

# Webinar Brasil

– 12. februar 2019

Øystein Valanes

- fiskeriutsending Brasil og den Dominikanske Republikk

# Agenda

- ♦ Markedsadgang
- ♦ Julekampanjen 2018
- ♦ Fokusgrupper
- ♦ Plan 2019



O AUTÊNTICO  
**BACALHAU**  
— — —  
DA NORUEGA

# Markedsadgang



# Regulamento Técnico que fixa a identidade e as características de qualidade que deve apresentar o peixe salgado e o peixe salgado seco.

- ♦ Regelverk for saltet fisk og saltet og tørket fisk
  - klassifisering klippfisk versus saltfisk
    - toll og importavgifter
    - plassering POS
  - kontroll av parasitter skal foregå ved visuell kontroll uten bruk av destruktiv metode
  - merking av produkter
  - mikrobiologiske grenseverdier
  - defekter
  - kontrollmetodikk og -metode
- ♦ Oppfølging regelverk som vil dekke andre produkter enn fryst fisk, saltet fisk og saltet og tørket fisk
- ♦ Revisjon MoU

# Julekampanjen 2018



## Tilstedeværelse ved POS

- ◆ 420 POS
- ◆ Rio de Janeiro – São Paulo – Brasília – Salvador – Recife
- ◆ Carrefour – Walmart – Mundial – Extra – Pão de Açúcar – Makro – Princesa – Gbarbosa – Perini – Vianense – Supermarket – Prezunic – ZonaSul – Guanabara – Costazul – Casas Pedro – Roldão – Sonda – Assai – Cadeg – Mercado de SP – Bompreço – Trevo – Big Box – Cadeg – Atakarejo – Extrabom, blant flere...





O AUTÊNTICO  
**BACALHAU**  
DA NORUEGA

O AUTÊNTICO  
**BACALHAU**  
DA NORUEGA

"Ho Miel, es comida minha família e mais antiga para comer um delicioso Bacalhau da Noruega"  
Roberto Carlos

O AUTÊNTICO  
**BACALHAU**  
DA NORUEGA

Dicas do Roberto Carlos:  
[www.bacalhauadanoruega.com.br](http://www.bacalhauadanoruega.com.br)

SEAFOOD  
FROM  
NORWAY

O AUTÊNTICO  
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**NORGES SJØMATRÅD**

## Vizeum – McGarryBowen



ACCELERATING  
BUSINESS  
GROWTH  
THROUGH  
MEDIA



# OVERVIEW

## DIGITAL



R\$ 144.065,50

229K CLIQUES

21,6MM IMPACTOS

1,06% CTR

9,7MM VIEWS START

R\$ 0,01 CPV START

3,2 MM VIEWS 100%

R\$ 0,05 CPV 100%

TGT AS A 25+ | INTERESSE EM GASTRONOMIA, GOURMET, COMIDA MARÍTIMA, NATAL, COMPRAS DE NATAL, COMIDA E VINHO, VINHO, JANTAR DE NATAL, COZINHA NORUEGUESA E LUXURY GOODS

SEAFOOD  
FR  
NORWAY

## PAY TV



R\$ 268.135,96

128 INSERÇÕES

13 MM IMPACTOS

18,5% COV.

