



DEVELOPMENT OF A MARKETING CAMPAIGN



Blue Academy for Professionals
of the Seafood Industry

CONTENT

1. THE MARKETING PLAN

1.1. CONCEPT

1.2. DEVELOPMENT

2. COMMUNICATION

2.1. CONCEPT

2.2. OBJECTIVES

2.3. IN THE FISH SECTOR

3. TOOLS IN A CAMPAIGN

3.1. ADVERTISING

3.2. PROMOTIONS

3.3. SALES FORCE

3.4. PUBLIC RELATIONS

3.5. DIRECT MARKETING

3.6. PUBLICITY

4. OPINION LEADERS

5. NEW MARKETING STRATEGIES



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1. THE MARKETING PLAN

1.1. CONCEPT

Marketing plan: “*organized flow of actions and events for the purpose of ensuring the maximum productivity of an organization through the utilization of marketing strategies*” (Kotler et al., 2008).

- ❑ The marketing plan details the strategy that a company will use to commercialize its products or services to customers. The plan identifies the target market, the value proposition of the product, service or brand, the marketing actions to be developed, and the metrics to be used in order to assess the effectiveness of marketing actions.
- ❑ The development of a marketing plan requires the application of marketing-related available resources to ensure the total achievement of the marketing plan in the areas of market segmentation, determinants of market position and forecasting the market dynamics.
- ❑ Since the marketing strategy normally extends beyond one year, it is useful to develop an annual plan to manage marketing activities. In fact, marketing planning is really a series of annual plans guided by the marketing strategy.

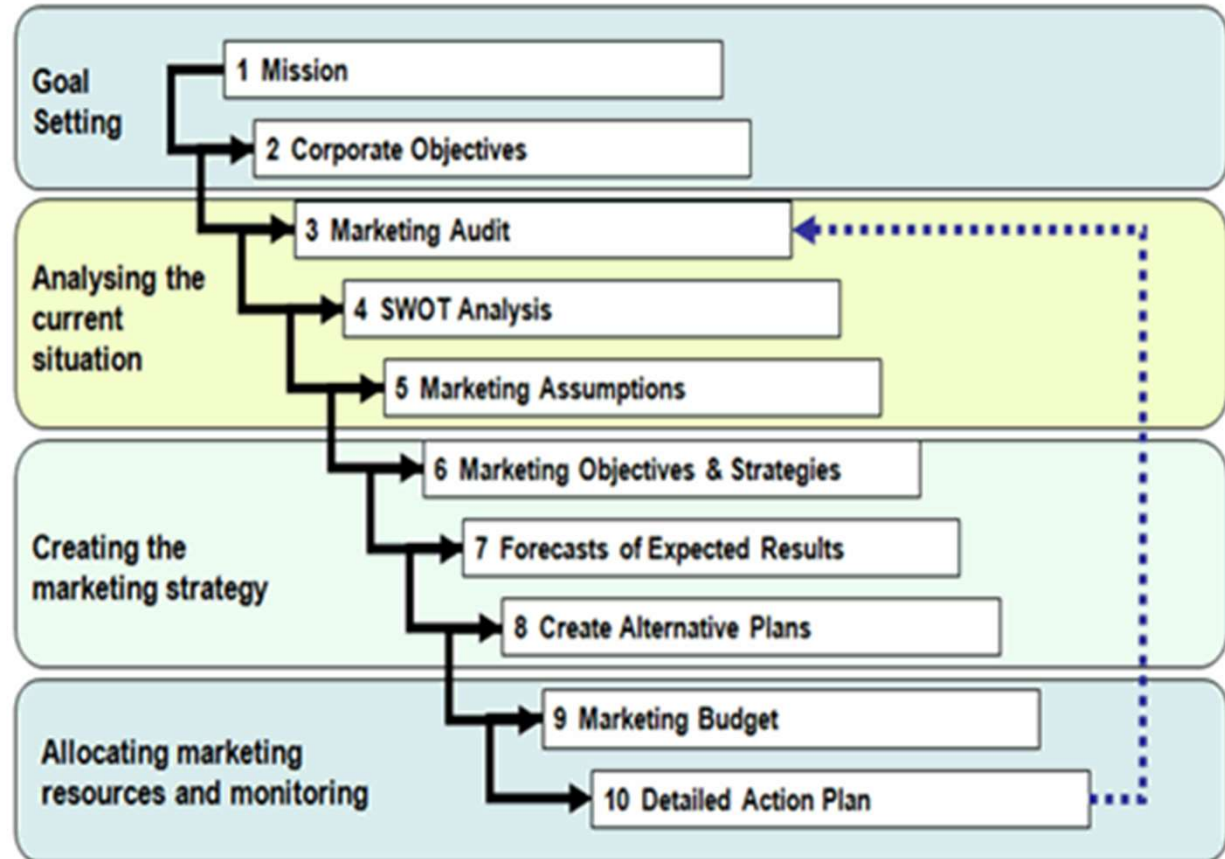


1. THE MARKETING PLAN

1.2. DEVELOPMENT

The stages of the marketing planning process

The Marketing Planning Process



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1.2. DEVELOPMENT

MISSION STATEMENT

- ❑ In the first stage of the marketing plan, the company should define its mission, vision and values.
 - Mission: the reason why the company exists. More precisely, the mission statement states the overall most general purpose that the company serves. It answers the question: “Why are we on business?”
 - Vision: the future image of the company. The vision of the company explains how the mission will be achieved; and in turn, it provides a sense of direction.
 - Values: the company defines itself from its values, because the values of an organization are the values of its members, and especially their leaders.



1.2. DEVELOPMENT

COMPANY OBJECTIVES

- ❑ The objectives of the company need to be set in different areas. According to Drucker (1957) the following fields for objectives should be set:
 - Market position: market share in the total sales according to individual products and market segments, and the level of service for the customer.
 - Availability of services.
 - Innovation: new services necessary for achieving the market objectives.
 - Productivity of employee and capital.
 - Physical and financial resources: buildings, equipment, processes and technology, capital, and remuneration for the risk undertaken and for attracting new capital.
 - Performances of managers and their improvement.
 - Performance and approaches of employees.
 - Public responsibility.



1.2. DEVELOPMENT

MARKETING AUDIT

- ❑ Marketing audit is the review, evaluation or examination of the marketing activities of a company. It compares the marketing plans of a company with the actual or real marketing performance.
- ❑ It includes three stages that are the following:
 - Setting the objectives, scope and approach: the auditor explores the nature of the marketing activities developed by the company, and the potential value of the marketing audit. If the marketing manager is convinced on the benefits, then the company and the auditor need to reach an agreement on the objectives, depth, data source, report format and the time period of the audit.
 - Collect data: great part of the auditor work consist of gathering data. For this purpose, the auditor needs a plan regarding who will be interviewed, the questions to be formulated, the time and place of contact.
 - Prepare and present a report: finally, the auditor should prepare a comprehensive report and present it to the marketing managers.



1.2. DEVELOPMENT

MARKET ANALYSIS

- ❑ All the marketing plans need to be based on the analyses of the target market and segments, the industry and competitive structure, and the company's value proposition.
- ❑ The market and situation analysis examines all the aspects that may impact sales of a specific company. It looks at both the macro-environmental factors that may affect many companies within the environment and the micro-environmental factors that specifically affect the firm.
- ❑ The purpose of this analysis is to indicate the organizational and product position of the company, as well as the overall survival of the business within the environment. Companies must be able to provide a summary of opportunities and problems that may be encountered within the environment to gauge an understanding of their own capabilities within the market.
- ❑ In addition, the market analysis describes the market -important characteristics, size estimates and growth projections-, includes a segment analysis and a competitor analysis, indicating the key competitors, their strengths and weaknesses.



1.2. DEVELOPMENT

SWOT ANALYSIS

- ❑ The SWOT analysis is one of the most commonly used tools to evaluate the internal and external environments of a company and is part of the marketing planning. A SWOT analysis helps in marketing planning and decision-making, as it introduces opportunities to the company as a forward-looking bridge to generating strategic alternatives. SWOT is an acronym for strengths, weaknesses, opportunities, and threats.
 - The strengths and weaknesses of the company are internal factors. While the former are the characteristics that give the business its competitive advantage, the weaknesses are characteristics that a company needs to overcome in order to improve its performance.
 - The opportunities and threats to the company are external factors: Opportunities are elements that the company sees in the external environment that it could pursue in the future to generate value. Threats are elements in the external environment that could prevent the company from achieving its goal or its mission or creating value.



1.2. DEVELOPMENT

SWOT ANALYSIS

Strengths

Characteristics of the company that give it advantages over its competitors

Weaknesses

Characteristics of the company which make it disadvantageous compared to its competitors

Opportunities

Elements of the external environment that allow the Company to formulate and implement strategies to improve its profitability

Threats

Elements of the external environment which could endanger the integrity and profitability of the company



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1.2. DEVELOPMENT

MARKETING OBJECTIVES AND STRATEGIES

- ❑ Marketing objectives have to be in accordance with business objectives and must be defined as precisely as possible (volume and time schedule, for example). Marketing objectives usually have the form of expected results in specific market segments and for the market as a whole.
- ❑ The mission and objectives are mutually interconnected. In addition, marketing objectives should cover the following fields: Volume of sales, market share, profit, customer objectives and marketing expenses.
- ❑ The marketing strategy consists of the analysis, development and implementation of activities in order to develop a vision about the market of interest to the company, selecting market target strategies, setting objectives and developing, implementing and managing the marketing strategies designed to provide value to each market target. In addition, its focus is the performance of the company, rather than a concern about increasing sales, and seeks to deliver superior customer value.



