（18-24岁），彩妆更熟龄（25-34岁）
- 少逛少搜，决策果断，品牌偏好不明显



实惠优选

实惠优选 Pragmatic

实惠踏实，货比三家，性价比导向

- 集中在18-24岁、三线以下的下沉城市
- 爱搜索、爱抢优惠
- 偏爱国货、高促销敏感、单价低



合群分享

合群分享 Belonging

*彩妆专有
合群随性，喜欢分享，也容易被安利

- 偏18-24岁年轻人、2-3线城市为主
- 爱搜爱逛，喜欢看评论
- 偏爱国货



悦己追潮

悦己追潮 Stylish

追潮享乐，热爱探索，兴趣广泛

- 集中在18-29岁、1-2线城市
- 关注潮流和新品、爱逛爱看直播
- 品牌爱好广、单价高、买得贵

从众归属

个性彰显

理性克制

克己理性