

Marketing seafood from Norway

Kari-Anne Johansen
Marketing Manager

World's second-largest seafood exporter

151,4

billion NOK

2,9

million tons

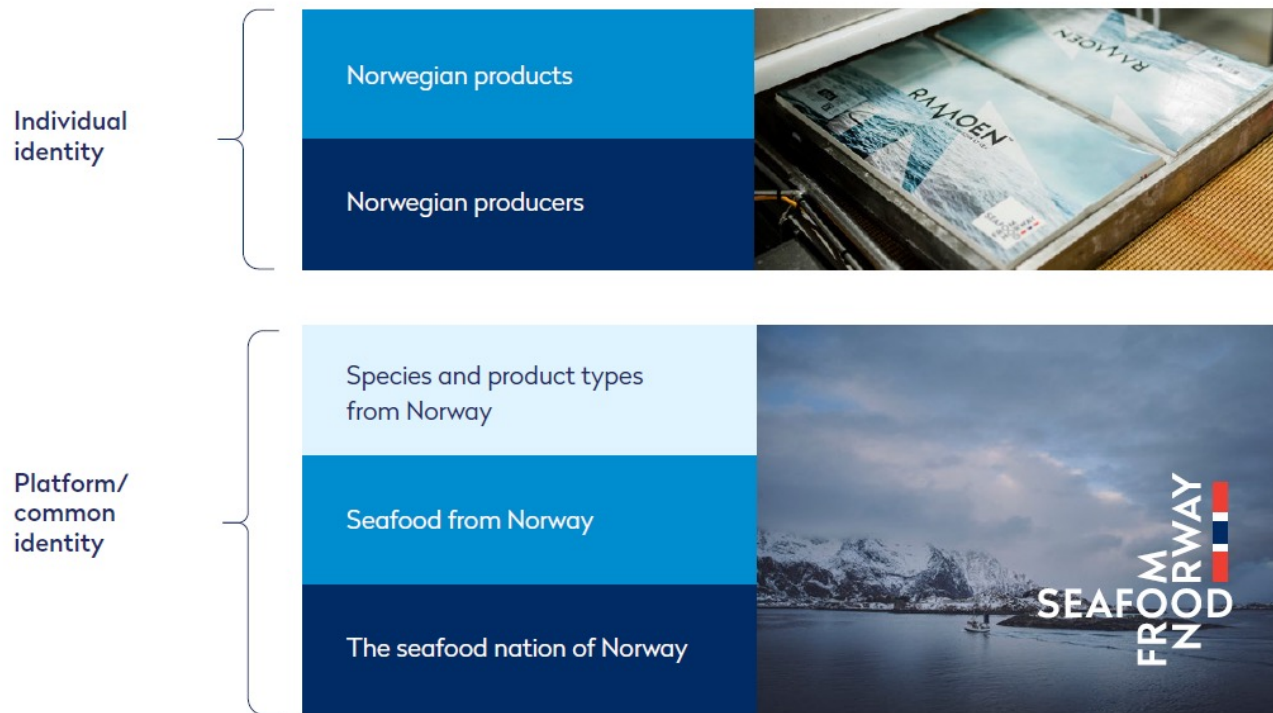
40

million meals per day

149

markets

The common identity



The “Seafood from Norway” origin mark is a common platform, which the Norwegian seafood industry builds on in its marketing and sales work. It is based on the story of the seafood nation of Norway, the species and the seafood from Norway.

By increasing the familiarity and preference for Seafood from Norway, the Seafood Council’s promotional work is laying a good foundation for when an individual exporter wants to reach out with its products to markets across the world.



The marketing goals

The customer should **want** to choose Norwegian seafood (mental availability)

The customer should be **able to** knowingly choose Norwegian seafood (physical availability)



The Seafood from Norway brand



A wide-angle landscape photograph of a majestic, snow-covered mountain range. The mountains are rugged with sharp peaks and are partially covered in white snow. In the foreground, a calm body of water reflects the light from the sky. The sky is filled with soft, white clouds, creating a serene and atmospheric scene. The overall color palette is dominated by blues, greys, and whites.

