



# SOUTH AFRICA BRAND REPORT

## – CONSUMERS OF BRANDY –

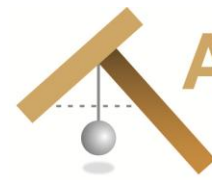


**COMPILED: JANUARY 2010**

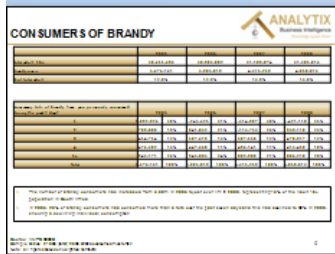
# REPORT OVERVIEW

**Compiled: January 2010**  
**(57 pages)**

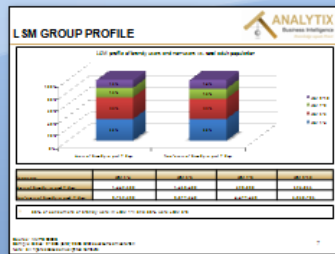
- This report examines the brandy segment of the South African market.
- It answers the questions: who are the users of brandy, what brands are they using, and how do I communicate with them?
- It provides a comprehensive profile of the entire brandy segment, as well as a detailed segmentation by brand, namely: Bertrams; Flight of the Fish Eagle; Klipdrift; KWV; 5 Mellow-Wood; Oude Meester; Richelieu; Viceroy; Wellington.
- It examines in detail the demographics, lifestyle, media consumption and cellphone and Internet usage of the brandy segment by brand, making it a vital reference report for anyone wanting to understand this segment of the market.



