

Navigating a Brand Expansion

How Bonterra Organic Estates Successfully Grew Their Wine Portfolio with Targeted Insights

About Bonterra Organic Estates

Bonterra Organic Estates, previously known as Fetzer Vineyards, is a pioneer of regenerative viticulture in California, devoted to sharing quality wines grounded in impactful practices. With a broad portfolio ranging from canned bubbles to single-vineyard offerings, Bonterra has a little something for everyone.

As the number one organic vineyard in the United States, you are likely already familiar with their wines.

Not only that, but as a certified B Corp, they are consistently challenging the status quo to find ways to become ever more resourceful and innovative.

The Challenge

Bonterra Organic Estates was ready to expand its portfolio with a new ultra premium tier of wines that would serve as the ultimate expression of regenerative organic winemaking practices.

To successfully execute the launch, Bonterra's brand team was tasked with creating an entirely new portfolio design strategy for the new tier, including developing product packaging and messaging.

As a well-established name in the wine-industry, and the #1 organic wine brand in America, they quickly realized they

would need to strike a delicate balance. While the plan was to expand their brand to reach a new segment of wine drinkers, they knew they would need some consistency to keep their core customer base engaged, a challenge for any company looking at a brand extension or re-brand.

Previously, the brand team used syndicated data to provide insights into their target market and competitors. For this project, it wasn't quite enough. They needed targeted insights on their packaging and messaging concepts, along with first-party consumer data on competitors, purchase behavior, and more.

Need's Recap

Targeted, first-party data on their new portfolio packaging design and messaging concepts.

Competitive intelligence to better understand and position the new offerings in a crowded marketplace.

Insights on wine shopping habits, brand preferences, and price sensitivity from current, lapsed and prospective Bonterra customers.

The SightX platform is incredibly useful; especially when you desire to act with a sense of urgency, but **don't want to sacrifice agility or overall integrity.**

The SightX Solution

Using SightX's concept testing tools, Bonterra worked closely with SightX's research consultants to develop a study that included multiple concept tests. This allowed them to compare their new packaging options while keeping the ability to dig deeper into the perceptions of each one individually.

To better investigate the creative elements of their packaging concepts, the team included heatmaps for comprehensive feedback on every aspect of their designs. And to further dial-in their messaging, they also linked NPS questions to their positioning statements to find out how

the new tier would fit into their overall brand positioning. Once the project was finalized, the team used SightX's proprietary campaign functionality to push their survey to three distinct audiences; current Bonterra customers, lapsed customers, and online respondents who matched their specific audience targeting parameters.

The best part? Each audience and their data was viewable within a single project and set of dashboards. Which meant all results could be viewed alone or in comparison with the others across all analysis features within SightX.



The Impact

The SightX platform gave the Bonterra brand team the insights they needed to launch their new product tier with confidence.

To explore their three target segments, all Bonterra needed to do was filter their data by campaign. This enabled them to quickly examine and compare respondents' concept preferences, purchase intent scores, and overall sentiments

towards the portfolio's messaging and creative. Using those purchase intent scores and detailed feedback from their heatmaps, they were able to select and perfect a winning packaging concept.

By harnessing their NPS data, the brand team honed in on the ideal messaging to pair with their design.

We received incredible appeal and purchase intent scores on our label and were even able to make some slight adjustments based on the heatmap feedback. It gave us a lot of confidence when making our final decision.

The SightX Difference



Accelerate Growth

In today's modern economy, you need to adapt and learn at the speed of the consumer. SightX helps you engage and understand consumer preferences, behaviors, and trends more efficiently than ever before.



Save Time & Reduce Cost

Reduce turnaround times from months and weeks to days and hours. Launch surveys within minutes, and receive fully analyzed results in real-time. SightX users save an average of 50% on their research costs.



Automated Analysis

Our flexible real-time dashboards put advanced analysis capabilities right at your fingertips. Understand your audiences and use actionable insights to power your business with data driven decision making.



Expert Support On-Demand

Our platform was built on a foundation of automation and powerful methodologies. So let our team of in-house research pros help you make the most of it! From simple scripting to full-service, we can handle it all.

We are on a mission to **automate curiosity**

SightX is the next generation of consumer insights technology, an end-to-end platform that enables you to challenge conventional thinking and accelerate your growth. We empower teams to learn at the speed of their consumers. The result? Organizations that are able to stay ahead of trends and quickly identify changing consumer behaviors and preferences.

By providing our users with the most robust and flexible consumer research platform on the market, it's now possible to have the confidence to make the right decisions, with the right insights, at the right time.