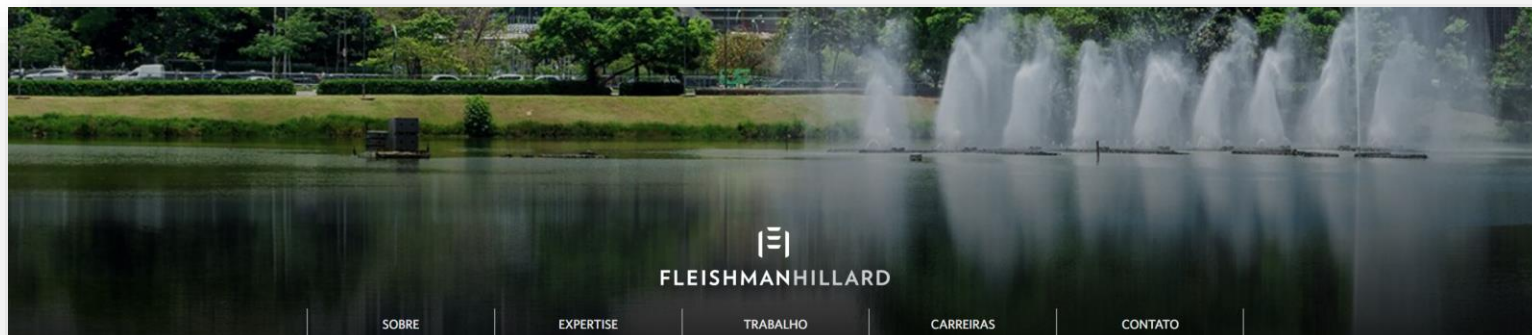
2 FREQ. MÉDIA

TGT AS A 25+ COM PAY TV

## Høydepunkter

- ♦ Digitalt: mer enn 9 millioner visninger hvorav 3,2 millioner var komplett.
- ♦ YouTube var den viktigste kanalen med 60 % initierte visninger og 90 % komplette visninger.
- ♦ I motsetning til normalen var det den lengste versjonen som fikk best resultat målt for alle plattformer: FB, Instagram og YouTube.
- ♦ På FB fikk 45s-versjonen 5 ganger mer aktivitet enn 20s og 30s-versjonene til sammen.

# FleishmanHillard Brasil



## FleishmanHillard no *Brasil*

Somos uma das maiores agências de comunicação do mundo, trazendo aos nossos clientes novas ideias, expertise estratégica e poder criativo para uma comunicação autêntica e inovadora.



## Press releases:

- Suggestion of special recipes for Christmas and New Year;
- Myths and realities about Bacalhau;
- Campaign “Not perfect for humans” for marketing trade media;
- Roberto Carlos campaign;
- Follow up with the main journalists;
- Results: 30 published news with 36 photos and 3 videos.

## Event – Cooking class

- Creative concept of cooking class followed by lunch coordinated by chef Thierry Buffeteau at Grand Hyatt, São Paulo
  - 16 influencers and journalists attended the event
  - Trained Grand Hyatt team according to brand profile
- = 100 < stories on social media





# Digital Influencers



## Panelaterapia

- Recipe: Bacalhau Cremoso com Espinafre e Tomatinhos;
- Posted on December 16: YouTube, Instagram, and Facebook



### Panelaterapia



Channel with easy and tasty recipes. In addition to the YouTube channel, there's also a tip space on Portal R7.



## Receitas e Temperos

- Recipe: Bacalhau crocante com tomates;
- Posted on December 18: YouTube, Instagram, and Facebook



 589k

Created by Sandra Matarazzo, is one of the largest gastronomy blogs in the country.

She is also the author of recipe books, has worked in the food industries, studied at the L enotre school in Paris and travels constantly to learn about the gastronomy of other countries.





## Luiza Zaidan

- Recipes: Bacalhau com Crosta de Broa and Salada de Bacalhau;
- Posted on December 13 and 20: YouTube, Instagram, and Facebook



**Luiza Zaidan**

 50K

Cuisine chef, she worked with French chef Erick Jacquim and participated in workshops with the owners of award-winning restaurant El Celler de Can Roca.



# Fokusgrupper

# About the study

HOW?



**METHOD**

6 focus groups

WHO?



**TARGET GROUP**

- 20-40 YO
- SEC AB1
- Medium/heavy users
- Light users

WHAT?



**KEY TOPICS**

- Bacalhau associations
- Bacalhau usage patterns
- Bacalhau usage drivers and barriers
- Importance of country of origin
- Testing communication material

WHERE?