1.2. DEVELOPMENT

BUDGET

- ❑ This element of the marketing plan specifies the total resource allocation available for the marketing plan and the potential return on this investment.
- ❑ The marketing budget outlines the budgeted expenditure for the marketing activities documented in the marketing plan. More precisely, the marketing budget consists of revenues, profits and costs stated in the marketing plan that are necessary to develop it. In addition, the budget for the marketing plan is set annually.
- ❑ The individuals responsible of preparing the marketing forecasts and budgets should compare data on sales, profits, and expenses for prior years, in order to link the marketing budget to the previous results.
- ❑ The effectiveness of the marketing plan depends on the budget allocated for marketing expenditure; and the cost of marketing activities should be able to make the company break even and make profits.



1.2. DEVELOPMENT

ACTION PLAN/IMPLEMENTATION

- ❑ The implementation of the marketing plan is the process of turning the company marketing strategy into real actions: tasks and projects, people responsible for them, and deadlines. More precisely, implementation involves presenting an action plan which lists the specific actions that need to be taken to reach the goal of the marketing plan. It also lists which department or person in the organization is responsible for carrying out the action.

- ❑ A good marketing plan and its implementation requires:
 - A good level of internal and external communication between all subjects involved in the process of implementing the marketing plan.
 - A precise market research determining customer needs and the quality of services in comparison with the competition.
 - Internal marketing for the support of external marketing activities.

- ❑ Finally, the control of the marketing plan is a process which should ensure the achievement of the strategic objectives adopted by the company.



CRISIS - EXAMPLE

PEPSI AD

- ❑ Objective: Sell their product and promote global unity.
- ❑ Ad synopsis: The video features supermodel and reality television star, Kendall Jenner, joining a protest and ending police-protester tension by simply handing a police officer a can of Pepsi.
- ❑ Results: Many viewers saw the Pepsi ad as a mocking of prominent social justice groups, such as the Black Lives Matter movement. They criticized the company particularly by suggesting that social unrest can be eased by a can of soda.
- ❑ Effect: Pepsi had to remove the ad and recall future advertisements with their “Live for Now Moments” campaign.



CRISIS - EXAMPLE

ONLINE IMPACT

- ❑ Communication Campaign: [How Pepsi failed to save its reputation](#)
- ❑ Bad communication campaign effect on social media:
 - 1) Scenes from the ad seem to parallel the iconic photo of Leshia Evans facing police during violent protests in Baton Rouge.
 - 2) The daughter of Martin Luther King Jr. posted a tweet.
 - 3) The company had to apologise publicly due to all the response in social media.



En respuesta a @BerniceKing

We at Pepsi believe in the legacy of Dr. King & meant absolutely no disrespect to him & others who fight for justice.

Pepsi was trying to project a global message of unity, peace and understanding. Clearly we missed the mark, and we apologize. We did not intend to make light of any serious issue. We are removing the content and halting any further rollout. We also apologize for putting Kendall Jenner in this position.



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CRISIS - EXAMPLE

EFFECTS ON CONSUMPTION

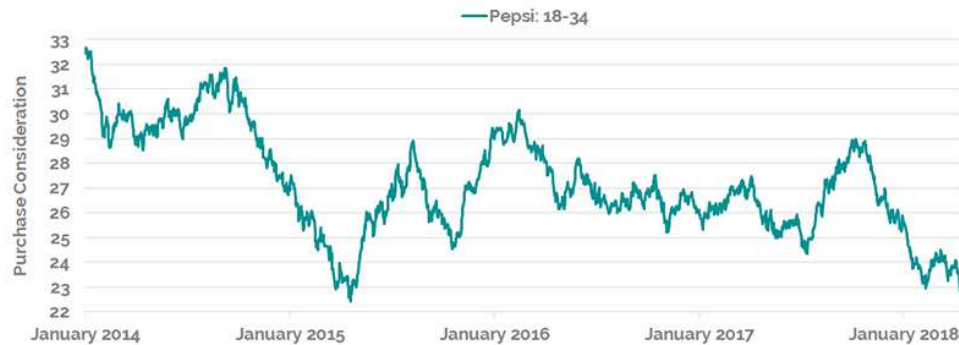


- ❑ This ad brought Pepsi's Purchase Consideration score with millennials down from 27% to 24% in 2017 from early April to mid-July .
- ❑ That level turned around to reach 29% in November, but it trailed back down to 23%, the lowest since April 2015. ([YouGov, 2018](#))

A media an survey research company asked 2.000 Americans about their opinion after watching the ad ([Morning Consult, 2017](#))

Purchase Consideration: Pepsi

"When you are in the market next to purchase beverages, from which of the following brands would you consider purchasing?" Asked of US adults aged 18-34. (Purchase Consideration ranges from 0-100%)



YouGov | yougov.com

YouGov BrandIndex, January 2014 - April 2018

Likely to buy Pepsi products

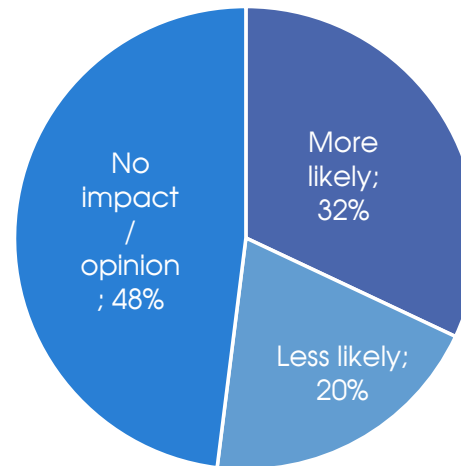
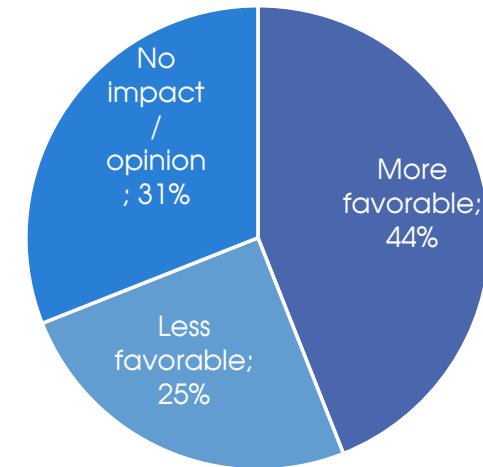


Image of Pepsi



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2. COMMUNICATION

2.1. CONCEPT

Communication mix: *"specific mix of advertising, sales promotion, public relations, personal selling and direct marketing tools that the company uses to persuasively communicate customer value and build customer long-term relationships"*

- ❑ The aim of marketing communication: "communicating the existence of a product/service, and to make known its characteristics, features, advantages and the needs it satisfies" (Kotler et al., 2008).
- ❑ The purpose of communication strategy is to manage the company's communication activities, integrating advertising, sales promotion, personal selling, public relations and direct marketing to communicate with consumers.
- ❑ In the marketing communication processes between sellers and consumers, feedback needs to be adopted.



2. COMMUNICATION

2.2. OBJECTIVES

- ❑ The objectives of communication vary according to the type of product to be promoted, the type of purchase, the stage of the consumer's purchasing decision process, the stage of the product life cycle and the role of communication in the company strategy.
- ❑ In general terms, the following objectives are the most common:
 - Recognition of needs: important for existing products, particularly when the buyer can postpone purchasing or choose not to purchase. In addition, need recognition is relevant in new products' introduction.
 - Finding buyers: activities used to identify buyers and to get the potential buyers' response.



2. COMMUNICATION

2.2. OBJECTIVES

- ❑ Brand building and brand awareness: Helps individuals' search for information and consumers learn about the product or brand. Among the different tools, advertising is the more cost-effective tool.
- ❑ Evaluation of alternatives: Helps consumers evaluate and compare products and brands. For example, advertising is effective in demonstrating a brand's strengths over competing alternatives.
- ❑ Decision to purchase: Helps in influencing the consumer decision to purchase a brand or product. Some of the communication tools could be used to encourage the individual to purchase a brand, such as for example sales promotions or personal selling.
- ❑ Customer retention: Communicating with customers after they purchase a product or brand is important for companies.



2. COMMUNICATION

2.3. IN THE FISH SECTOR

- ❑ A generic communication marketing campaign in the fish industry has been developed every year in countries such as the US. In general terms, the fish industry is concerned about increasing the demand for fish when there may not be adequate or sufficient supply. In this context, fish farming and aquaculture can supply this demand.
- ❑ The development of a communication and marketing strategy to increase the fish and seafood value should be based on insights into actual consumption behaviour including consumer needs and marketing constraints.
- ❑ In the fish sector the critical activities are advertising in local media, in-store product demonstrations, recipe racks, a store environment of cleanliness and friendly and knowledgeable sales staff at the store.
- ❑ The creativity and the unique way in which the message is constructed and communicated will influence the extent to which it is perceived favorably by consumers and will encourage the desired.



2.3. IN THE FISH SECTOR

CAMPAING – EXAMPLE BIRDS EYE

- ❑ The new strategy was centred at a product sector level (“bottom-up” strategy), including product improvement programs, innovation in relevant new spaces, new brand campaigns and a refreshed media mix.
- ❑ The strategy was defined as 80-15-5:
 - 80% Core → Actions aimed to reignite consumers relationship with the brand.
 - 15% Reframing → Activities to modernize the experience of the brand.
 - 5% Moonshots → Being ready to react and put in place brand activities and pounce on cultural or news moments.