This is where it all begins



The environment you grow up in matters.

The people that raise you matter.

The history, values and stories that are told.

The skills and knowledge passed on from one generation to the next.

You build upon what you learn.

And that's how you create a future.

Origin matters.



The pillars of our storytelling



Nature matters.



People matter.



Sustainability matters.

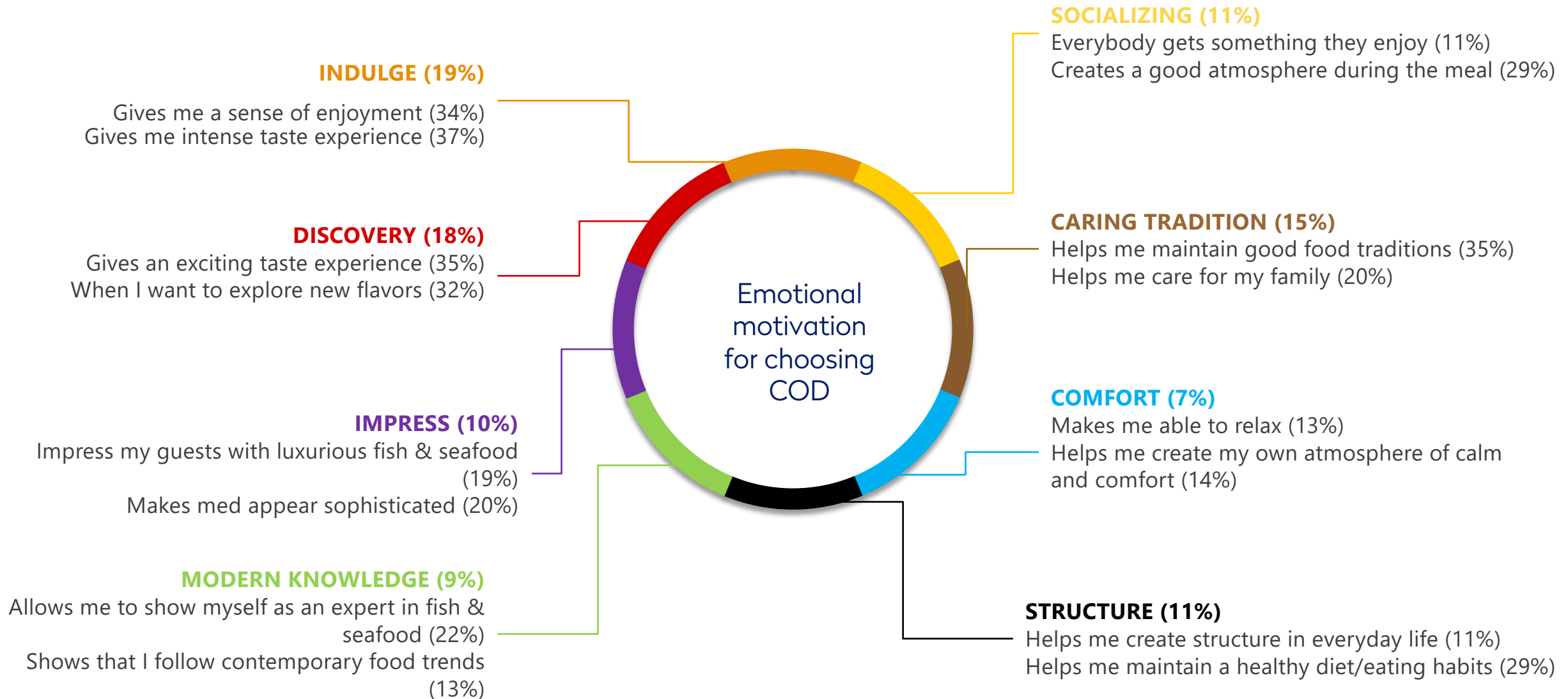


SEAFOOD
FROM
FRONTIER

Food is our core



The drivers for eating bacalhau (Brazil)



Building the bridge

Things matter!

