

Salmon Seminar

Milan 18.06.2024

Norwegian salmon

What did we achieve in 2023
and how will we support growth
in the future?

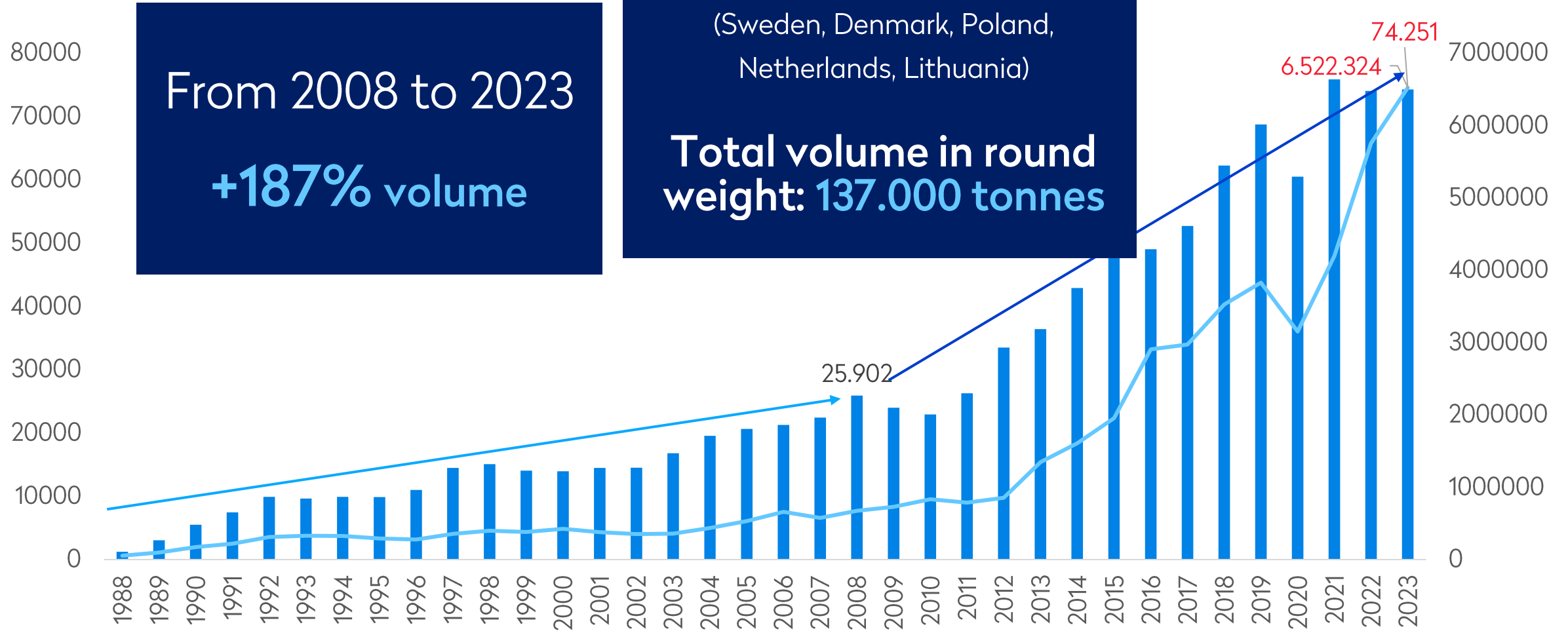
Tom-Jørgen Gangsø
Director Italy, NSC



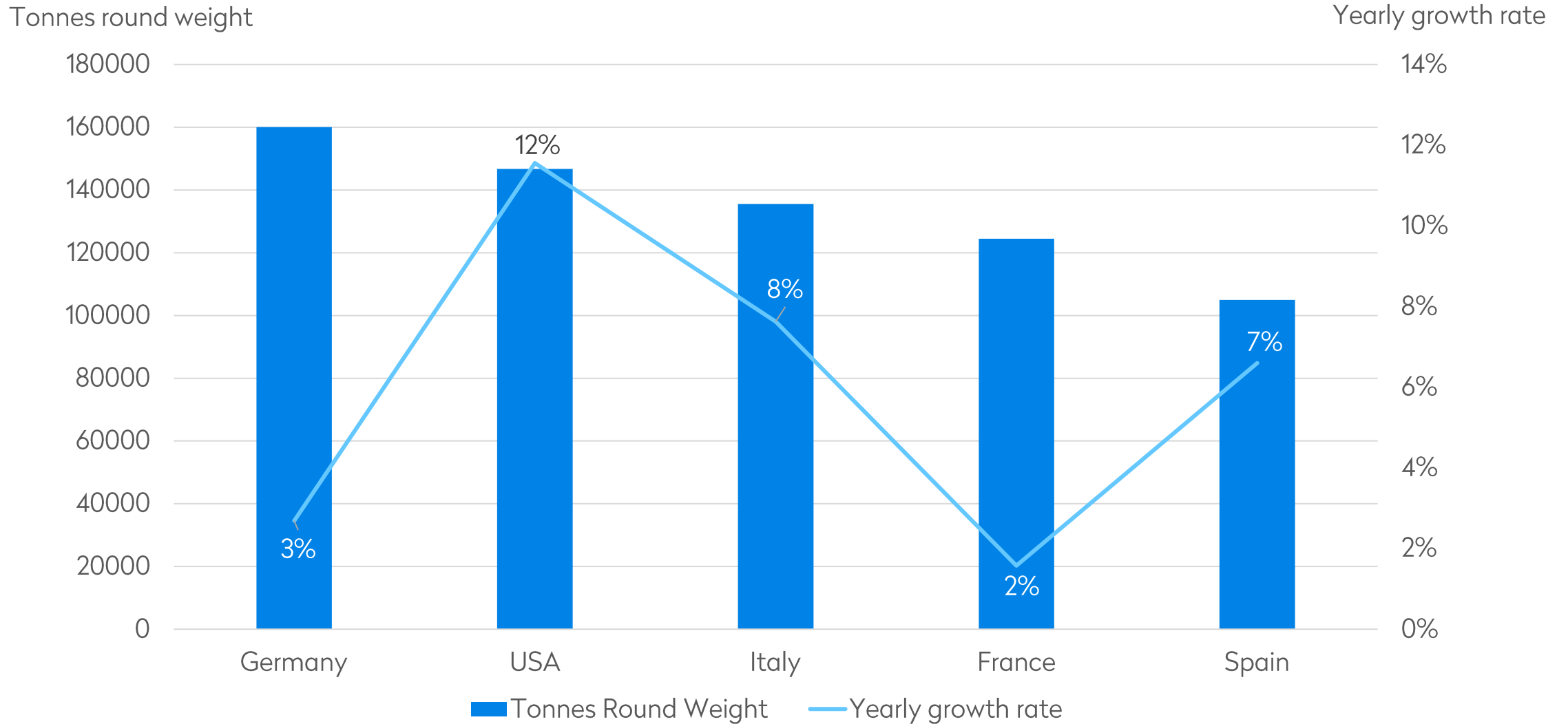
Our core competence areas



Massive growth in direct exports

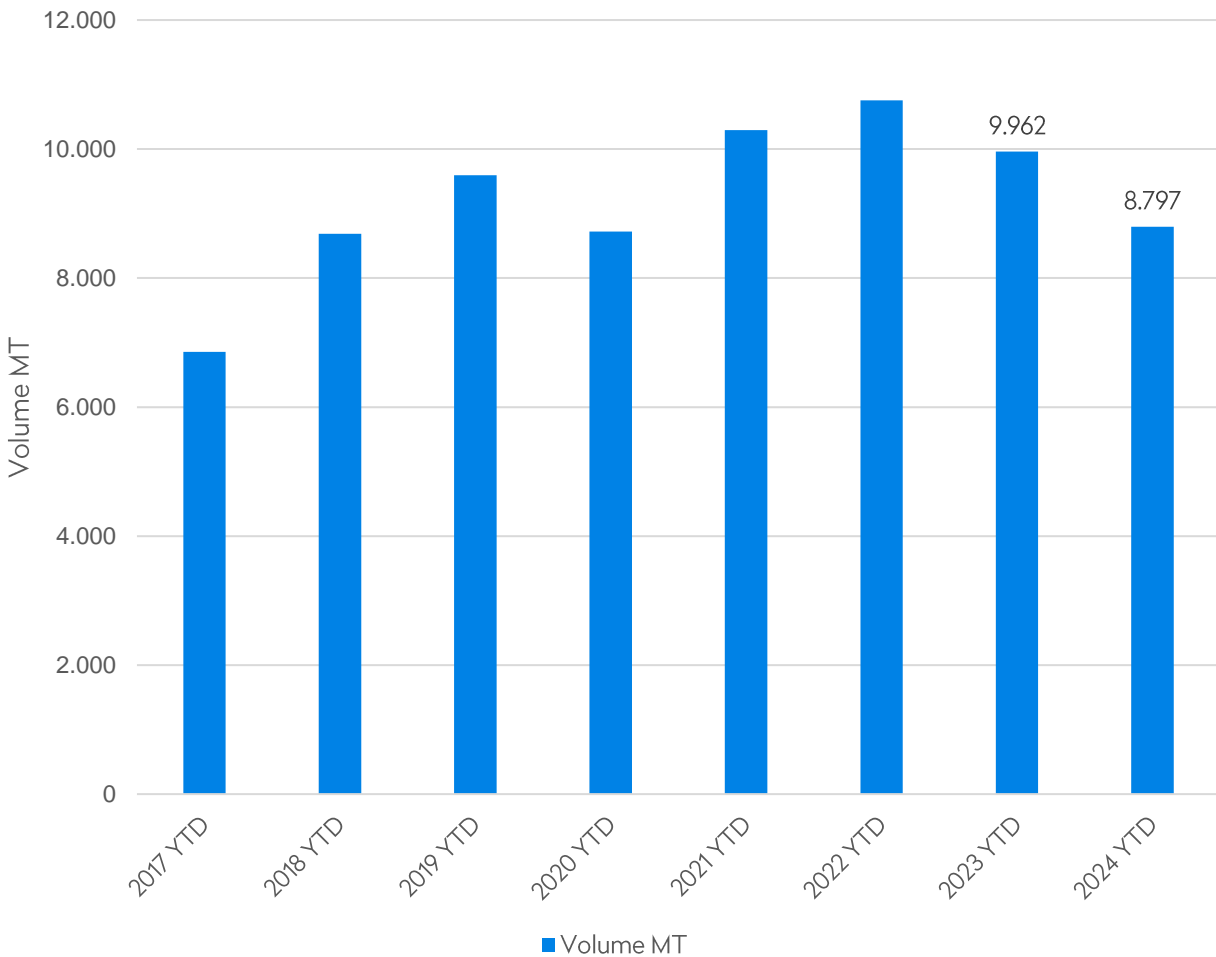


Italy is the 3rd biggest market for Norwegian salmon

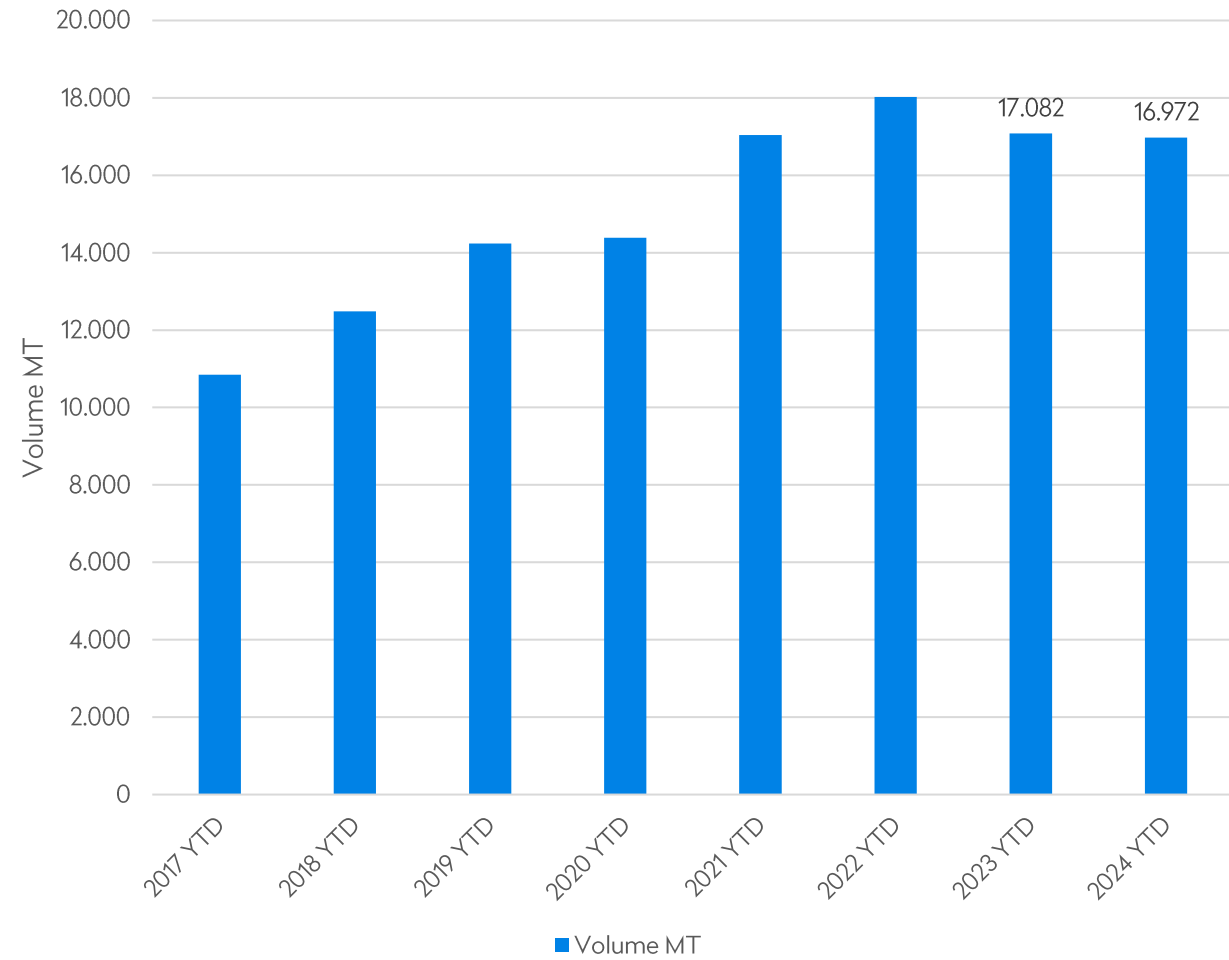


This year, more salmon is exported through other countries

Norwegian export of Salmon to Italy Jan-Feb



EU export of Salmon to Italy Jan-Feb



What are we up to in Italy?