80% Core



15% Reframing



5% Moonshots



Source: [The drum \(2020\) - Bottom-up communication strategy campaign for a fish product](#)



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2.3. IN THE FISH SECTOR



CAMPAING – EXAMPLE BIRDS EYE

- ❑ Results of the campaign
 - After five years of decline, the brand has achieved a second year of consecutive growth (in 2018 it grew 4%). This strategy has given the company the platform and cash to acquire two new brands in 2018. ([The drum, January 2020](#))
 - A complete strategic review saw the company turn the tide for this embattled brand, delivery £17m in RSV growth in 2018 and re-establishing Birds Eye as the undisputed UK category leader in seafood, vegetables and poultry. ([The Drum Marketing Awards, 2019](#))
 - The frozen food manufacturer posted revenues up 5.9% to £431m for the year ending 31 December 2018. This follows a 2% turnover increase to £407m in 2017. ([The Grocer, September 2019](#))

Source: [The drum \(2020\) - Bottom-up communication strategy campaign for a fish product](#)



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2.3. IN THE FISH SECTOR



CAMPAIGN – EXAMPLE SEAFOOD NUTRITION PARTNERSHIP

Created by a non-profit company ([Seafood Nutrition Partnership](#)) aiming to inspire a healthier America by empowering seafood consumption through partnerships and collaborations.

SUSTAINABILITY:

**EAT SEAFOOD, AMERICA
TO MAKE A DIFFERENCE. ONE BITE AT A TIME.**

HEALTH:

**EAT SEAFOOD, AMERICA
TO LIVE HEALTHIER & HELP YOUR IMMUNE SYSTEM.**

CONVENIENCE:

**EAT SEAFOOD, AMERICA
TO MAKE MEALS SIMPLER.**



The Ultimate Guide to Cooking Seafood

It has put together a whole list of resources for home cooks at all levels, this guide breaks down some of the ways to prepare different species and offers some simple tips. ([Margot Wilsterman, Forbes, May 2020](#))



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2.3. IN THE FISH SECTOR

CAMPAING – EXAMPLE SEAFOOD NUTRITION PARTNERSHIP

- ❑ **Results** of the campaign
 - Integrated consumer outreach campaign earned nearly 300 million potential impressions.
 - YouTube: 164,000 views of videos created by a registered dietitian.
 - Social media: more than 30 million impression.
 - Changes in consumption:
 - 23% of consumers said they have eaten more seafood in the last two months.
 - 22% are learning to cook seafood more at home.
 - 12% plan to add seafood to their meals soon.

Annual Budget	2018	2019
Expenditures	\$1,096,928	\$1,329,458
Program Services	73%	72%
Fundraising	11%	15%
Administration	16%	13%
Total	100%	100%

Source: [ANNUAL REPORT 2019](#)

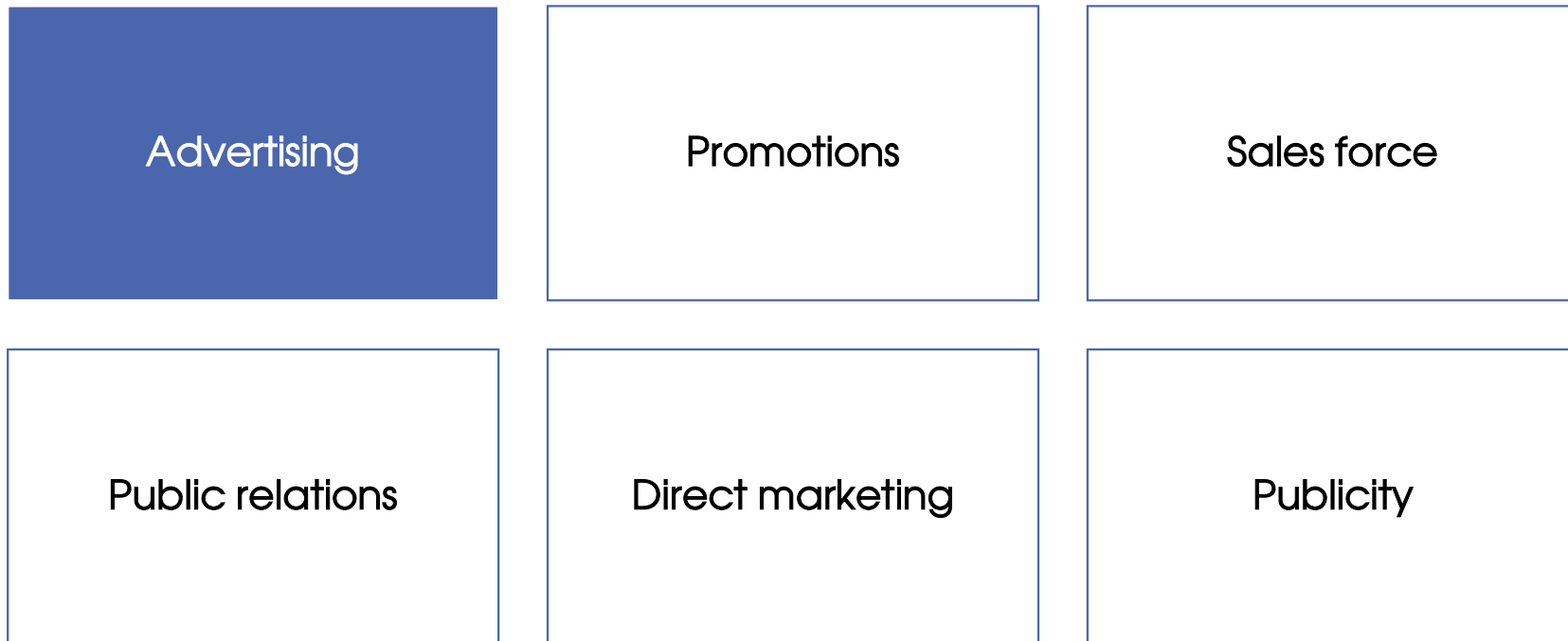
- ❑ Importance of well-managed fisheries:
 - 36% said they are looking for U.S. seafood.
 - 36% rely on grocery stores and/or restaurants for sourcing of sustainable seafood.
 - 27% look for certification logos and programs.

Source: [Seafood nutrition partnership website](#)



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3. TOOLS IN A CAMPAING



3.1. ADVERTISING

CONCEPT

Advertising: *"the transmission of impersonal and remunerated information through the mass media aimed at a target group, in which the source is known".*

- ❑ The purpose of advertising is to stimulate demand, modify attitudes, perceptions and consumption behaviour of individuals, it is not increasing sales.
- ❑ Among the advantages are the low cost per exposure to the ads, the variety of media, control of exposure by the company, consistent message content and the opportunity for creative message design.
- ❑ Conversely, it has some disadvantages: the company cannot interact with consumers and buyers, and advertising may not hold the individuals' attention. The message is fixed for the duration of an exposure.



3.1. ADVERTISING

TYPES

The new marketing communications model will consist of a gradually shifting the mix of traditional mass media to a wide array of targeted personalized media.

Traditional advertising/Mass media advertising

- Transmits the message simultaneously to the largest number of anonymous individuals as possible.
- Uses "mass media" communication channels (TV, radio, cinema, press, magazines, outdoor advertising).

"Below the line" advertising

- A "one to one" advertising or tailored-segmented advertising.
- Uses less conventional channels of advertising to promote products (product placement, etc.)



3.1. ADVERTISING

TYPES

Product placement: *"the incorporation of commercial content into non-commercial settings, linking advertising and entertainment".*

- ❑ Product placement could be defined as the placement of branded products in films series, magazines, videogames or music.
- ❑ The increasing use of this tool is due to its appeal to advertisers and television companies that are interested in supplementing revenues. This communication tool overcomes the issues generated by "zapping".



3.1. ADVERTISING

PRODUCT PLACEMENT – EXAMPLE

A beer brand placed in the series “La casa de papel”.



Breakfast cereals placed in the movie “The shinning”.



A brand of potato chips placed in the movie “Parasites”.



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3.1. ADVERTISING

STRATEGIES

The new marketing communications model will consist of a gradually shifting the mix of traditional mass media to a wide array of targeted personalized media.

Push advertising

- The Company wants to communicate a message to consumers, but consumers do not wish it.
- The company aims to “push” or “pressure” the consumer to purchase its products.

Pull advertising

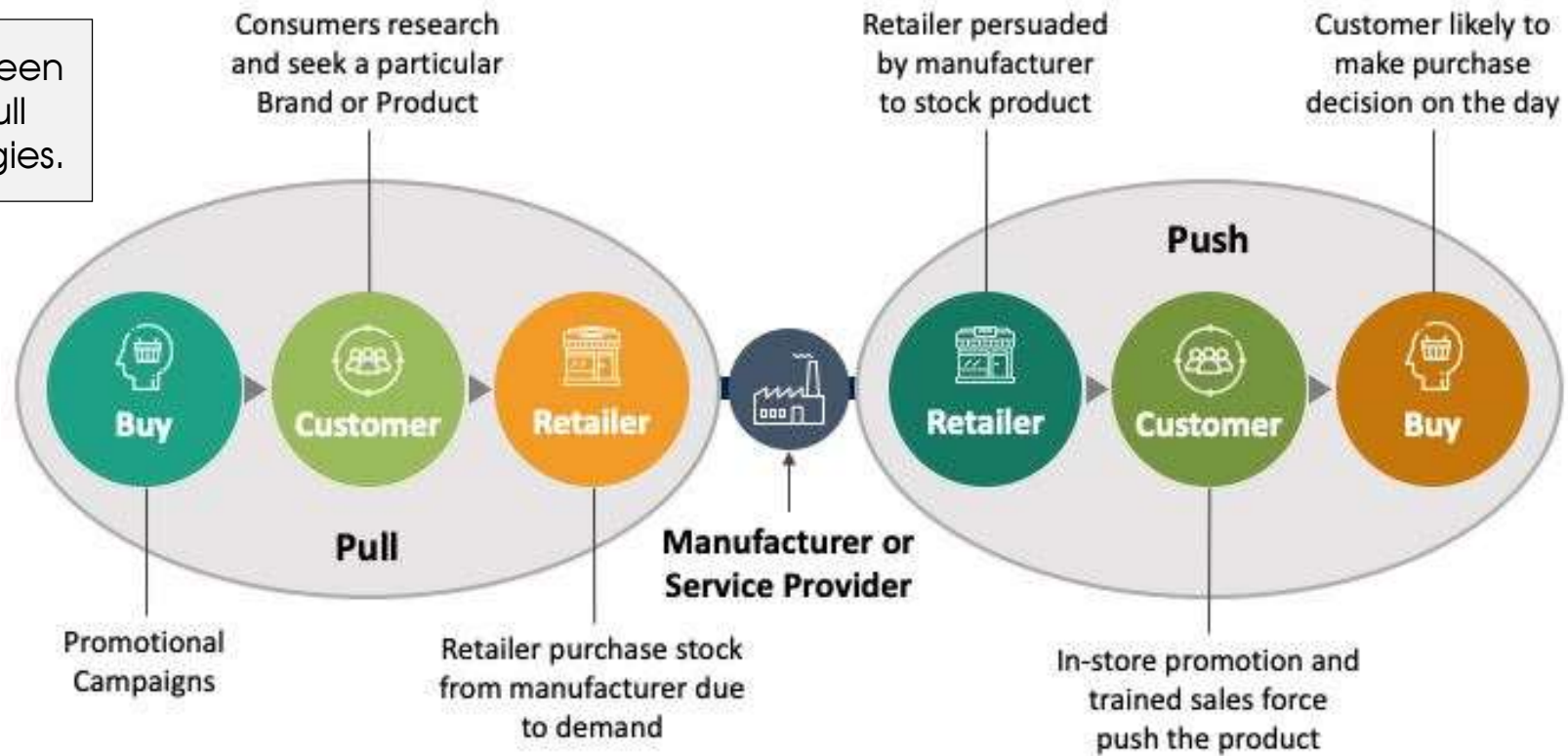
- Involves communication actions to communicate, rather than to pressure the consumers to purchase.
- Consist of attracting consumers to the product, brand or service.



