BI Daagliks - BI Daily

24 August 2015

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Global Trends - Wine Industry Key Elements

Doubts about banning alcohol ads

The ANC has backtracked on a draft bill calling for the banning of alcohol advertising after intensive lobbying by the liquor industry.

Instead the party is now calling for strict regulation of alcohol outlets, bottle stores and shebeens, a move that is likely to anger many township entrepreneurs who have equally protested that this threatened the sustainability of their businesses.

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Package Design

Nielsen Unpacks Package Design

The key attention-getting attributes were color of label, shape, contrast and contrarian nature of the package, while color, symmetry and intrigue held that attention.

Summary

- Illustrations get attention, but not always favorable attention.
- Bright designs get noticed.
- Black designs convey more distinct personality.
- Each category has unclaimed personality traits, which creates opportunities for differentiation.
- The high-end category is the least differentiated.
- Many tested package designs are undifferentiated.

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France: GM protesters storm vine research center

Protestors entered the premises of the National Institute for Agricultural Research (INRA) in Colmar, France, in search of genetically modified vines.

INRA Colmar had been testing the efficacy of vines planted on genetically modified roostocks against fanleaf virus. The research was later abandoned as the institute was weary of this conflict.

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