VANITY FAIR.it

Vi piacerebbe provare a vivere come un pescatore (alle Lofoten?)

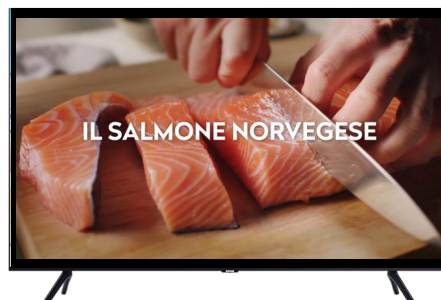


Un viaggio nella Norvegia del pesce, dormendo nelle case dei pescatori delle Isole Lofoten, navigando a caccia di merluzzo, fino a raggiungere il mercato ittico di Bergen

Press



Advertising (print, digital, TV...)



Online communication (web & SoMe)



ALTA Cucina



CHEF IN CAMICIA



Special projects



Events and relations B2B



Collaboration with Chefs and other stakeholders (PR)

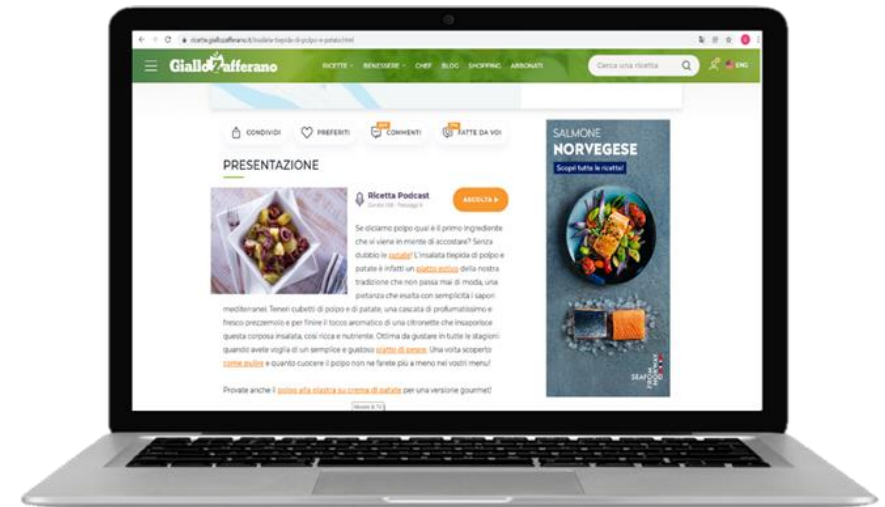
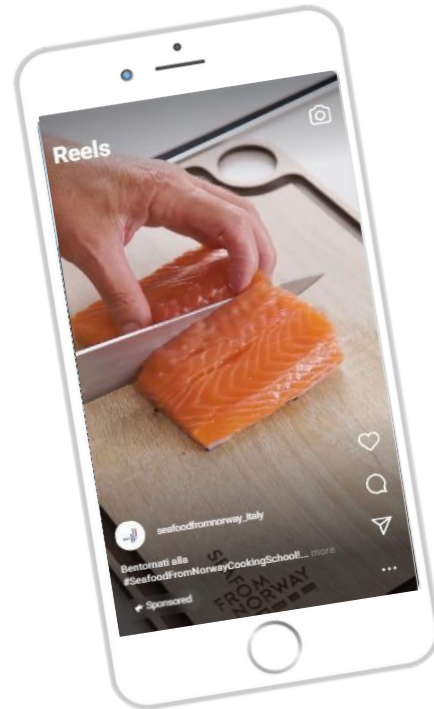


Retail activities

What did we do
in 2023?



Media activation



Salmon Media Campaign, Autumn 2023

Ensure high visibility and effectiveness of communication
in order to maintain high level of penetration and inspire consumers to increase salmon consumption

LINEAR TV



Planning linear TV to generate **awareness** and guarantee high levels of **reach**

CTV & VOD



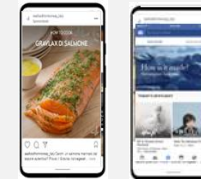
Connected TV and Video On Demand to ensure **high attention** and **visibility**

VIDEO ONLINE



Programmatic adv to ensure **high attention** and **visibility**, push the message to the right audience & guarantee **incremental reach** on TV.