3.1. ADVERTISING

STRATEGIES

Differences between the push and pull advertising strategies.



3.1. ADVERTISING

PULL STRATEGY – EXAMPLE

Consumers who are interested in the product could have more information.



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3.1. ADVERTISING

IN THE FISH SECTOR

- ❑ Most food retailers advertise which fish are farm-raised when displayed at the fish or seafood counter. The reason is that a fish species that is farm-raised accounts for the product's lower price tag compared to a wild-caught fish.
- ❑ However, there is no previous information to state that if advertising that fish has been farm-raised has an effect on consumption or perception. Educated consumers tend to think that wild-caught fish have a richer taste, therefore, it can command a higher price.
- ❑ The importance of the communication media in selling fish and fish products is high. For example, articles and recipes published in the local papers or commented on radio or TV programs usually boost sales of certain species of fish. The fish distributor watches these articles and stocks the species of fish accordingly to be prepared for the potential increase in demand.



3.1. ADVERTISING

MASS MEDIA- EXAMPLE IN THE FISH SECTOR

Mass media such as TV shows are used to promote fish preparation and fish consumption. One example is Masterchef T.V. show.



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3.1. ADVERTISING

IN THE FISH SECTOR

- ❑ There are environmental issues regarding the harvesting of fish and fish products that are promoted to the public through advertising.
- ❑ Some of the most promoted are overfishing, bycatch and unsafe fish habitats. Bycatch refers to the other animals that are caught and sacrificed when fishing a particular species of fish.
- ❑ Recent environmental issues have spawned negative press and boycotts of restaurants and food retailers who sell certain endangered species of fish (example, red tunna).
- ❑ This type of promotion can hurt the fish industry to an extent, but some authors explain that many of the consumers do not even know what they are boycotting, and that restaurants serving a species of fish under attack has not caused a decrease in sales to end consumers.



3.1. ADVERTISING

EXAMPLE IN THE FISH SECTOR

World Wildlife Fund
advertising promoting
sustainable seafood



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3.1. ADVERTISING

EXAMPLE IN THE FISH SECTOR

Public organizations advertising in order to promote sustainable fish consumption

Sources

Marine Conservation Society

<http://www.fishonline.org/>

Greenpeace

<http://www.greenpeace.org.uk/oceans/what-we-are-doing/sustainable-seafood/sustainable-seafood-frequently-asked-questions>

WWF

http://wwf.panda.org/about_our_earth/blue_planet/problems/problems_fishing/



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THE BASIC GUIDE TO SUSTAINABLE FISH

"85% of the world's fisheries are *fully exploited* or *critically overexploited*"



1 Avoid

threatened species such as blue fin tuna and shark. being long lived and slow growing, they're particularly vulnerable to overfishing.



2 Diversify!

the UK's favourites are over-fished to meet demand, such as cod, tuna and plaice. instead try... coley, mackerel or lemon sole!

3 Seasonality

• breeding or spawning times and immature fish should be avoided to allow populations to recover.

4 Fishing Methods

buy seafood caught in sustainable practice!
• pole and line, handline, trap and dive caught are all low impact.

5 Support

the fishmongers who source from the most responsible fisheries. ask about where the fish comes from and how it was caught!

6 Look Out!

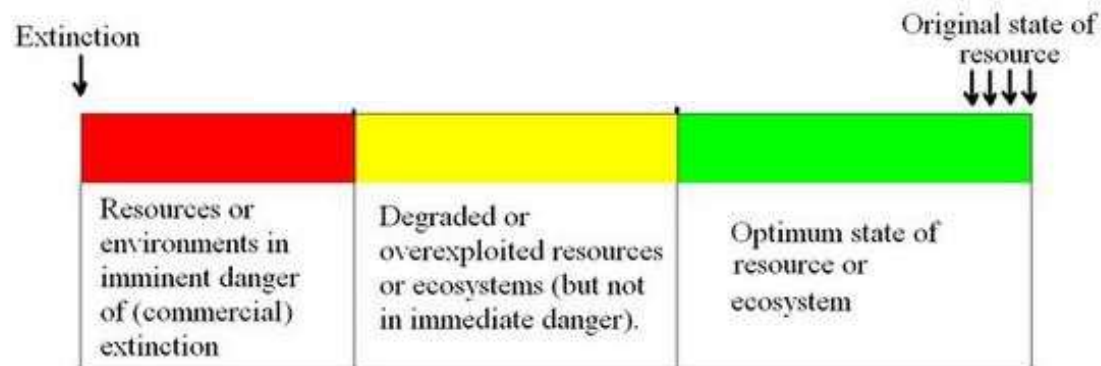
for the eco-labels assuring produce is sustainably fished or responsibly farmed



3.1. ADVERTISING

EXAMPLE IN THE FISH SECTOR

- ❑ The Audubon Society has created a fish rating system, by which each species of fish receives the colours green, yellow or red.
- ❑ It was created to inform the consumer of what species of fish are in short supply or are safe to eat:
 - Green: no problems with the stock, by catch or habitat
 - Yellow: caution or eat at your own conscious as these fish might be on the verge of becoming endangered.
 - Red: avoid this fish altogether.



3.1. ADVERTISING

IN THE FISH SECTOR

- ❑ The U.S. Environmental Protection Agency (EPA) released safety guidelines on fish consumption stating that toxins such as mercury can be harmful to an unborn baby or a young child's developing nervous system. However, massive media coverage about the potential risks of eating fish resulted in contradictory messages and created confusion among target customers.
- ❑ Regarding health issues, consumers perceive information to be available on the television and the internet, but information on product package and in shops was reported to be limited. Even when information is available, it was not always easy to understand.
- ❑ In general terms, some advertising campaigns have been developed to increase awareness of the health benefits of fish consumption, in order to increase fish intake among the population.



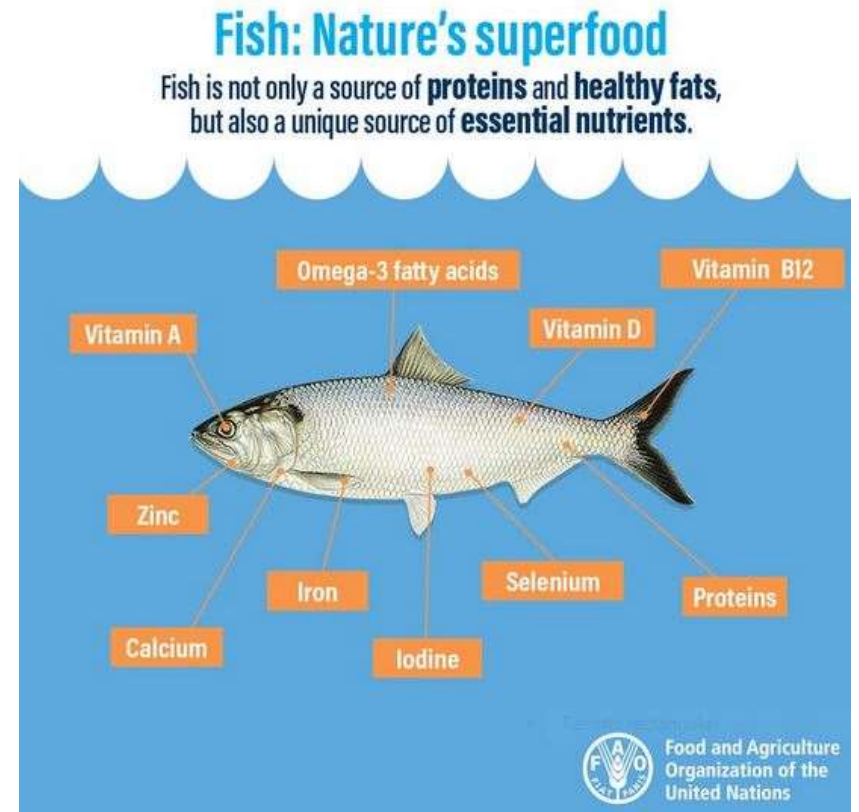
3.1. ADVERTISING

EXAMPLE IN THE FISH SECTOR

The EU advertising campaign to promote the consumption of local fish.



