KANTAR

Understand people
Inspire growth

Brand Equity

Measurement & Management



VIÑA CONCHA Y TORO
— FAMILY OF WINERIES —

Background

Concha y Toro in 2018 asked Kantar to run a study to understand the following:

-Wine consumer sociodemographic information.

-Information on guidelines of choice and consumption of wines.

-Track the health of the Concha and Toro brands and competition in various strategic markets.

-Track the image of Chile and Chilean wines in strategic markets.

As Concha y Toro handled information from a previous study, Kantar's effort was to collect information on consumption habits into a single instrument, while laying the groundwork for an equity measurement with a robust model.

By 2020 and 2022 Concha y Toro requests to replicate the survey of equity information and to monitor the development of its brands compared to 2018 and 2020 results.

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Methodological design: Brand Pulse
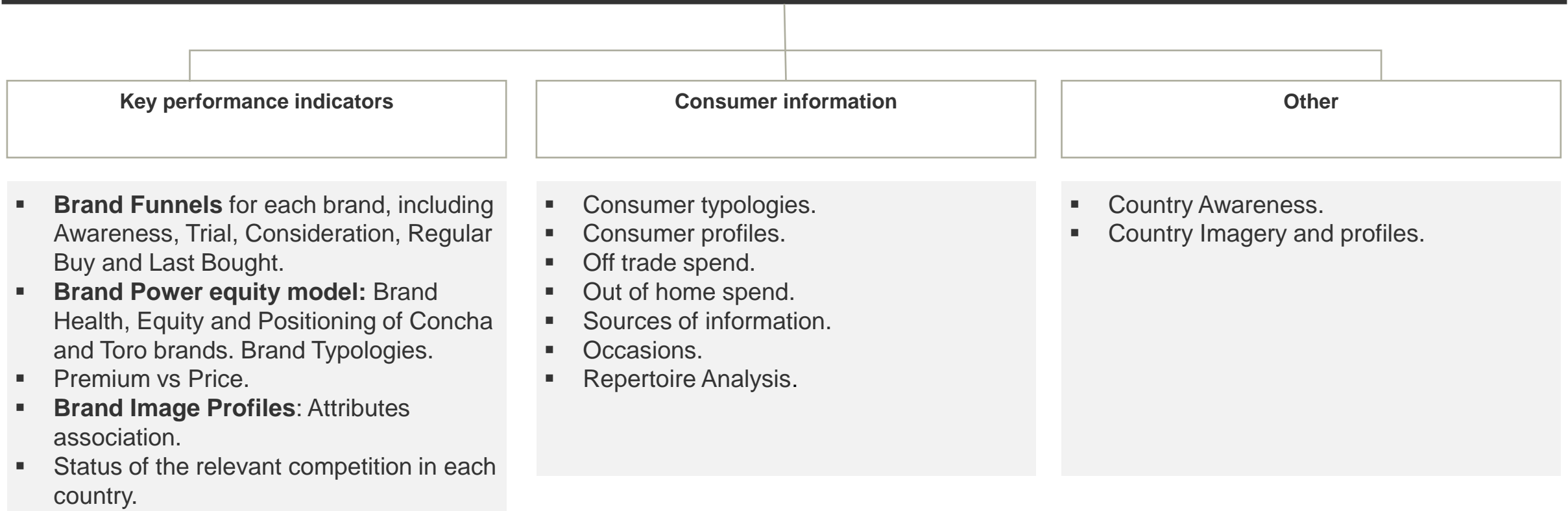
BRAND PULSE
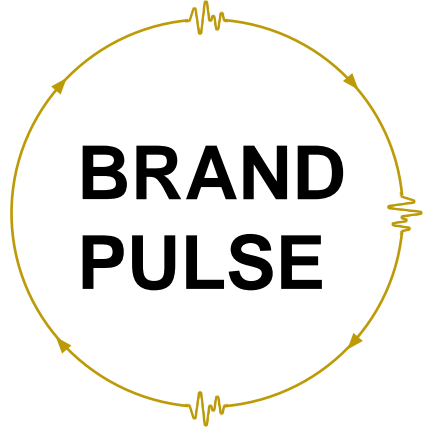
Is my brand performing well in the market or should I correct its course?