SOCIAL



Facebook and Instagram social platform in order to **maximize reach**

BRANDED CONTENT



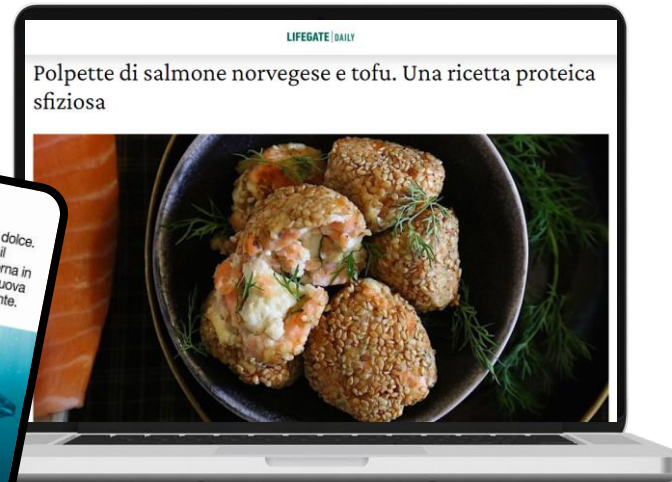
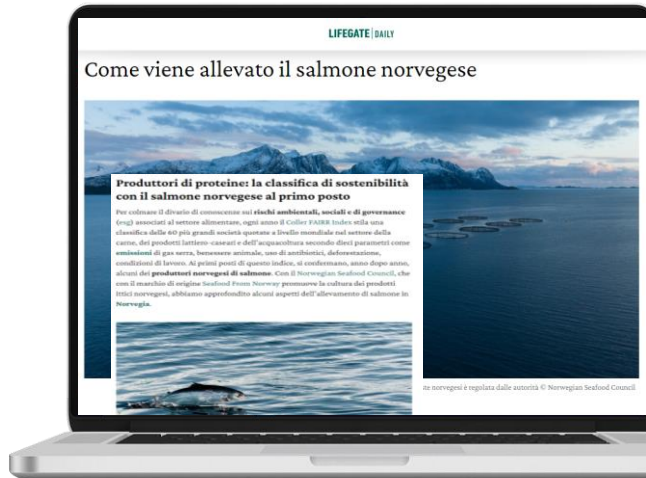
Educational contents through a branded project with the most reliable and consulted website specialized in cooking and sustainability

CTV: Connected TV
VOD: Video On Demand

Branded Content

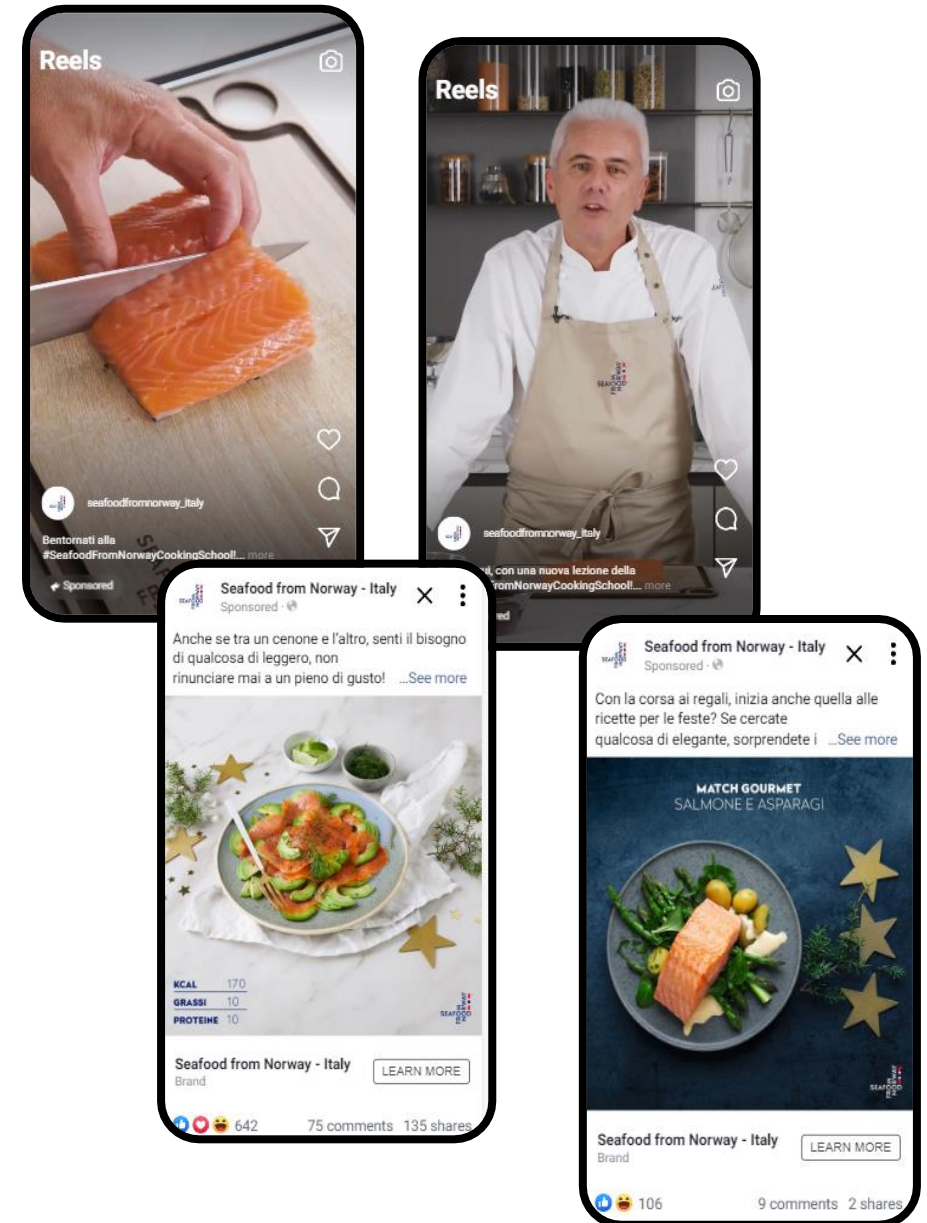
Chef in Camicia & Life Gate

- Recipes (website & IG)
- Educational content
 - Instagram videos
 - Web articles
- Interactive quiz (website & IG)