The FAO advertising campaign to promote the consumption of fish as a healthy diet.



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3.1. ADVERTISING

IN THE FISH SECTOR

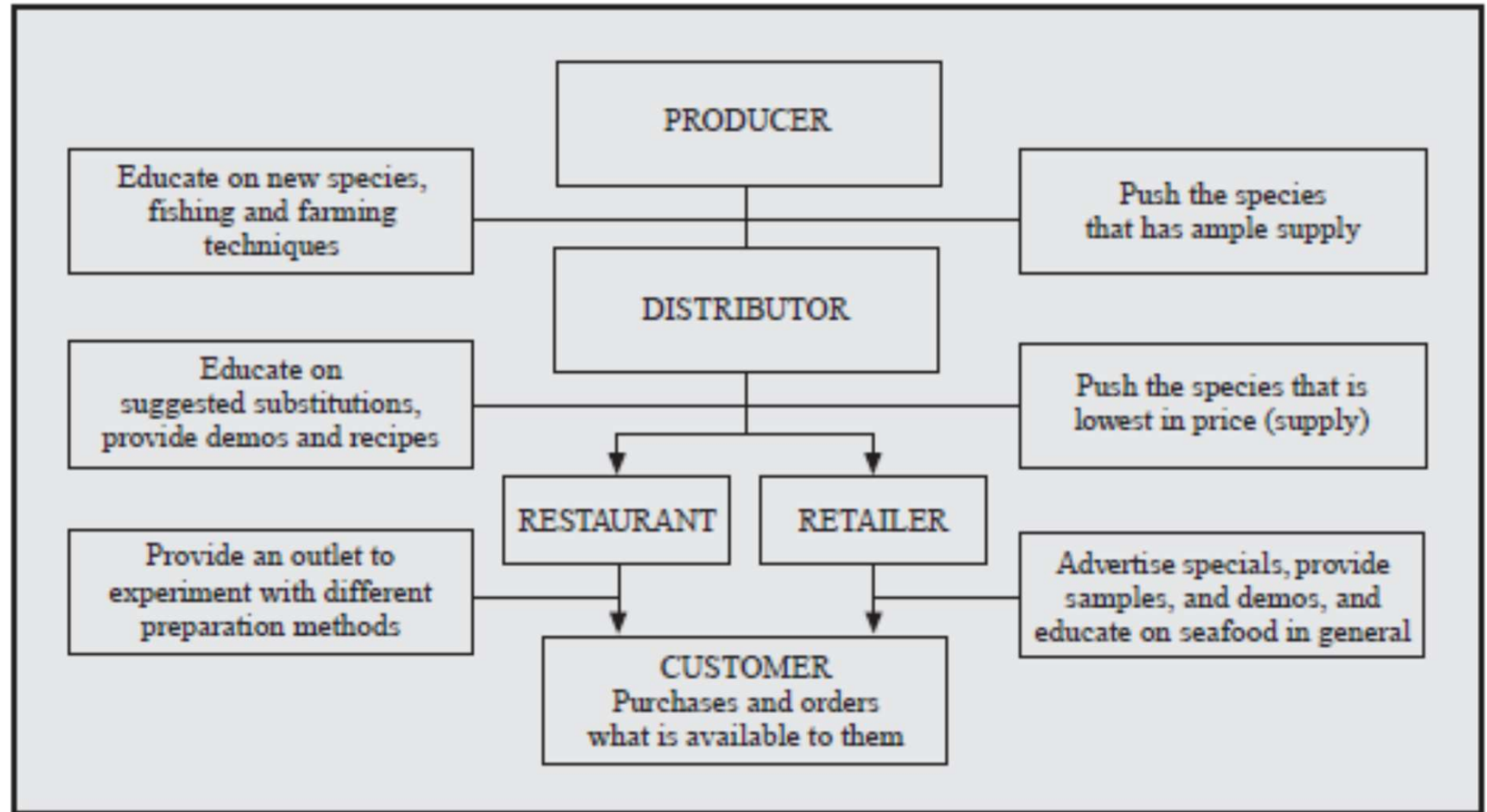
- ❑ The most commonly used strategy to promote fish and fish products to the end consumer is the “push strategy.” In this strategy the promotional activity moves from the producer to and through the intermediaries to the end consumer, with each intermediary playing a key role in the promotional effort.
- ❑ It implies that the end consumer has no control over what products are being promoted. Their choices (what species of fish are available at each moment) are determined by what is promoted and not by what they need or want.
- ❑ The major assumption is that the consumer does not ask for a new species of fish, but rather selects a species of fish to purchase after learning about it through supermarket advertising or restaurants serving it in their menus.



3.1. ADVERTISING

IN THE FISH SECTOR

Graphic explanation of the push strategy in the fish sector



3.1. ADVERTISING

IN THE FISH SECTOR

- ❑ The fish producer (farmer or fishery) sells what is available to the distributor. Then, the distributor pushes what they can purchase to restaurants and food retailers. The restaurants and retailers (supermarket and specialty stores) through promotion push the species of fish to the end consumer.
- ❑ This advertising strategy assumes that the end consumer requests only those species they have been exposed to previously.
- ❑ Consumers' previous exposure to a species of fish occurs only when it is made available to end consumers through a restaurant or a supermarket. So, it is unlikely that consumers are aware of a new species of fish that is not on the market.



3.1. ADVERTISING

EXAMPLE IN THE FISH SECTOR

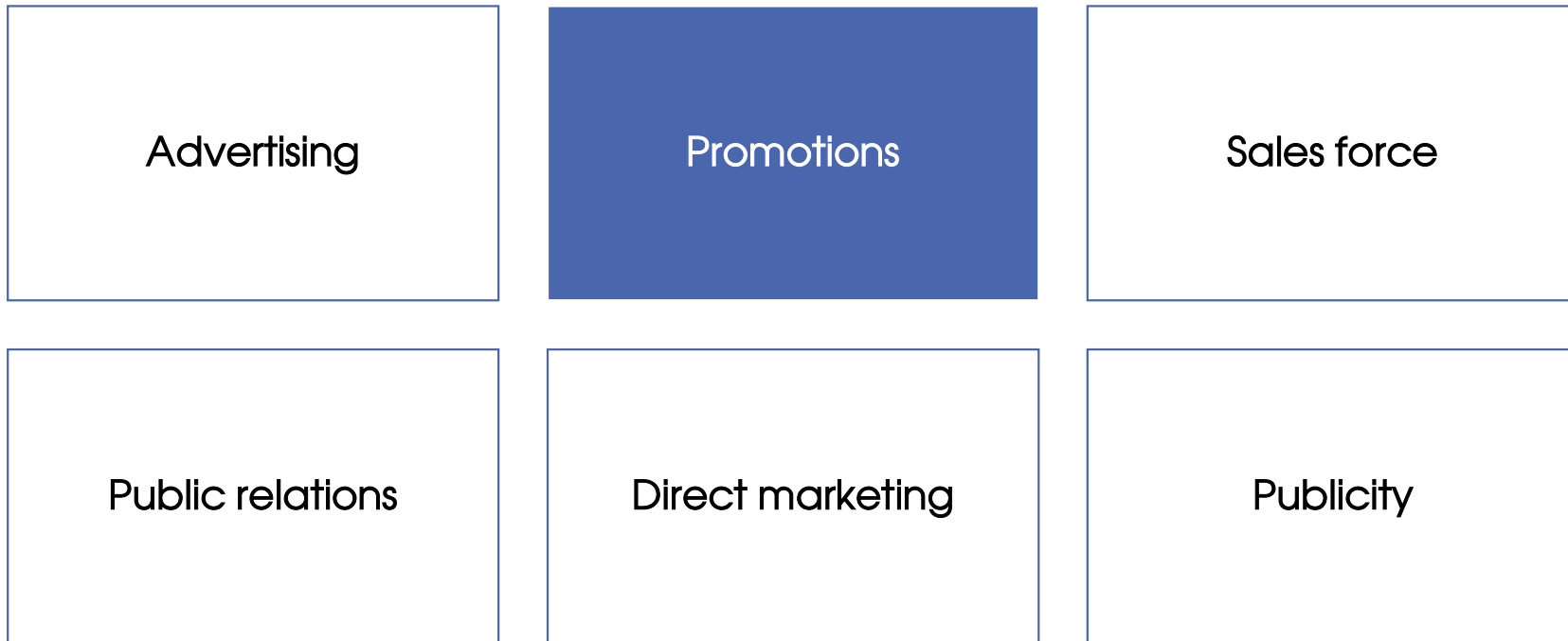
- ❑ Ambitious long-term consumer marketing initiative which aims to change the nation's perceptions of seafood. ([Love Seafood Marketing Toolkit — Seafish](#))
 - Help consumers across the UK reconnect with buying and eating seafood by promoting choice, convenience and the benefits of balanced living.
 - Encourage consumption of seafood at home via retail purchases and outside the home, including dining at cafes, restaurants as well as fish and chip shops.
 - Bring together seafood champions to inform and inspire the nation.
 - Provide seafood businesses with tools to help communicate directly with consumers.



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3. TOOLS IN A CAMPAING

3.2. PROMOTIONS



3.2. PROMOTIONS

CONCEPT

Promotions: *"short-term incentives limited in time that provide added value to the customer, in order to encourage the purchase or sale of a product/service".*

- ❑ The main goal is the sales increase in the short term; therefore, the objectives of sales promotions are measurable. The intend of sales promotions is to encourage sales.
- ❑ Other objectives of sales promotions are:
 - Create brand switching
 - Reinforce product or brand positioning
 - Build long-term customer relationships
- ❑ Sales promotions have some advantages: this tool can be used to target buyers, respond to special occasions (for example, Christmas), create an incentive for purchase and are flexible tools that could contribute to different marketing objectives.