When we are creating campaign assets, we try to connect the points of differentiation that matters for the specific specie in the market, with the specific driver that matters for the target audience in the market.

e.g.

- Taste
- Texture
- Quality
- Experience

WHEN **DRIVER** MATTERS

"A SFN" **PILLAR** MATTERS

e.g.

- Origin
- People/nature/sustainability
- The cold, clear waters
- Craftmanship
- Experience

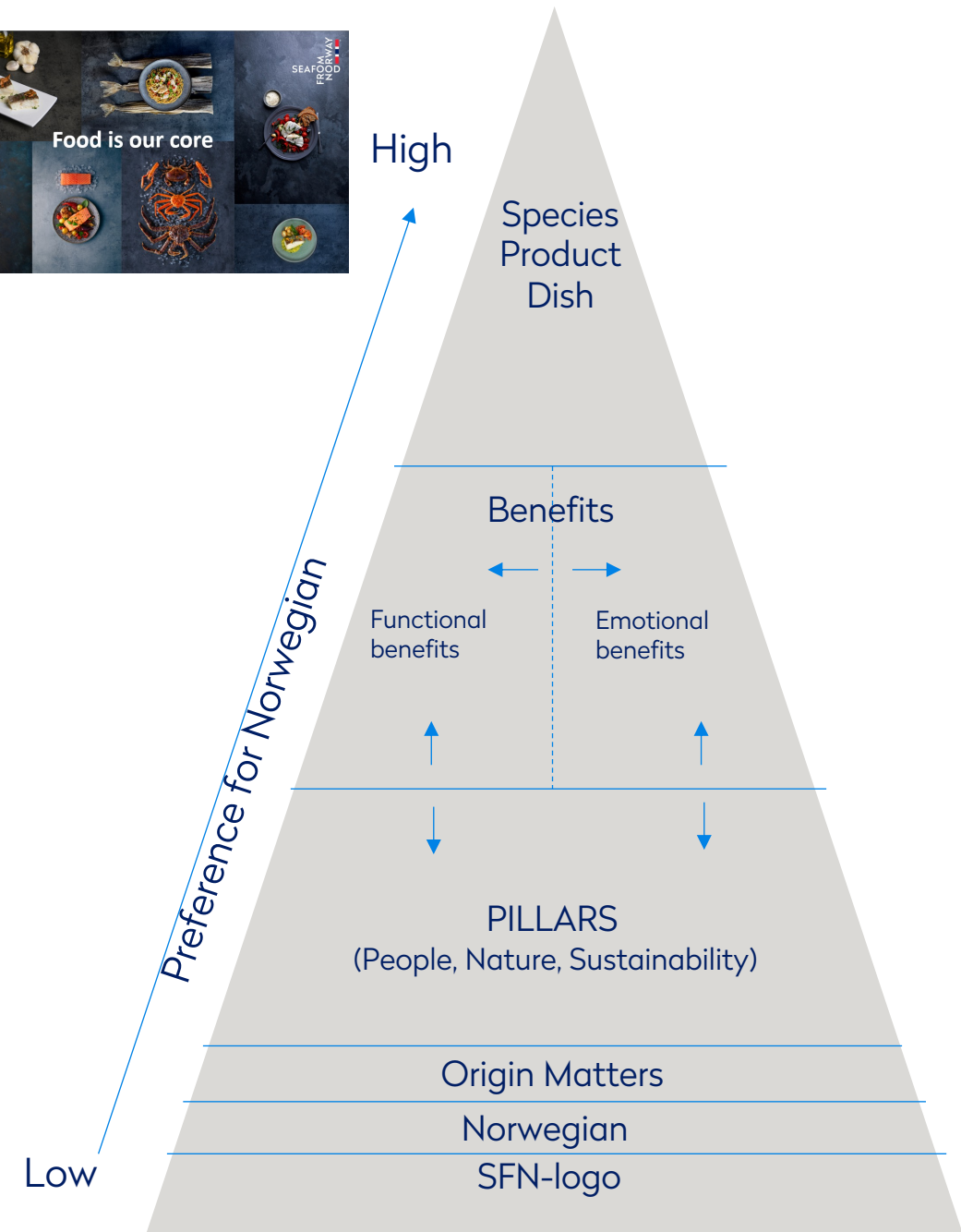
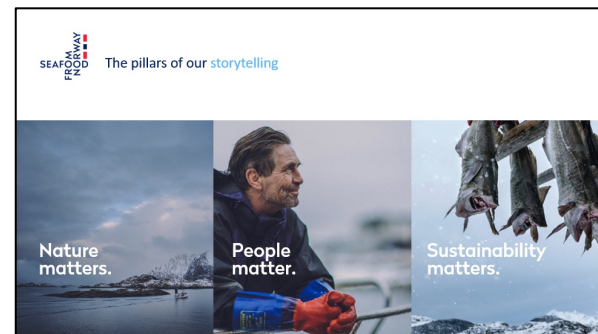
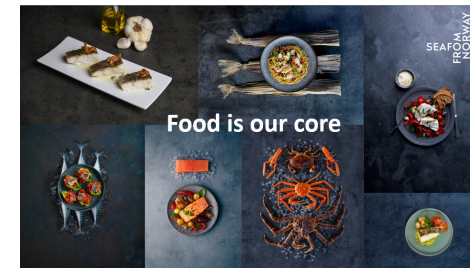
Finding the balance