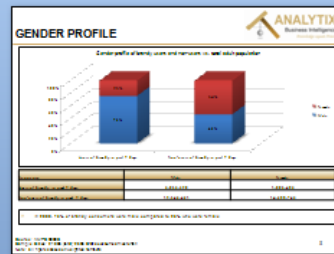
# SCREENSHOTS FROM REPORT



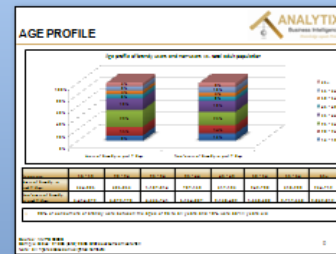
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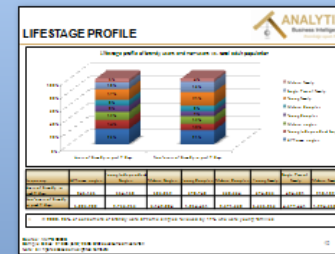
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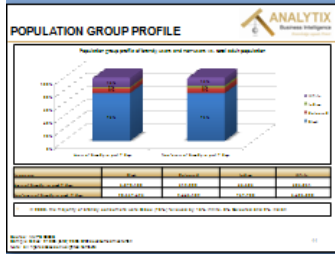
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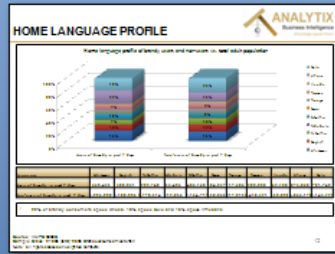
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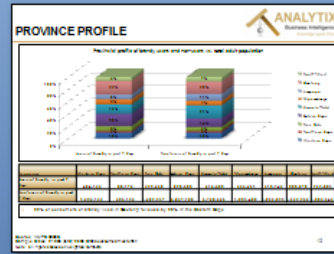
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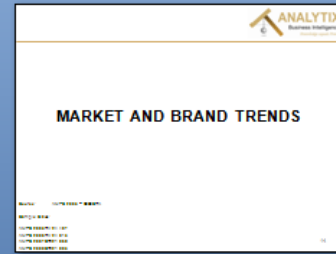
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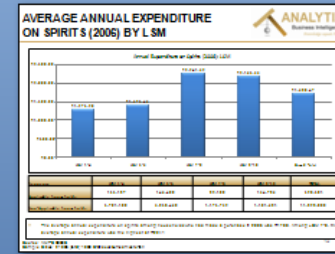
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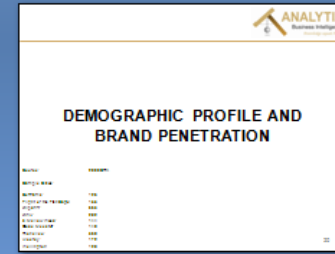
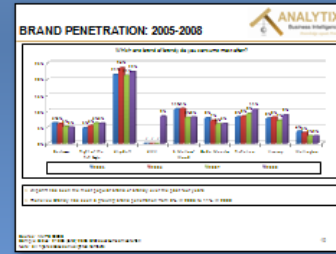
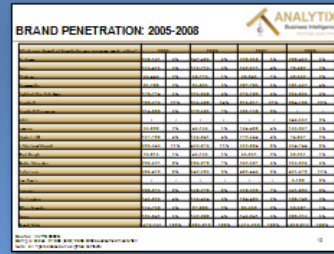
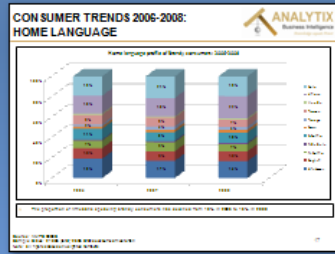
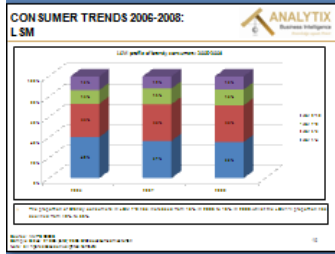
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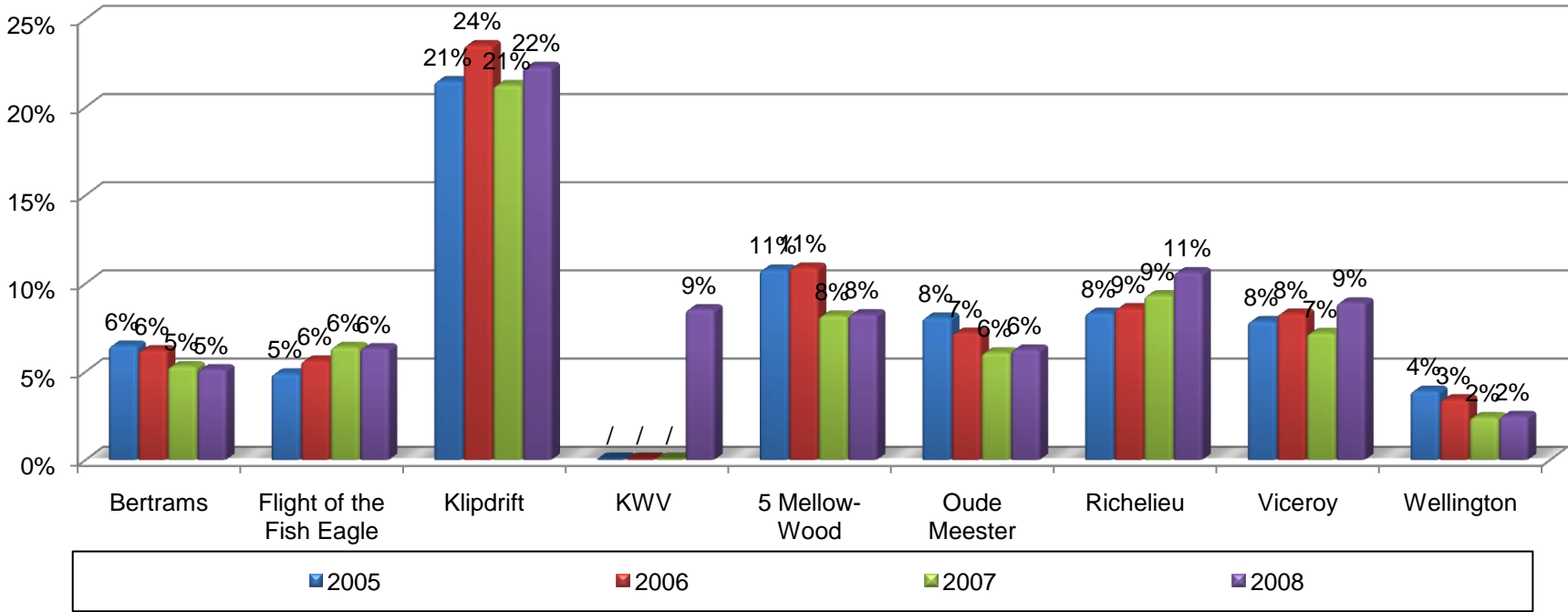