3.2. PROMOTIONS

OBJECTIVES

Sales promotions could be aimed to end consumers, the distribution channel or to the sales force. Sales promotions aim to achieve these goals:

End consumers

- Trial of new products
- Increase market share
- Increase purchase frequency
- Reward loyal consumers

Distribution channel

- Get retailers to carry new products/brands
- Extend the distribution of the product/Brand
- Get rid of product stock
- Increase product advertising and exposure at the store

Sales force

- Support sales force
- Stimulate and motivate salespeople



3.2. PROMOTIONS

TOOLS

END CONSUMERS	DISTRIBUTION CHANNELS	SALES FORCE
PRICE OFFERS/PRICE DISCOUNTS	RETAIL DISCOUNTS	TRADE SHOWS
PRODUCT SAMPLES	ALLOWANCES	SALES CONTESTS
COUPONS	FREE ADVERTISING ITEMS	SALES CONVENTIONS
CASH-REFUND OFFERS	FREE PRODUCTS	CUSTOMER SERVICE REPRESENTATIVES
PRICE BUNDLE PACKS		TRADE SHOWS
POINT OF SALE PROMOTIONS (Ex. 3 x 2 offers)		
CONTESTS, COMPETITIONS, LOTTERY, GAMES...		
LOYALTY REWARDS		
IN-STORE DEMONSTRATIONS		
PURCHASE REBATES		
GIFTS' OFFERINGS		



3.2. PROMOTIONS

BUNDLE PRICING - EXAMPLE

Price bundle pack promotion aimed at end consumers.



The advertisement features a red background on the left with the Pizza Hut logo at the top. Below the logo, the text "Buy 1 Get 1 FREE" is written in large, bold, white letters. To the right of the text, two pizzas are shown stacked vertically. At the bottom left, there is a URL: "Kindly Visit :<https://www.pizzahut.co.in/>". Below the URL, there is a small disclaimer: "*Free pizza should be from the same or lesser range. Available only at Pizza Hut located at One Gate Face. Conditions apply."



The advertisement features a blue background. At the top left is the McDonald's logo with the slogan "i'm lovin' it". To the right, the text "BUY 1, GET 1 FREE" is written in large, bold, yellow and white letters. Below this, a Filet-O-Fish sandwich is shown on a blue plate. To the right of the sandwich, there is a logo that says "WE ♥ FILET-O-FISH".

Terms and conditions: Print or flash this coupon on your mobile to redeem. One Filet-O-Fish™ à la carte redemption per transaction. Valid only in Singapore from 10-12 Dec 2011. Not valid via McDelivery™, institutional stores and iFly Singapore. Restaurant hours may vary. While stocks last.



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3.2. PROMOTIONS

GIFT PROMOTION - EXAMPLE

Gift promotion aimed at end consumers



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3.2. PROMOTIONS

IN THE FISH SECTOR

- ❑ The fish industry as a whole has not developed a generic marketing campaign to promote fish. Instead, different public organizations and state-sponsored initiatives are developed to promote the sales of fish on regional and local levels, and fish consumption.
- ❑ Educating the consumer on the advantages of consuming fish and fish products is the most important tool to use when trying to sell fish and fish products.
- ❑ There is consensus among commercial and noncommercial food service operators that fish and fish products can sometimes be difficult to sell. Therefore, food retailers and distributors have turned to promotional activities such as demonstrations, samples, recipe racks, and highly trained customer service representatives.



3.2. PROMOTIONS

IN THE FISH SECTOR

- ❑ Effective promotions to be developed by the distribution channel are:
 - Development of in-store fish cooking classes for customers
 - Routinely offering of fish and fish products demonstrations
 - Investment in store staff training

- ❑ For every type of intermediary in the fish industry, promotion is successful when it engages and educates the customer on fish and fish products.

- ❑ Consumers must be “driven” to the fish and seafood counter in the supermarket. Therefore, the more the consumer is exposed to fish and fish products while in the supermarket, the greater the chances are that consumer begins to develop a need for fish and fish products.



3.2. PROMOTIONS

IN THE FISH SECTOR

- ❑ If the consumer catches sight of or hears about fish and fish products intermittently throughout the supermarket, they may begin to develop a need, which, in turn, may influence their purchase and consumption habits.
- ❑ Food retailers and supermarkets have value-added items in the deli, the filleted and packaged items in the meat section; however, the whole fresh cuts of fish are located in the fish section of the store. Offering fish in the deli counter and filleted and packaged fish in other section would provide consumers with several options to see the fish and fish products throughout the supermarket.
- ❑ Supermarkets and food retailers could announce different fish specials and sales promotions throughout the day and when possible, have in store demonstrations and provide samples of the fish and fish products to consumers.
- ❑ Most of the supermarkets use advertising as a way to promote their fish and fish products and agree that price was the determinant factor of what fish species would sell.



3.2. PROMOTIONS

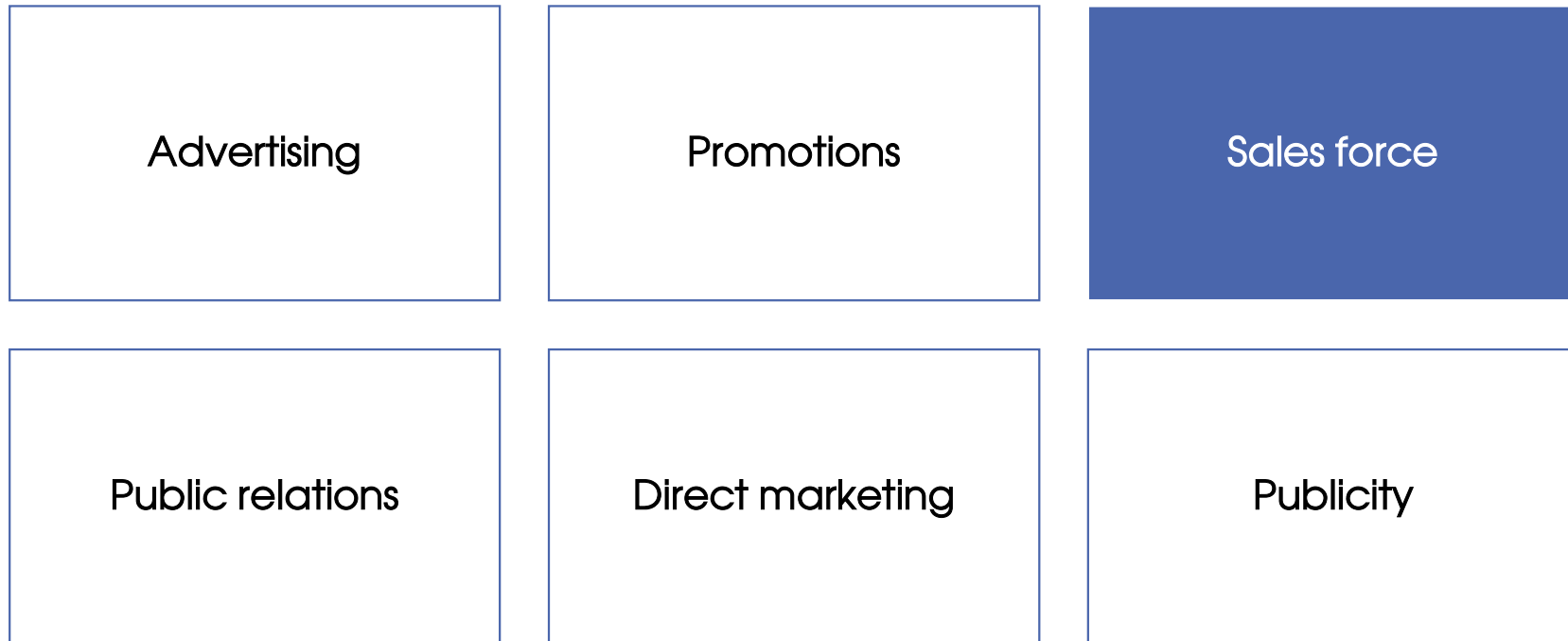
IN THE FISH SECTOR

- ❑ Studies emphasize the importance of in-store demonstrations to promote fish and fish products. More precisely, offering samples is not enough to encourage the customer to purchase and prepare fish at home, but rather education coupled with demonstrations is important as a promotion tool.
- ❑ In-store demonstrations allow the store to introduce new species of fish; explain the differences between fresh and frozen fish and between wild-caught and farm-raised fish; as well as explain the health benefits of fish; and, of course, show customers how quick and easy fish preparation can be.
- ❑ The distributor and food retailer should relate the species of fish to another (potential substitute) species of fish that the customer may be familiar with or that has similar qualities.
- ❑ Workplace cafeterias and some restaurants have found success in using promotions like “Fish Fridays” or having the distributor put on a food show.



3. TOOLS IN A CAMPAING

3.3. SALES FORCE



3.3. SALES FORCE

CONCEPT

Sales force: *"verbal communication between a salesperson (or selling team) and one or more prospective purchasers with the objective of making or influencing a sale".*

- ❑ Personal selling is the interpersonal tool of the communication mix that involves all the activities related with selling products/services. It is a two-way personal communication between salespeople and individual customers.
- ❑ The goals of personal selling are creating brand awareness, transmitting product/service information and persuading potential buyers.
- ❑ The advantages of sales force are that salespeople can interact with buyers and ask questions regarding their needs and preferences and overcome some objections. In addition, they can target buyers and have access to market and competitor knowledge and provide feedback.