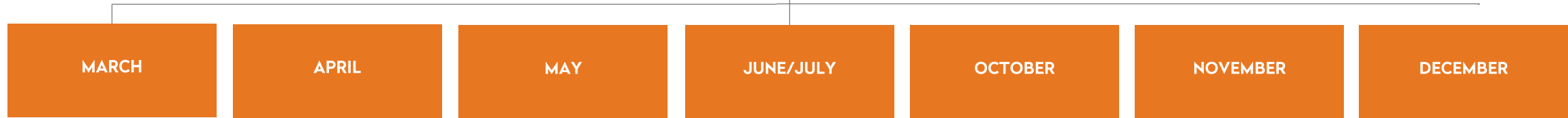
Social Media

- “Always on” sponsoring all year round
- Campaign period (Nov-Dec) with extra content & sponsoring
- Variety of engaging formats: photos, reels, gallery, polls, IG stories...
- Different content for different objectives:
 - Stories from Norway (people, production, origin)
 - Recipes & cooking tips
 - Nutrition & quality
 - Sustainability



Retail activities

2023 SALMON
CAMPAIGN
7 PLAYERS (= 2022)
1.086 STORES (+326 vs 2022)



Alleanza 3.0

ISP + SFN materials display



Web Campaign, competition + SFN materials display



ISP + SFN materials display + Web



Sticker and web campaign



ISP + Web Campaign



Carrefour

ISP + SFN materials display + Flyer



Carrefour

SFN materials display and ISP

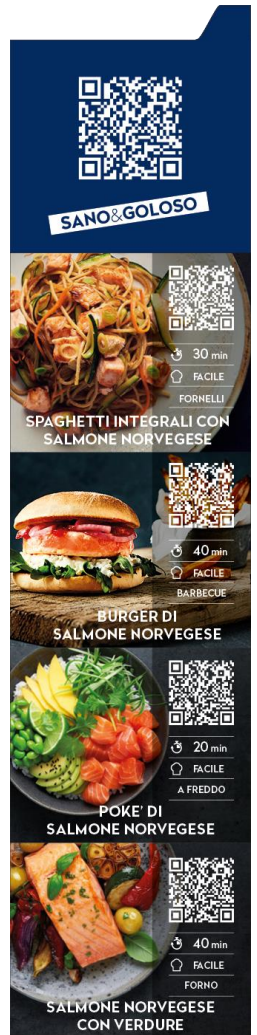
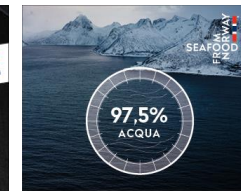


Consorzio Nord-Ovest

Competition + Web Campaign

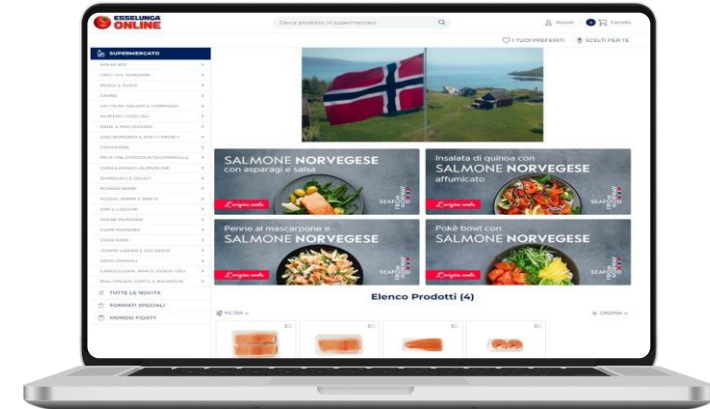
In store promotion, POS materials, stickers

- High visibility at point of purchase and possibility to engage with consumers
- Share recipes & product information
- Boost sales
- Multipage sticker with QR code, applied directly on pack
- Focus on recipes & sustainability (inspire and educate)



Competitions & Web campaigns

- Competitions = high consumer engagement
- Multiple touch points: in store, online, app
- Boost sales
- Increase traffic to website
- Share recipes & product information



“Seafood Academy” retail seminars

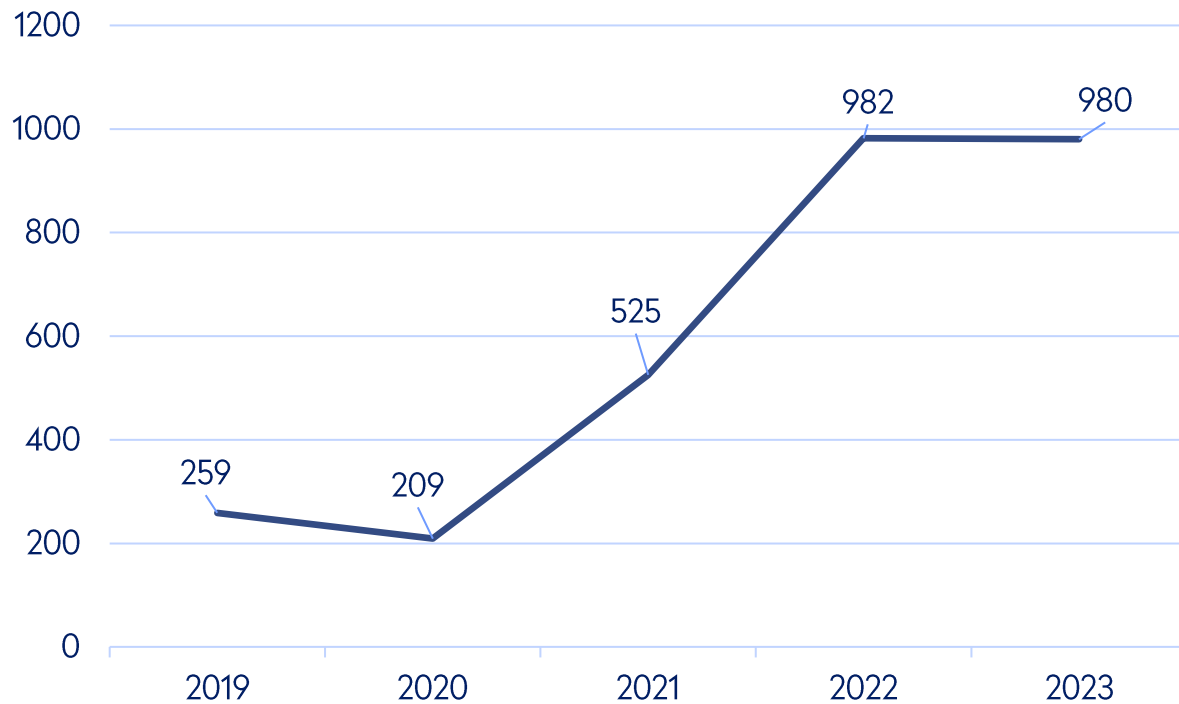
- Training and educational sessions year round
- **Target:** seafood sector managers, trainers, seafood counter staff
- **Objectives:**
 - Increase knowledge on Norwegian Seafood (origin, production, qualities, reason to believe)
 - Tips for presentation and dialogue with consumers
 - Present marketing material & activities
- Positive feedback by retailers