**57 page report with 60+ charts, graphs, tables and insights**

# SAMPLE FROM REPORT

## BRAND PENETRATION: 2005-2008

Which one brand of brandy do you consume most often?

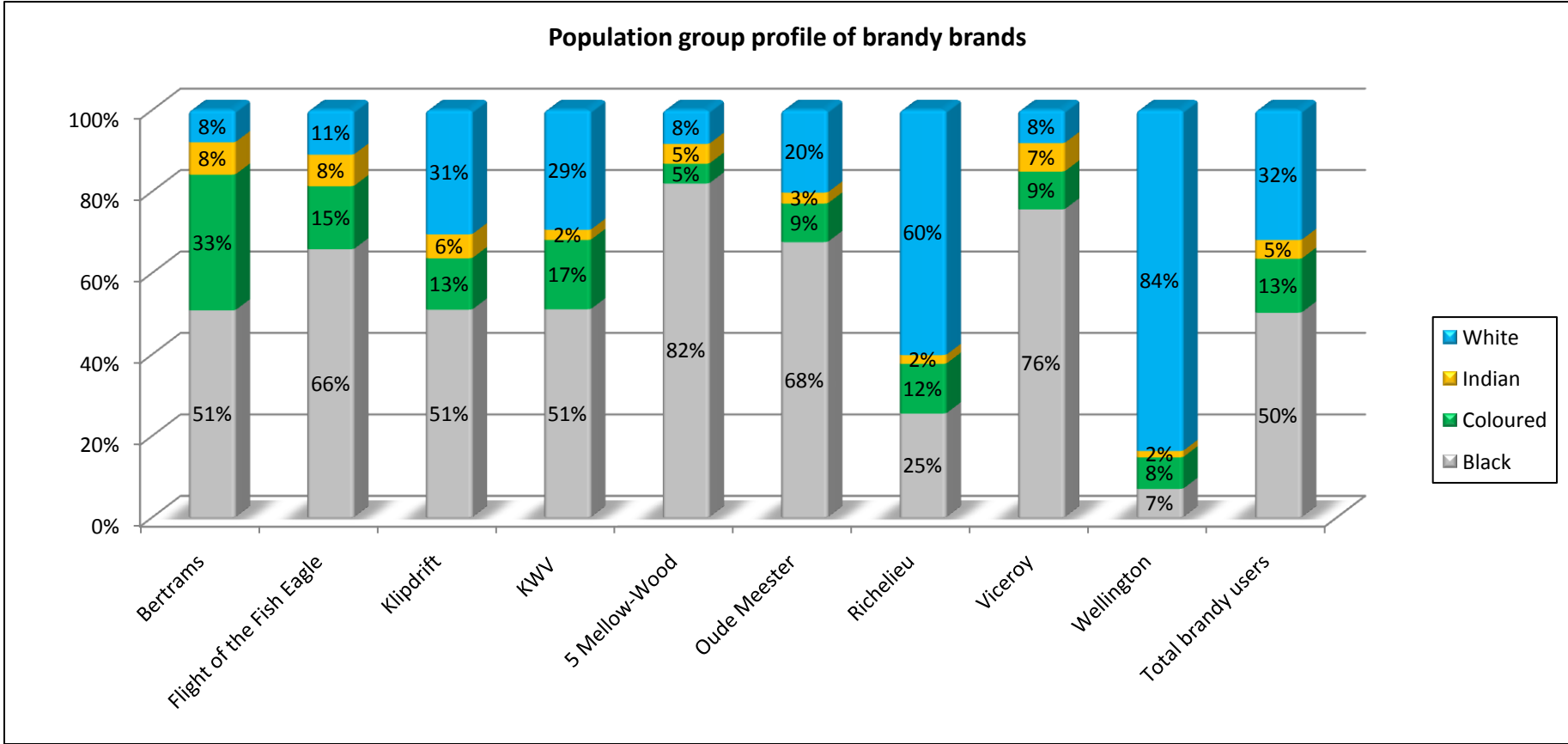


- Klipdrift has been the most popular brand of brandy over the past four years
- Richelieu Brandy has seen a growing brand penetration from 8% in 2005 to 11% in 2008