- Self-administered surveys, collected online, via panel of respondents.

- National coverage by country.

- Men and women over 18 years of age, with definition of wine consumption by country.

- No other quotas are controlled, although minimums are secured for openings.

- There are no additional or specific questions considered for specific countries. The structure of each questionnaire (being a multi-category) must be the same in all countries and the same as 2020.

- USA report includes results for Florida, and subsamples by ethnics.

MARKET	OPTION 1
UK	720
USA	1920
BRAZIL	960
CHILE	720
MEXICO	720
CANADA	720
SWEDEN	720
JAPAN	720
FINLAND	720
CHINA	1920
GERMANY	720
SOUTH KOREA	720
SWITZERLAND	720
BELGIUM	720
NETHERLANDS	720
DENMARK	720
IRELAND	720
POLAND	720
NORWAY	720

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The current study is a very comprehensive view of each Concha y Toro Brand and competitors for each market

Detect opportunities for the Concha and Toro brands in relevant markets

Key performance indicators

- **Brand Funnels** for each brand, including Awareness, Trial, Consideration, Regular Buy and Last Bought.
- **Brand Power equity model:** Brand Health, Equity and Positioning of Concha and Toro brands. Brand Typologies.
- Premium vs Price.
- **Brand Image Profiles**: Attributes association.
- Status of the relevant competition in each country.

Consumer information

- Consumer typologies.
- Consumer profiles.
- Off trade spend.
- Out of home spend.
- Sources of information.
- Occasions.
- Repertoire Analysis.

Other

- Country Awareness.
- Country Imagery and profiles.

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Example: Brand Funnels

Casillero del Diablo

	2018	2020	%	
Top of Mind (First brand)	10	8	7	37%
Total Unaided Awareness	24	20	19	21%
Total Awareness (Unaided + Aided)	95	89	92	

Concha y Toro

	2018	2020	%	
Top of Mind (First brand)	9	6	5	26%
Total Unaided Awareness	21	16	19	23%
Total Awareness (Unaided + Aided)	90	77	83	

Vinícola Salton

	2018	2020	%	
Top of Mind (First brand)	-	8	7	47%
Total Unaided Awareness	-	19	15 ▼	17%
Total Awareness (Unaided + Aided)	-	88	89	

GatoNegro

	2018	2020	%	
Top of Mind (First brand)	5	5	5	38%
Total Unaided Awareness	14	15	13	15%
Total Awareness (Unaided + Aided)	88	82	86	

Catena Zapata

	2018	2020	%	
Top of Mind (First brand)	1	1	6 ▲	46%
Total Unaided Awareness	6	5	13 ▲	17%
Total Awareness (Unaided + Aided)	76	68	76 ▲	

Casal Garcia

	2018	2020	%	
Top of Mind (First brand)	4	6	4	31%
Total Unaided Awareness	13	15	13	16%
Total Awareness (Unaided + Aided)	85	78	81	

Santa Helena

	2018	2020	%	
Top of Mind (First brand)	4	4	4	33%
Total Unaided Awareness	11	13	12	13%
Total Awareness (Unaided + Aided)	96	89	90	

Diablo

	2018	2020	%	
Top of Mind (First brand)	-	-	3	30%
Total Unaided Awareness	-	-	10	12%
Total Awareness (Unaided + Aided)	-	-	81	

▲▼ Significant differences versus previous period

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Example: Brand Power

Brand Power is strongly related to market share, so it is a very useful tool to grow strong brands