In markets with a weak position for Norwegian seafood

- Growth through increasing the preference for Norwegian
- Origin more important

In markets with a strong position for Norwegian seafood

- Growth through category building
- Origin less important



Brand Assets

SEAFOOD
FROM
NORWAY



Origin matters

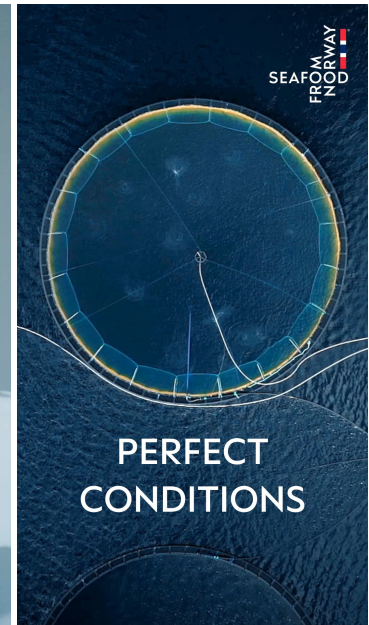
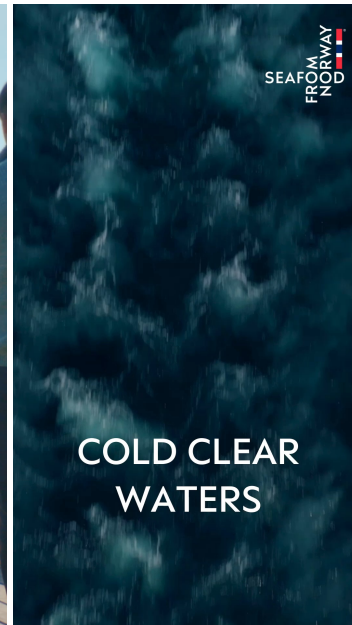
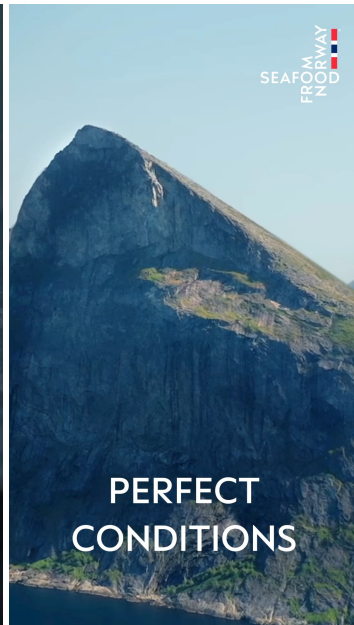