Source: AMPS 2008B  
 Sample Sizes : 21 083 (total); 2625 Brand consumed most often  
 Note: all figures based on weighted numbers

# SAMPLE FROM REPORT

## BRAND PROFILE: POPULATION

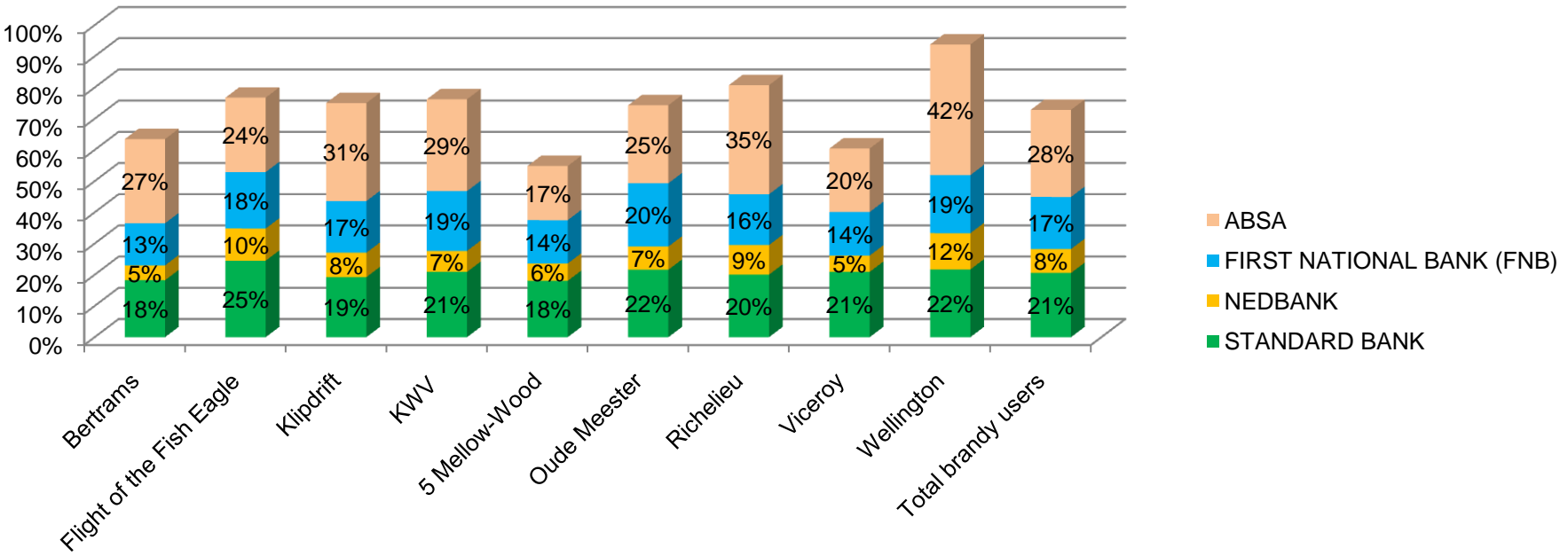


- In 2008, 82% of Mellow Wood consumers were Black compared to 84% of Wellington consumers who were White
- 33% of Bertrams consumers were Coloured