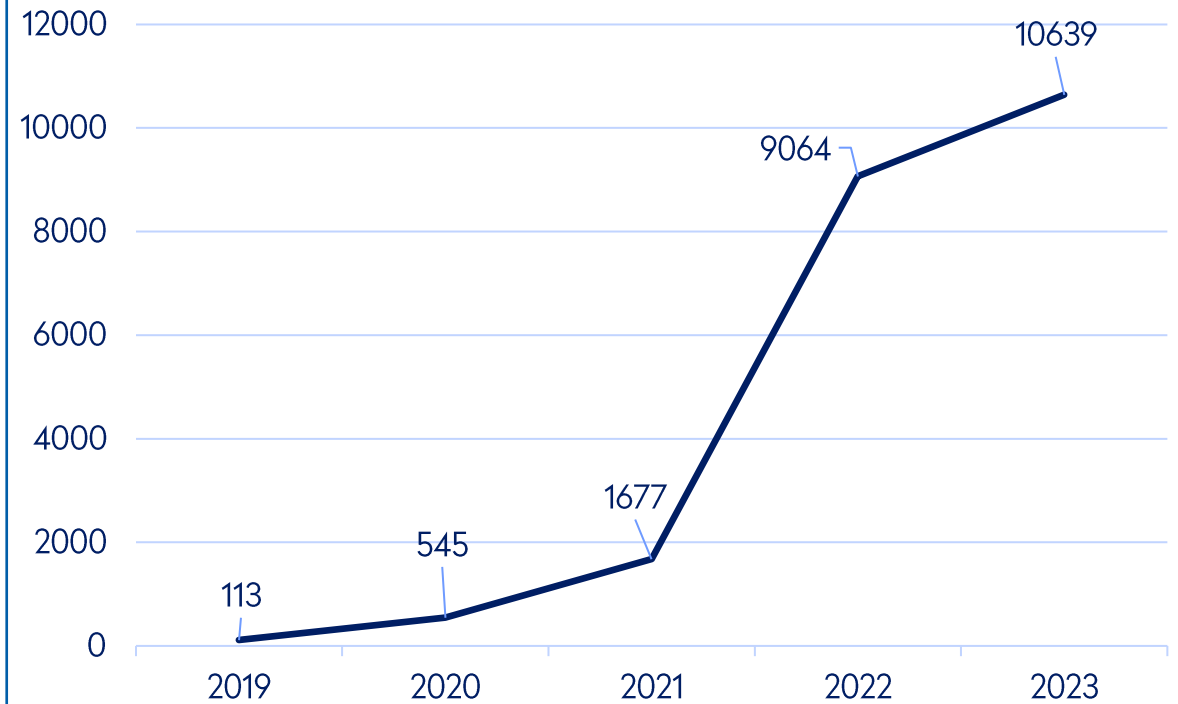
PR results 2023 ITALY



Total articles per year



Total readership per year (in millions)



Social Media – Chef Hiro collab

- Chef Hiro, Ambassador of Japanese Cuisine in Italy, is a widely recognized personality both on SoMe and traditional channels, known for his recipe books and regular guest appearances on Radio DeeJay.
- Whole year collab with SFN to promote Norwegian Salmon