**LOCATIONS**

São Paulo  
Curitiba  
Salvador

# Trend: healthy eating and vegetarianism are growing Brazilian trends



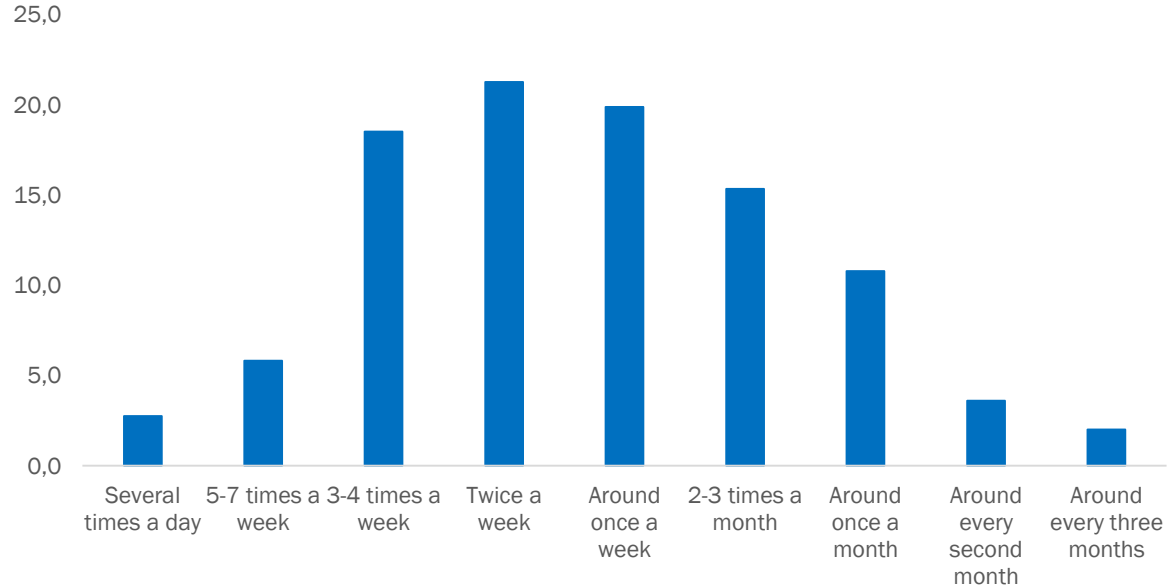
# Trend: fish is a product still consumed moderately in Brazil



## The associations to bacalhau is overall positive

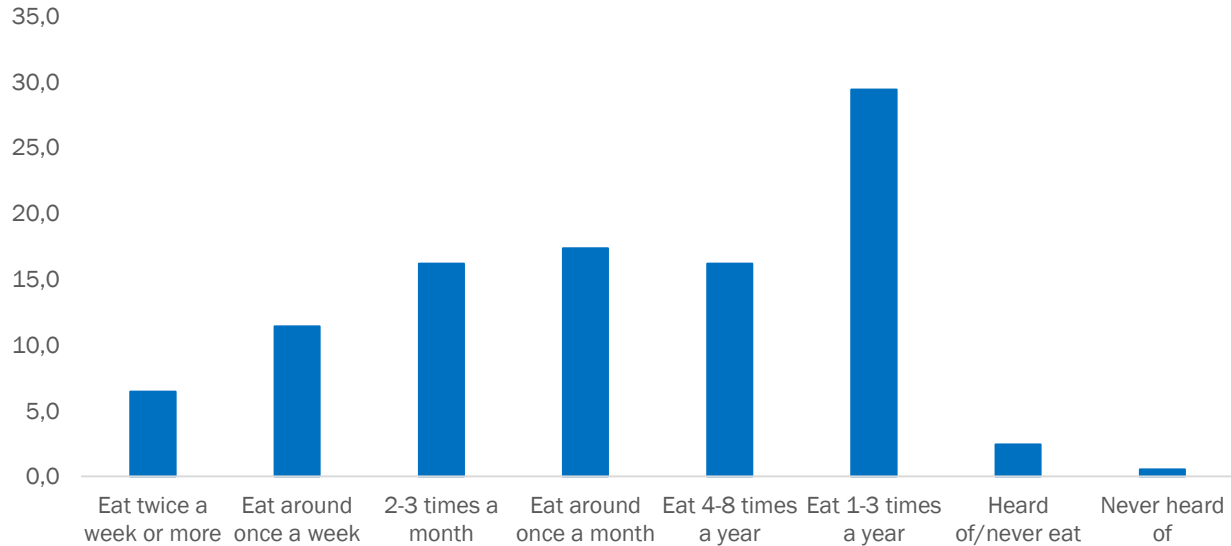


# Fish and seafood consumption in Brazil



Q: How often do you eat fish/seafood?