# SAMPLE FROM REPORT

## FINANCIAL INSTITUTIONS

Financial institution by brandy brand



- The most popular financial institution among total brandy users was ABSA
- The most popular financial institutions among Flight of the Fish Eagle consumers was Standard Bank

# SAMPLE FROM REPORT

## TOP 3 WEEKLY NEWSPAPERS



Bertrams	Percentage
Sunday Times	22%
Soccer Laduma	13%
Rapport (Sun)	10%

Flight of the Fish Eagle	Percentage
Sunday Times	26%
Soccer Laduma	17%
Sunday World	14%

Klipdrift	Percentage
Sunday Times	19%
Sunday Sun	13%
Rapport (Sun)	12%

KWV	Percentage
Sunday Times	19%
Rapport (Sun)	12%
Soccer Laduma	11%

5 Mellow-Wood	Percentage
Sunday Sun	22%
Soccer Laduma	19%
Sunday Times	13%

Oude Meester	Percentage
Sunday Sun	19%
Sunday Times	18%
Soccer Laduma	15%

Richelieu	Percentage
Rapport (Sun)	21%
Sunday Times	13%
Sunday Sun	5%

Viceroy	Percentage
Sunday Times	17%
Sunday Sun	17%
Soccer Laduma	12%

Wellington	Percentage
Rapport (Sun)	33%
Sunday Times	15%
Die Burger (Sat)	10%

Total users	Percentage
Sunday Times	18%
Rapport (Sun)	12%
Sunday Sun	12%

- In 2008, the most popular weekly newspaper among Richelieu consumers was die Rapport (Sun) (21%)
- The top three weekly newspapers among Bertrams consumers was the Sunday Times (22%) , Soccer Laduma (13%) and die Rapport (Sun) (10%)

Source: AMPS 2008B (Adults 16+)  
 Note: all figures are based on AMPS sample of Sample Sizes : 21 083 (total); 2625 Brand consumed most often  
 Note: all figures based on AMPS AIRS (average issue readership) totals

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## 1. Profile of Brandy Users and Non-Users (2008)

- 1.1. **Consumers of Brandy:** Overview: Total adult population (2005-2008); Total brandy user segment (2005-2008); Usage Overview (2005-2008)
- 1.2. **LSM Group:** 1-4; 5-6; 7-8; 9-10
- 1.3. **Gender:** Male; Female
- 1.4. **Age:** 16-19; 20-24, 25-34, 35-44, 45-49, 50-54, 55-64, 65+
- 1.5. **Lifestage:** At home singles; Starting-out singles; Couples; Parents; Single parents
- 1.6. **Population Group:** Black; White; Coloured; Indian
- 1.7. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 1.8. **Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West

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- 2.2. **Consumer Trends 2006-2008: LSM:** 1-4; 5-6; 7-8; 9-10
- 2.3. **Consumer Trends 2006-2008: Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 2.4. **Brand Penetration: 2005-2008**
- 2.5. **Brand Market Penetration:** : : The brandy segment has been further segmented by brand: Bertrams; Flight of the Fish Eagle; Klipdrift; KWV; 5 Mellow-Wood; Oude Meester; Richelieu; Viceroy; Wellington

## 3. Demographic Profile of Segments (2008)

- 3.1. **LSM Profile:** Brand profile and brand share of each brand by LSM group
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- 4.2. **Payment Mechanism:** Payment Mechanism brand
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- 4.8. **Financial Institutions:** Financial institutions by brand
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- 4.10. **Favourite Music:** Favourite music types by brand
- 4.11. **Frequency of cinema visits:** Frequency of cinema visits in average four weeks by brand

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- 5.1. **Newspaper readership:** Top three daily and weekly newspapers by brand
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- 5.4. **TV channels:** Top three TV channels by brand
- 5.5. **TV channels via DStv:** Top three TV channels via DStv by brand
- 5.6. **Radio Stations:** Top three radio stations by brand

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