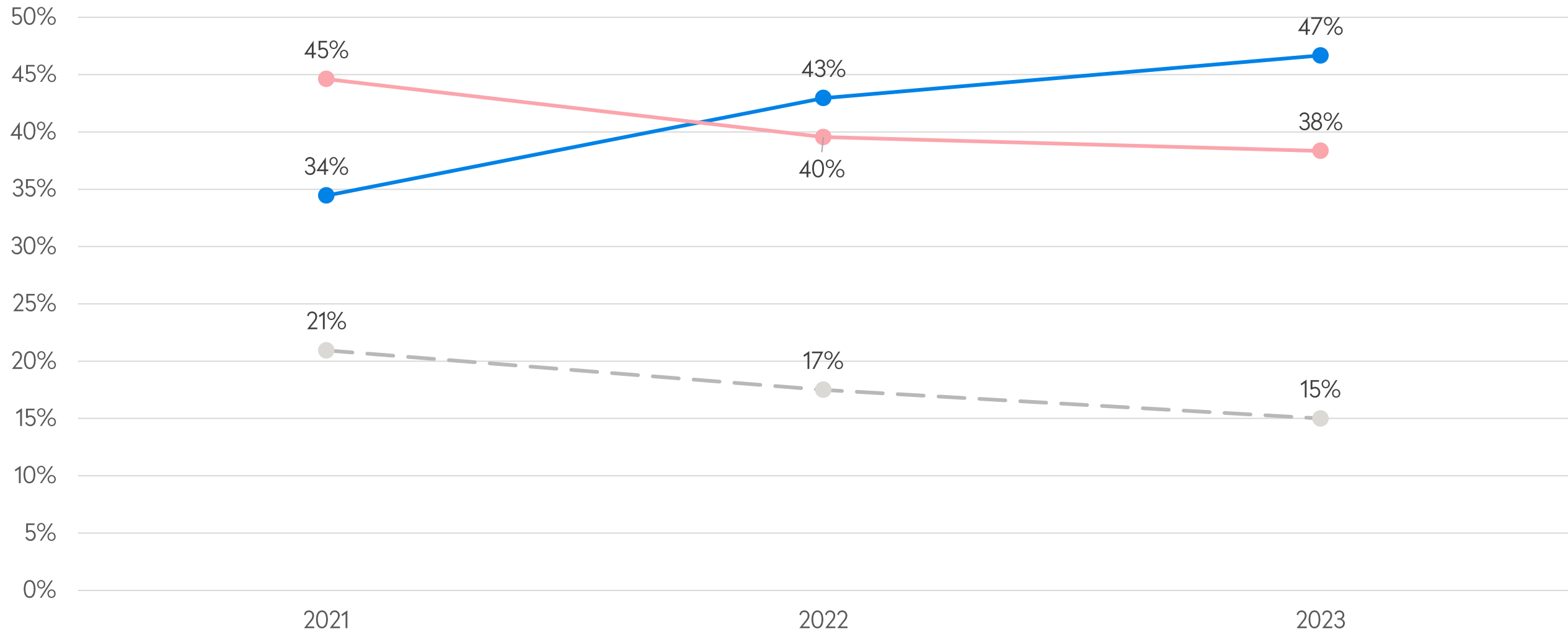


Italian seafood consumers about Country of Origin

Salmon	Norway	Scotland	Alaska/USA	Iceland	Italy	Canada
Total awareness	88 %	60 %	45 %	35 %	17 %	24 %
Mental market share	49 %	19 %	9 %	9 %	7 %	5 %



Awareness of logo



2024 plans



Market objective

- ↑ GROWTH in frequency and penetration (long term)
- ↑ INCREASE proportion of heavy consumers
- ↑ INCREASE top of mind awareness

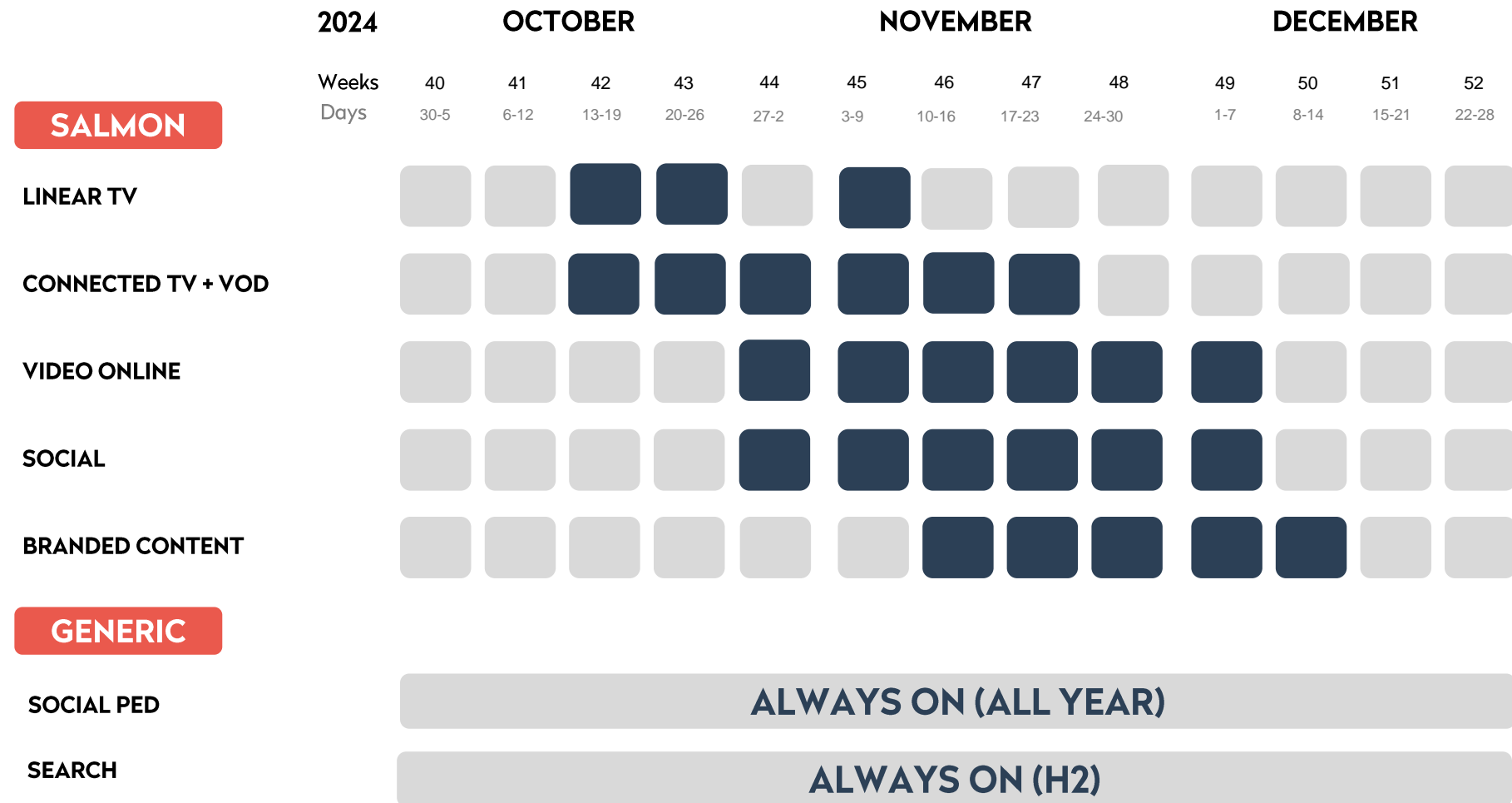
Target groups:

B2C: Consumers aged 25-65 eating seafood weekly

B2B: Retail and HoReCa



NSC 2024 Autumn/Winter Media Flow Chart – TBD



2024 Salmon

Retail activities (TBD)