An aerial photograph of a coastal village in Norway. In the foreground on the left, a large Norwegian flag (red, white, and blue) is partially visible. The village consists of several dark wooden houses with gabled roofs, situated on a grassy hillside overlooking the sea. A few people can be seen walking on a path between the houses. The sea is visible in the background under a clear sky.

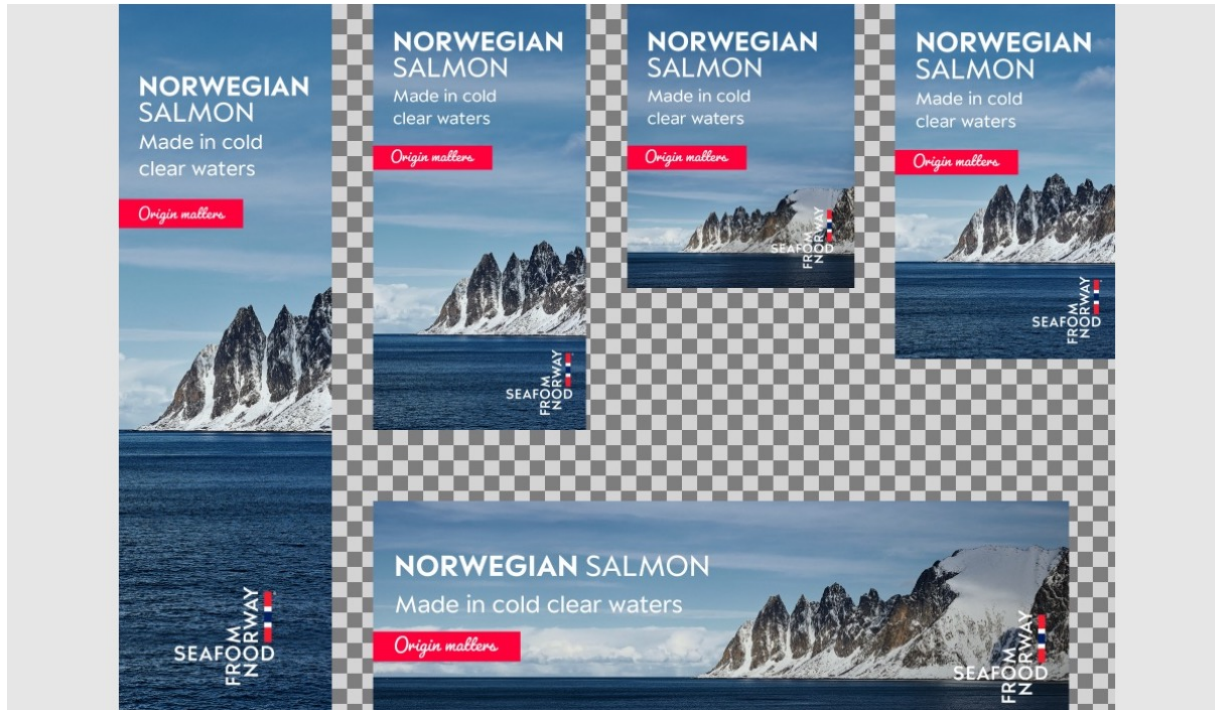
CONCEPT:
NORWEGIAN
SALMON
WHERE
MATTERS



Social Media Ads – communicating origin and inspiration



Display ads, origin vs inspirational theme