3.3. SALES FORCE

CHARACTERISTICS

- ❑ Personal selling is a personal link between the company and its customers, by which the salespeople give information to customers with the aim of persuading them to purchase a product/service.
- ❑ The salesforce represents the company to customers, and at the same time, salespeople represent customers to the company. However, the salespeople have one major goal: communicate. Their role in a company is determined by the target market, the product characteristics, distribution policies and pricing policies.
- ❑ The sales force management requires decisions about how to use personal selling to contact customers, generate sales and develop customer relationships in the long term. This management involves the analysis, planning, implementation and control of sales force activities. Includes also sales force strategy and structure, recruiting, selecting, training, compensating, supervising and evaluating the company salespeople.
- ❑ The sales force in food retailing should be trained and friendly to invite the customer to the seafood counter.



3.3. SALES FORCE

EXAMPLE

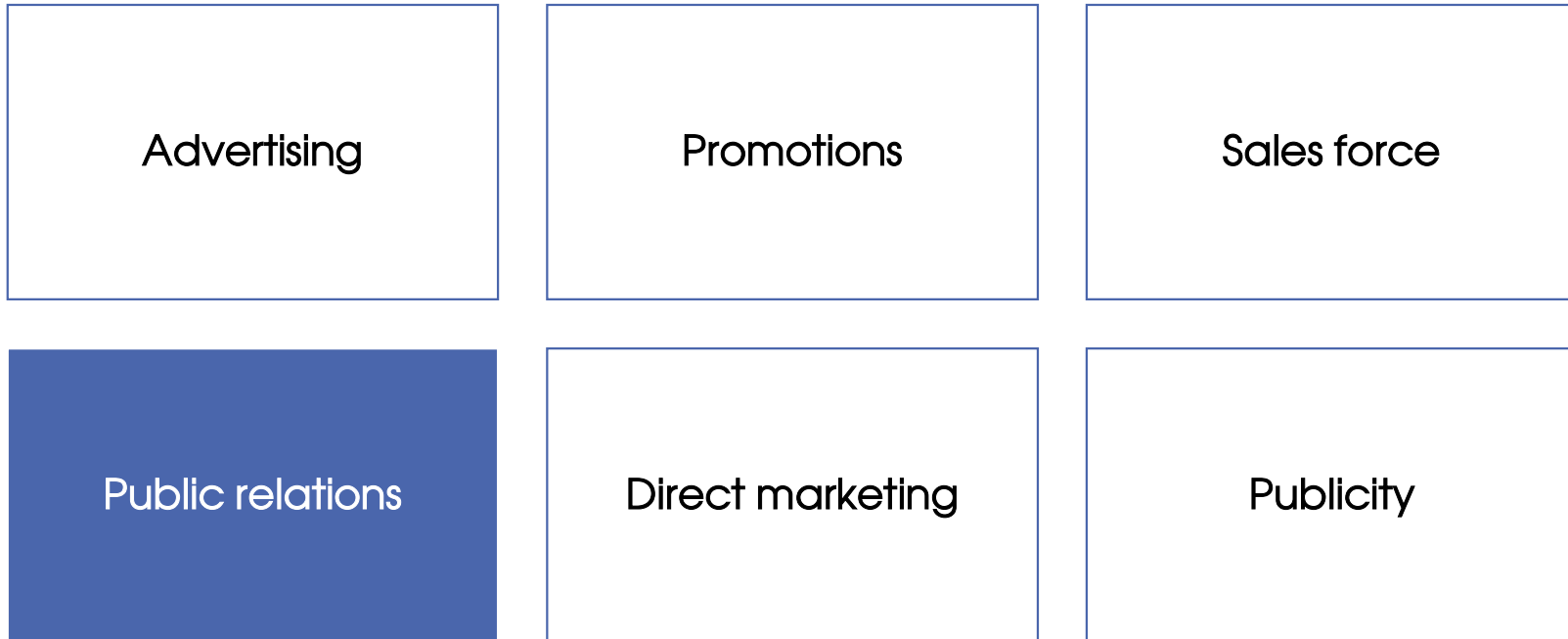
Salespeople communicate



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3. TOOLS IN A CAMPAING

3.4. PUBLIC RELATIONS



3.4. PUBLIC RELATIONS

CONCEPT

Public relations: *"a set of activities done by companies with the purpose of obtaining, maintaining or recovering acceptance, trust, support and positive/favourable image by consumers and society in general" (Santesmases et al., 2011).*

- ❑ They consist of the planned effort to create and maintain relationships of trust and credibility between the company and its target market.
- ❑ The purpose is building good relations with the company's various publics through building a favourable image and handling unfavourable events (Kotler et al., 2008).



3.4. PUBLIC RELATIONS

EXAMPLES

The Coke hug machine gave cokes for free in exchange of hugs. It was located in commercial and public spaces.

Carlsberg offered free beer from an outdoor advertising.

The image shows a red vending machine with the Coca-Cola logo and the text "Hug Me". To the right, the text reads "the Coke HUG Machine To celebrate happiness, we turned hugs into currency for a Coke". Below this, it states "How a \$500,000 activation in Singapore became a GLOBAL sensation:" followed by a list of statistics: 18 million media impressions in 3 weeks, 11 million impressions on Weibo in a week, estimated 67 million article views, picked up by one US TV network, reaching 10 million consumers, 23% uplift in purchase intent, and that's 4.2 million more cans in Singapore alone. A grid of social media posts is shown below the statistics. At the bottom, there are logos for various media outlets including Forbes, CNN, CBS, NBC, USA Today, News, Mashable, TIME, CNN, ABC, NBC, MSNBC, FOX, ESPN, Yahoo!, and others.



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3.4. PUBLIC RELATIONS

EXAMPLES

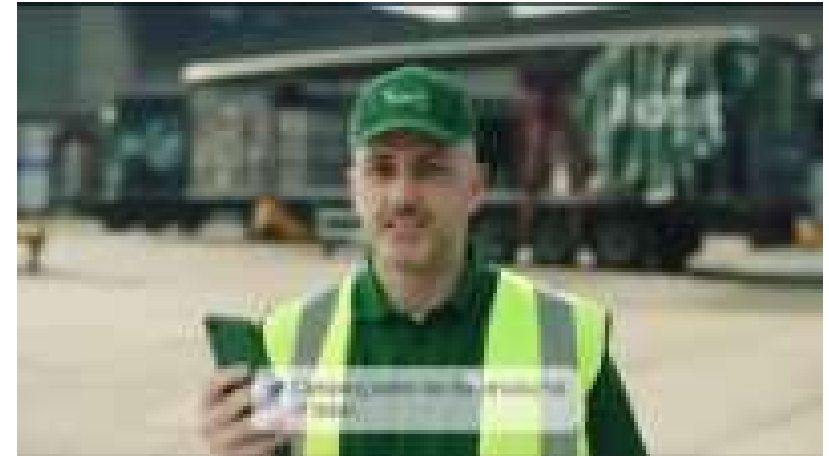
Jumbo retailer offers fruit for children inside its stores, instead of wasting ripe fruit



3.4. PUBLIC RELATIONS

EXAMPLES

- ❑ OBJECTIVES:
 - Deliver a high impact, disruptive stunt that would drive cut-through for the new brew in the UK.
 - Shift consumer perception and have world beer drinkers believe the new brew is worth paying more for.
 - Ultimately, drive an uplift in sales for Carlsberg's new brew in the UK.
- ❑ STRATEGY: To embrace the negative tweets about the brand's old beer by creating Carlsberg Mean Tweets, a content series that captured the reactions of real employees as they read out the colourful descriptions used to describe the old beer.
- ❑ CAMPAIGN
 - 1) *Phase one:* to drive conversation through consumer confusion and curiosity.
 - 2) *Phase two:* 48 hours later, release of the hero content, featured by real employees, reading out un-flattering comments about the brand's old brew.



RESULTS:

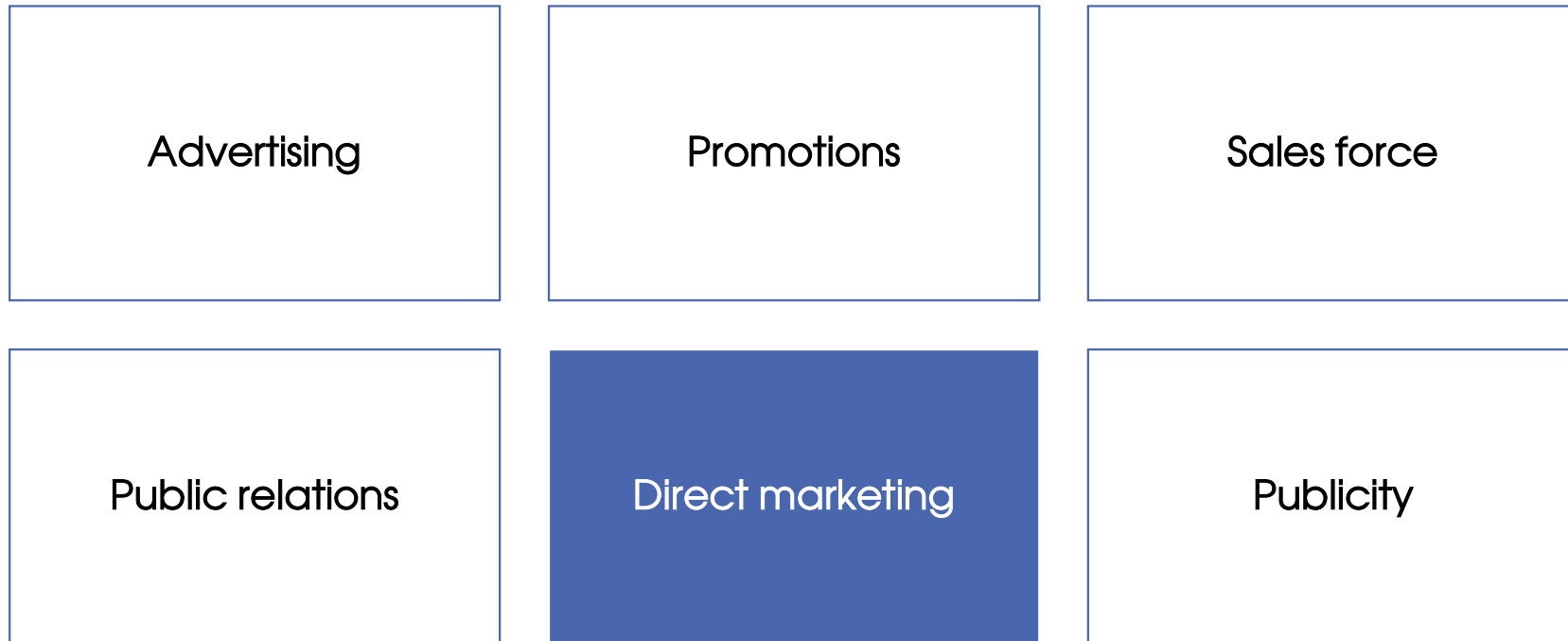
Phase one: 330,000 engagements on the promoted negative Tweets posts.