March



SFN materials display +
in-store promoters

April

famila

SFN materials display +
in-store promoters

spazio
CONAD

SFN materials display
+ in-store promoters

iper
al

SFN materials display
+ in-store promoters

iper
tosano

SFN materials
display

May



SFN materials display
+ in-store promoters

June

PAC
2000 A
CONAD

SFN materials display + in-store promoters

OCTOBER

famila

SFN materials display,
competition and web

NOVEMBER

bennet

Competition and
web campaign

DECEMBER



COMPETITION + WEB CAMPAIGN



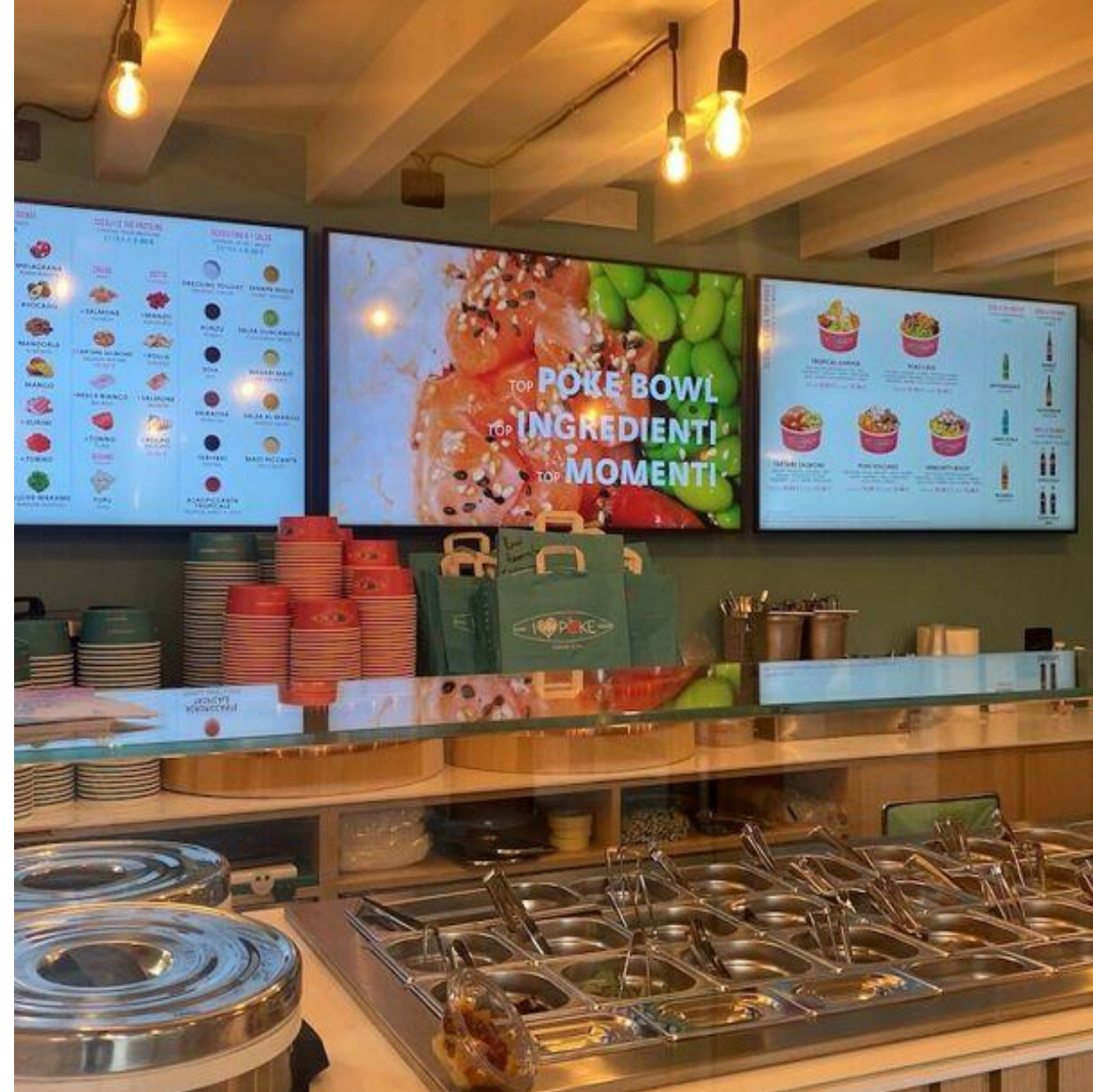
SFN materials display +
in-store promoters

ESSELUNGA
S

Stickers + web campaign

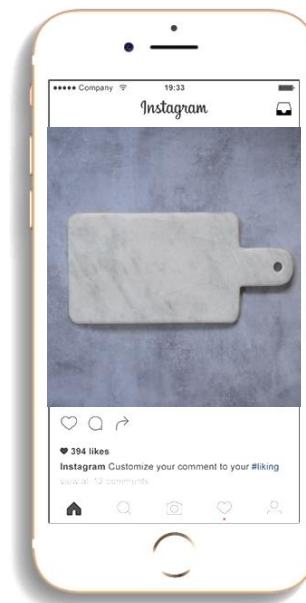
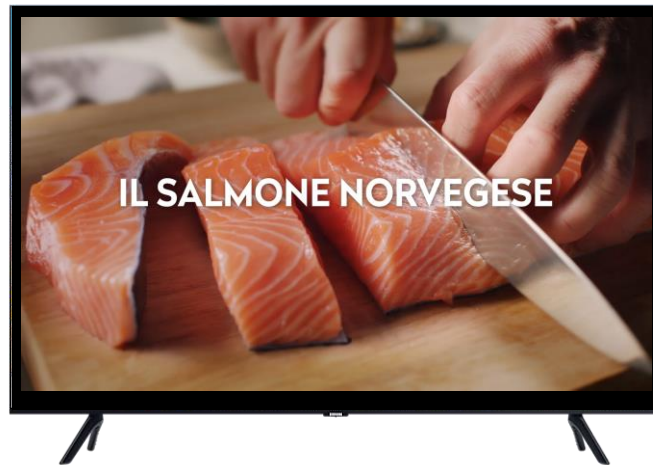
Case 2024

- Increased visibility of salmon in HoReCa and Cash&Carry
- Strengthen knowledge B2B to be transferred towards the end-consumer
- Contribute to overarching goals: awareness, frequency and penetration (long-term)
- Next steps:
 - Analysis of the HoReCa sector – main focus on chain-based structures and the Cash&Carry segment
 - Scout for partners – want to have a close dialogue with the industry both in Norway and Italy
 - POS-activities and targeted media and PR



Combined campaigns to ensure maximum effect

TV, print, digital, social media



Erling Braut Haaland is our new seafood ambassador

- The Norwegian Seafood Council is proud to have a partnership with the football megastar
- The match between Norwegian seafood and Haaland connects two of Norway's most important and strongest brands in the export market
- Haaland will be part of our marketing mix



SEAFOOD
FROM
NORWAY

I choose
salmon
from
Norway


Erling B. Haaland

Grazie!

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