POS



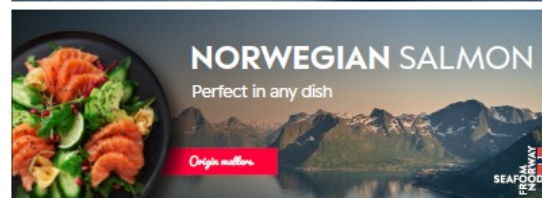
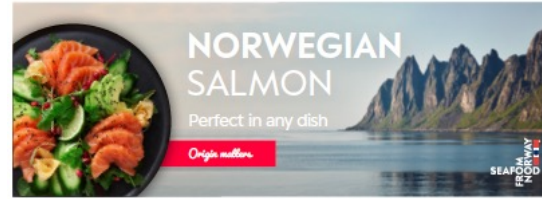
Stickers



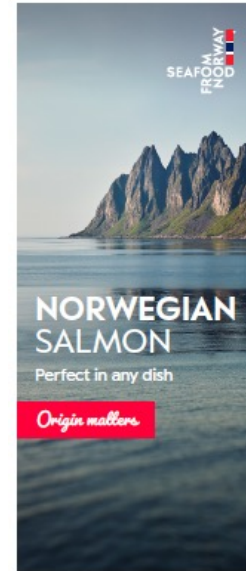
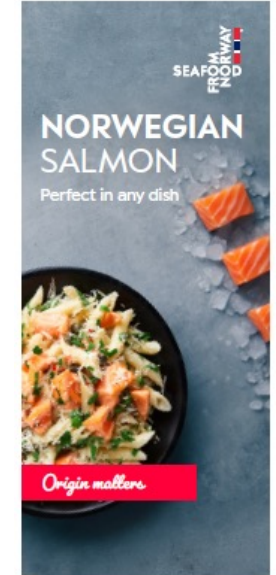
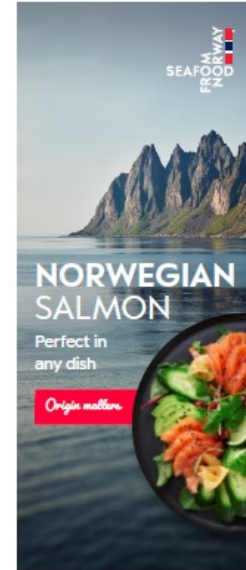
Ice signs



Hanging tags



Header freezer



Roll ups



EXPLORE NORWEGIAN COD

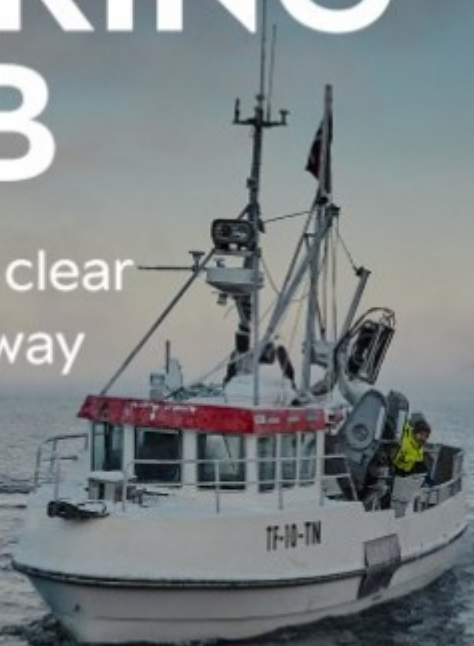
A new marketing concept is coming

SEAFROM
FROM
NORWAY

NORWEGIAN RED KING CRAB

From the cold clear
waters of Norway

Origin matters



SEAFROM
FROM
NORWAY

PREMIUM SELECTED FROM NORWAY

Norwegian Red king crab.
Carefully selected.