Phase two: Over 250 pieces of coverage with an estimated audience of nearly 2 million.

Mean Tweets videos: viewed 9.4m times, over 200,000 engagements and a 36% view through rate (vs. 20% benchmark).

3. TOOLS IN A CAMPAING

3.5. DIRECT MARKETING



3.5. DIRECT MARKETING

CONCEPT

- ❑ The purpose of direct marketing is to make direct contact with end consumers through alternative communication media (for example, computer, mobile devices, mail, or telephone).
- ❑ The growth of multichannel communication involves combining direct marketing with other communication tools in order to reach consumers.
- ❑ The main advantage of this communication tool is that enables a selective reach and segmentation opportunities, provides great flexibility in accessing potential consumers, and timing contact can be managed and personalized.
- ❑ Conversely, direct marketing could have a negative image among some consumers (for example, junk mail, “spam”, etc.) and there may also be limited content support in direct-response advertising.



3.5. DIRECT MARKETING

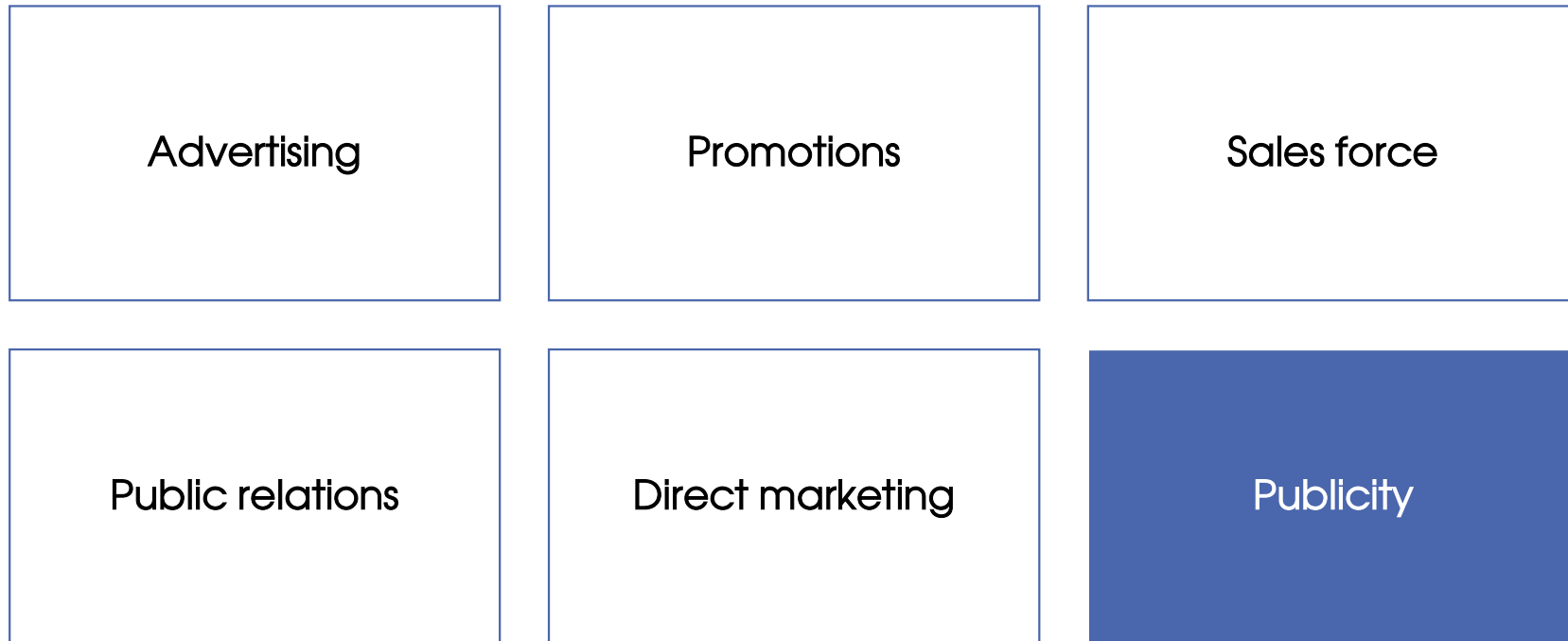
METHODS

- ❑ Some of the methods to use this tool in the communication activities
 - Mobile devices: The rapid diffusion of smartphones and the high penetration of the internet provides a growing method of getting access to targeted individuals. This access to mobile devices emphasizes the use of texting and instant messaging, as well as the development of mobile banking and mobile payment.
 - Telemarketing: It consists of the use of telephone call contact between the company and the potential consumer to perform all or some of the selling function. Telemarketing offers two advantages: low contact cost and quick access by both buyer and seller. It could be used as the primary method of customer contact or as a method to support salesforce. Its main disadvantage is that it may be an annoyance for consumers.
 - Direct response media: It is obtained through email, telephone or online, since consumers see the ads and decide to buy and order the product from the Company. The main purpose of direct communication is to persuade the individual reading or hearing the ad to order the product. The advantage of this method is the very low cost of exposure. However, the rate of response is low and product returns could be substantial.
 - Online shopping: Virtual shopping through the internet has developed rapidly and provides great opportunities of direct marketing to computer users. Computer ordering helps the seller to establish a close link with consumers and reduces order cycles and inventory stocks.



3. TOOLS IN A CAMPAING

3.6. PUBLICITY



3.6. PUBLICITY

CONCEPT

Publicity: *"communications placed in the commercial and mass media at no charge to the company receiving the publicity".*

- ❑ Since the company does not purchase the media coverage, this is a cost-effective method of communication.
- ❑ The main objective is to encourage relevant media to include company-related information. This can make an important contribution to the communication strategy when is planned and implemented to achieve specific objectives.
- ❑ It has some disadvantages: in the media can be negative or positive since the information provided cannot be controlled by the company.



3.6. PUBLICITY

EXAMPLES

The company Samsung gave mobile devices in a flight Madrid-Coruña, and with this communication action mass media included this information as surprising.



The fashion Company Desigual gave free clothes when entering the store in underwear. The mass communication media included this information.



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4. OPINION LEADERS

CONCEPT

Opinion leader: a personal influences that have greater credibility than other sources of information.

- ❑ They can also be called “prescribers” and have great persuasive power over consumers.
- ❑ To recommend a product/brand they should be:
 - Famous, popular, well-known among consumers
 - Have a close relationship with the product category they recommend.



4. OPINION LEADERS

EXAMPLES GOOD PERFORMANCES

The prescriber –who is a well-known chef- has a close relationship with the product being promoted.



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4. OPINION LEADERS

EXAMPLES BAD PERFORMANCES

The prescriber does not have a close relationship with the product being promoted.



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5. NEW MARKETING STRATEGIES

GUERRILLA MARKETING

Guerrilla marketing: a method to obtain instant results with limited resources using tactics that rely on creativity, quality relationships with customers and the willingness to try unusual marketing techniques and tools. It is considered as a creative and unconventional method of reaching customers.

❑ It follows these rules:

- The campaign begins with employees thinking of ways to reach target consumers through brainstorming sessions.
- The actions should relate to potential consumers in a personal way.
- It should be designed to reinforce brand image.
- Planning is essential and the marketing plan should consider every detail, since a poorly designed program could result in negative publicity.
- Emphasizes quality rather than quantity: it is not concerned about how many people see or hear the guerrilla campaign, but the quality of people who see the campaign.
- It requires good timing so the program should be launched at a time when the target audience is receptive to the message.



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5. NEW MARKETING STRATEGIES

GUERRILLA MARKETING - EXAMPLE

Guerrilla marketing through outdoor advertising to promote The Minions movie



Guerrilla marketing campaign developed by Bounty paper towels.



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5. NEW MARKETING STRATEGIES

GUERRILLA MARKETING - EXAMPLE

Guerrilla marketing through outdoor advertising developed by Ikea



Guerrilla marketing campaign developed by Mini showing the adequate size of the automobile to drive in cities.



5. NEW MARKETING STRATEGIES

BUZZ MARKETING

- ❑ Buzz marketing is also known as word-of-mouth marketing. This approach involves consumers passing along information about a product and is one of the fastest growing areas in alternative media marketing.
- ❑ This could be generated by:
 - Consumers who truly like the brand and tell others: this situation entails the greater credibility.
 - Consumers who like a brand but are sponsored by a company to tell others (endorsers): they are often offered incentives in exchange for advocacy, so that they deliver messages to social circles, families, friends, reference groups and so on. They often promote the brand through blogs and social networks.
- ❑ It works because individuals trust someone else's opinion more than a paid advertising, and because people like to give their opinions.





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