Build strong and profitable brands by being outstanding and significantly differentiated from the competition.
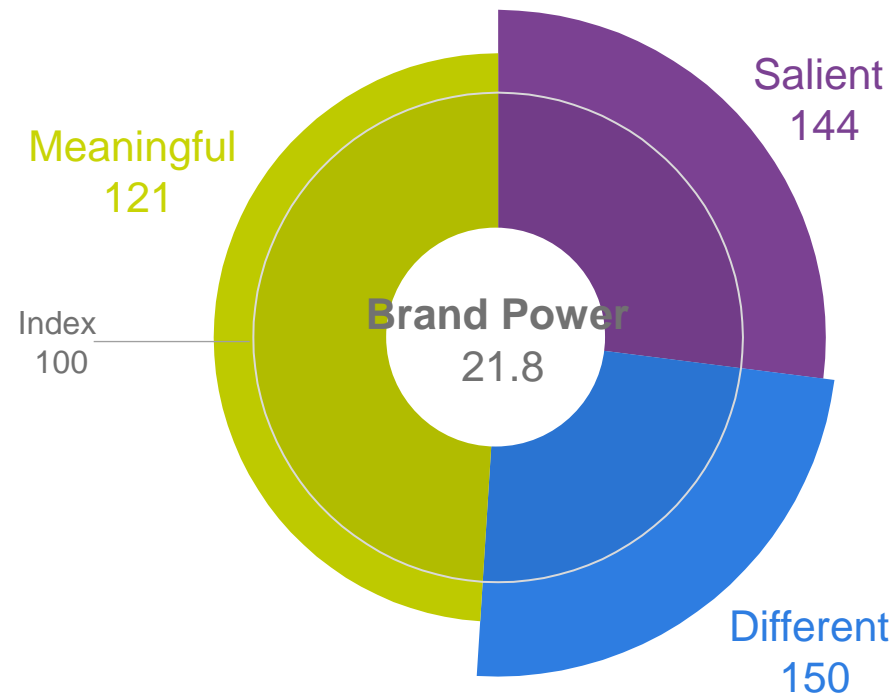
Use it for:

Know the strength and health of your brand

Finding out what's driving your brand's equity

Explore short- and long-term opportunities to increase capital and increase sales

Understanding what factors in the market influence brand choice

Our Meaningfully Different Framework

Salient
144

Meaningful
121

Index
100

Brand Power
21.8

Different
150

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Example: Brand Image Profiles

	[yellow tail]	HARDYS 1853	WOLF BLASS	La Vieille Ferme	Oyster Bay NEW ZEALAND	BLOSSOM HILL	Casillero del Diablo	Campo Viejo
Has good value for money	13 ●	6 ●	-3	-1	0	15 ●	-1	-2
Recognised by experts	-11	4	2	2	-1	-7	6 ●	5 ●
A brand I am happy to serve to others	7 ●	4	6 ●	0	8 ●	2	5 ●	4
Trusted	-1	10 ●	5 ●	-1	1	0	3	2
Stylish/Modern	3	-13	-3	3	2	-3	-6	-7
It's an exclusive/sophisticated brand	-11	0	2	4	-1	-8	2	1
Has a strong tradition and heritage	-12	28 ●	4	2	-2	-1	13 ●	11 ●
High Quality	-8	2	6 ●	1	4	-8	3	5 ●
Taste good	9 ●	3	9 ●	-5	7 ●	4	4	2
Suitable for everyday occasions	8 ●	1	-4	-4	1	13 ●	-6	-1
Suitable for special occasions	-8	1	4	3	2	-6	2	3
Has attractive/appealing packaging	8 ●	-9	4	2	-3	-2	5 ●	2
Made by a socially/environmentally…	-7	-4	-8	2	-3	-4	-3	-2
Attractive to young consumers	14 ●	-8	-8	-4	-2	8 ●	-10	-7
Fun	13 ●	-7	-5	-3	-4	6 ●	-6	-4
Base aware of brands	565	602	470	172	475	614	593	494