Origin matters





A woman with long brown hair, wearing a dark green shirt and a grey and white striped apron, is focused on preparing food in a kitchen. She is using a knife to chop purple onions on a wooden cutting board. In front of her are several bowls: one with chickpeas and green herbs, one with orange-colored food, and another with sliced potatoes. To her right, a large glass pot on the stove contains boiling water with green vegetables. In the background, a man with dark hair, wearing a maroon jacket and blue jeans, is sitting on the wooden kitchen counter, looking towards the camera with a slight smile. The kitchen features wooden cabinets with decorative glass panels and a window with a view of a landscape. The text "BACALHAU DA NORUEGA" and "TRADITION MATTERS" is overlaid in white on the image.

BACALHAU DA NORUEGA

TRADITION MATTERS

SEA FROM
NORWAY

Bacalhau da Noruega



O AUTÊNTICO



Pessoas importam

Os bacalhauistas que trabalham na indústria do peixe e fazem do mar o seu lar sabem que o trabalho é duro e a vida é dura. Mas, quando o sol nasce e o mar se acalma, eles sabem que o trabalho vale a pena. E é assim que eles vivem, trabalhando duro para trazer o melhor do mar para as pessoas que gostam de comer bacalhau.

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SEAFROD FROM NORWAY

Origem importa



A natureza importa

O autêntico bacalhau tem origem na Noruega, onde os mares gelados permitem que ele cresça lentamente, produzindo um sabor puro, com textura e lascas perfeitas.

SEAFROD FROM NORWAY

Origem importa

Nosso bacalhau se desenvolve nas abundantes águas frias e claras da nossa extensa costa e nas correntes geladas do Mar de Barents. O clima pode ser rigoroso e frio no solo, mas para o bacalhau que nada em nossos mares, as condições são perfeitas.

Ao nosso bacalhau capturado de forma sustentável, adicionamos apenas sal e tempo. O bacalhau norueguês é 100% natural, com base em condições naturais e no orgulho do que fazemos. É uma promessa que você pode saborear.

SEAFROD FROM NORWAY

Origem importa



Tradição importa

Trabalhamos com bacalhau desde 1900 e temos tradição no peixe e no mar.

SEAFROD FROM NORWAY

Origem importa



Valor importa

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SEAFROD FROM NORWAY

Origem importa



O futuro importa

SEAFROD FROM NORWAY

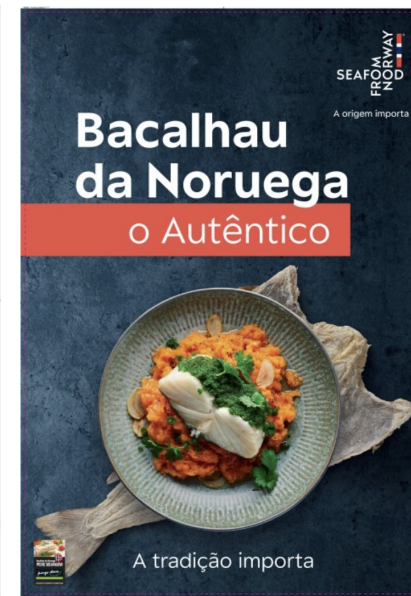
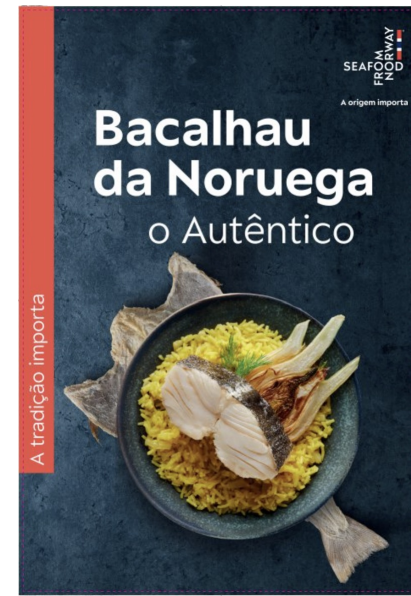
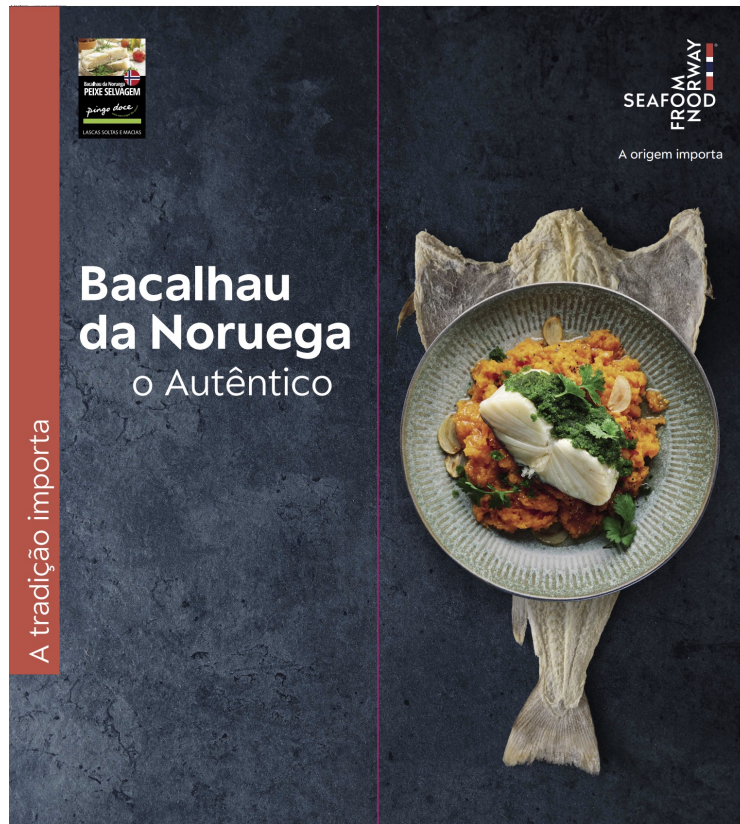
Origem importa

Point of sales/booklet

Brazil



Point of sales Portugal



Digital ads Portugal



300x600_v3



300x250, slide1



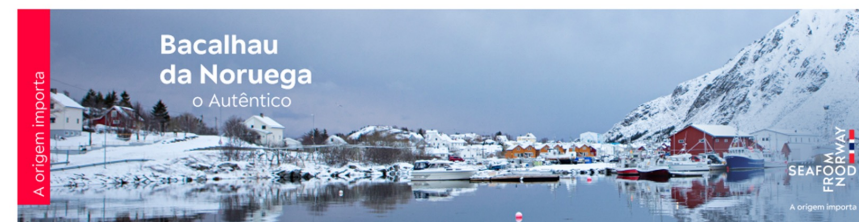
300x250, slide2



800x600, slide1



800x600, slide2



970x250, slide2



Print ads Jamaica

Norwegian saltfish

SEAFROM NORWAY
Origin matters

More fish, less salt!

Norwegian saltfish is made by fish caught in cold, clear waters, then salted and dried according to the long traditions of genuine Norwegian craftsmanship.

Desalting the Norwegian saltfish, either by cooking or soaking it in water, reduces the salt content by up to 76%. It's easy to make a healthy dish with the authentic Norwegian saltfish.




Norwegian saltfish

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Coming soon! New marketing concept for cured products



Nature and sustainability



People



Product



Food, inspiration, enjoyment



Meals, traditions and care for family

Obrigada!

NORWEGIAN
SEAFOOD COUNCIL

Kari-Anne Johansen

Marketing manager, cured

kaj@seafood.no