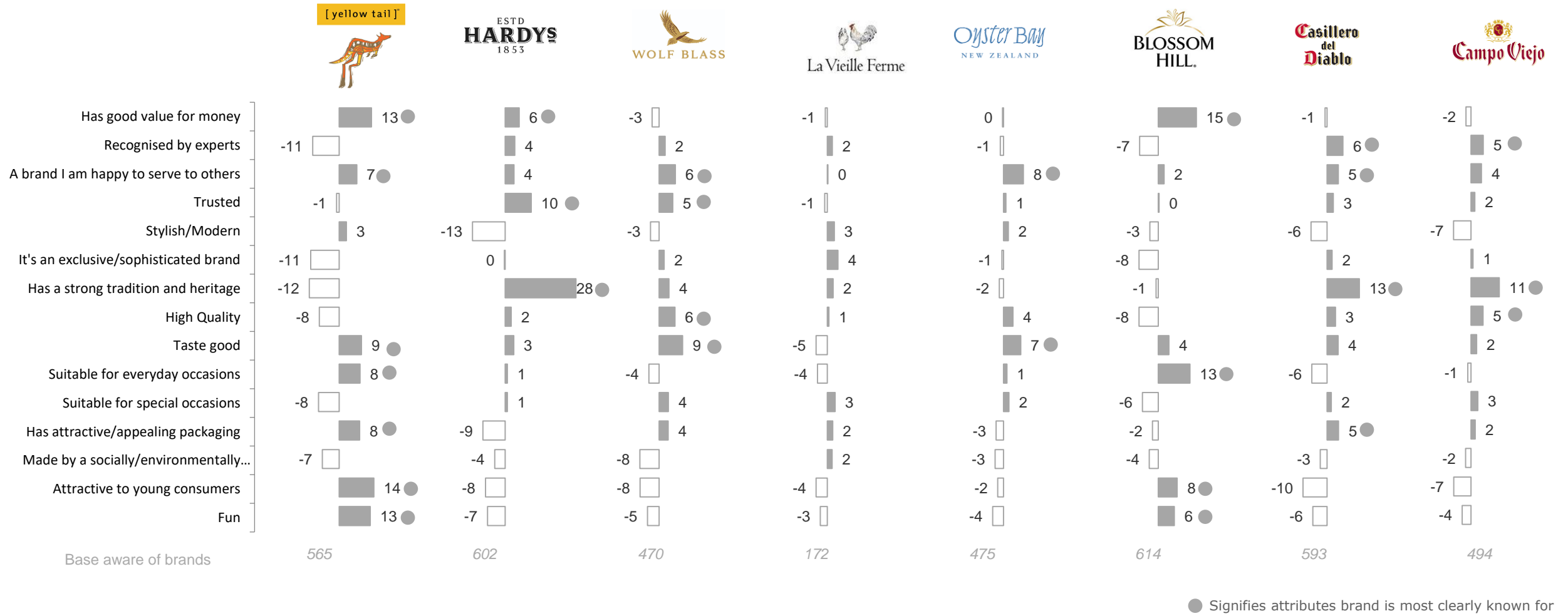● Signifies attributes brand is most clearly known for

Image associations drive the components of equity

We build models for each study which help us identify how image associations group together to drive the components of equity.

| Good Value | Has good value for money
A brand I am happy to serve to others
Trusted
Taste good
Suitable for everyday occasions |

| High Quality | It's an exclusive/sophisticated brand
High Quality
Suitable for special occasions
Has attractive/appealing packaging |

| Modern &
Young | Stylish/Modern
Attractive to young consumers
Fun |

| Strong Tradition | Recognised by experts
Has a strong tradition and heritage |

| Sustainable | Made by a socially/environmentally responsible producer |

Sustainable
6%

Strong Tradition
13%

Good Value
37%

Modern &
Young
20%

Demand
Power

High Quality
24%

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