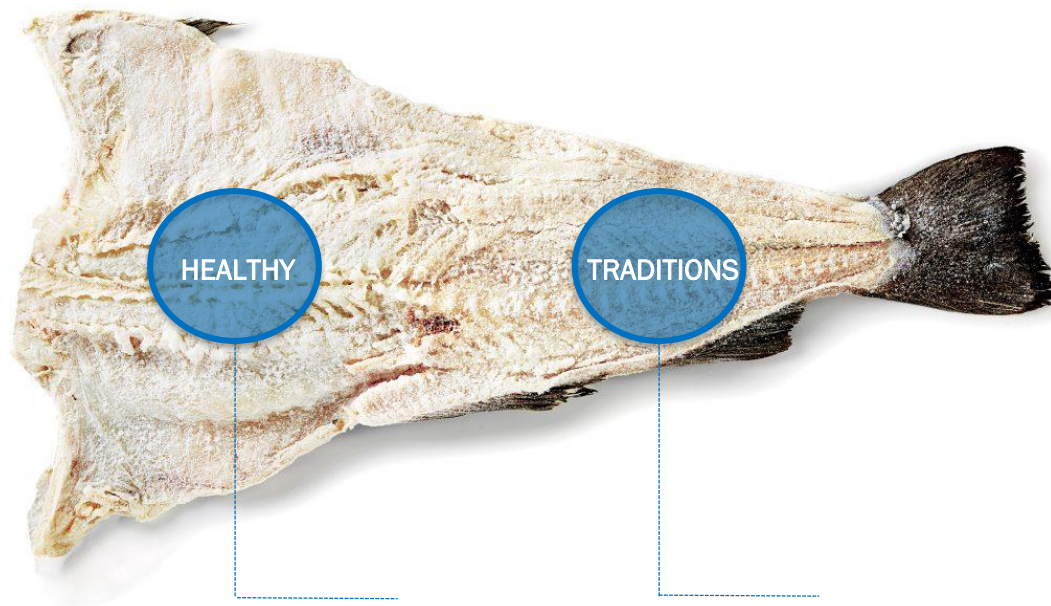
# Bacalhau consumption in Brazil



Q: Bacalhau - How often do you eat the following types of fish/seafood?



# Bacalhau holds a strong emotional position in the Brazilian food culture



HEALTHY

- A HEALTHY DISH
- A GOOD ALTERNATIVE TO MEAT

TRADITIONS

- BACALHAU IS A TRADITIONAL DISH
- STRONG EMOTIONAL POSITION

The focus groups supports the SCI data. The main drivers for bacalhau consumption are that bacalhau is considered to be a healthy dish and a traditional dish that is indispensable to certain occasions.

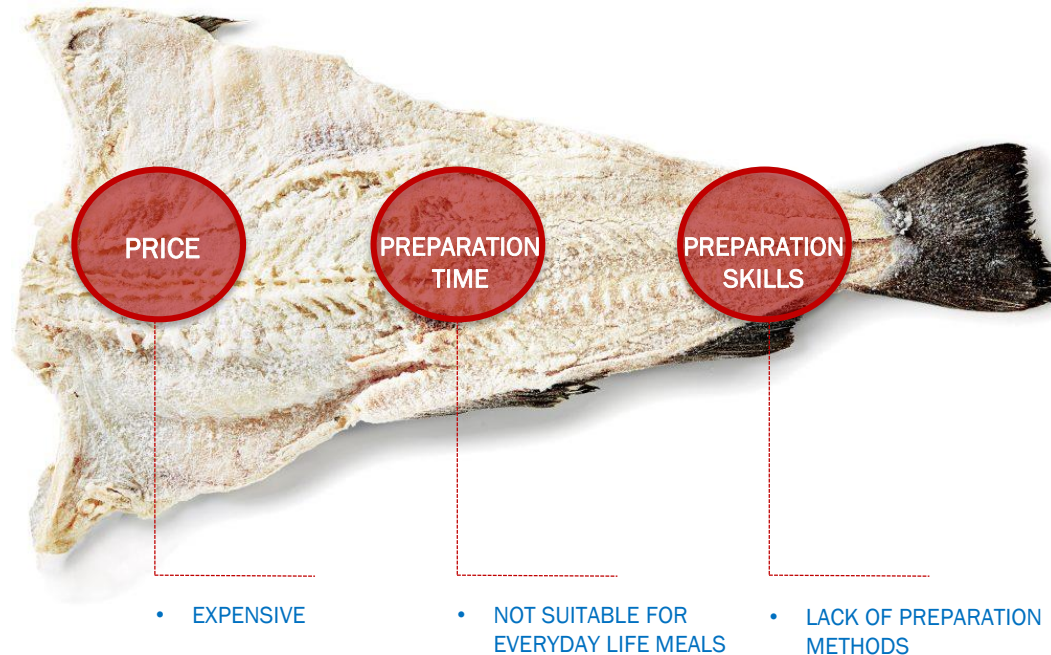
**Health:** In general, fish and seafood is perceived as healthy and bacalhau is therefore considered as a healthy dish. The focus on healthier living has also positioned bacalhau as an alternative to meat.

**Traditions:** Bacalhau holds a strong emotional position in the consumers' mindset. Bacalhau is associated with special occasions and the traditions related to these occasions are the primary driver for consuming bacalhau.

*It's a family tradition. My mom used to make it and I'm going to make it for my daughter, it's something that will always refer to family stuff.*

20-30 YO light user, São Paulo

# The strong position in Brazilian food culture is both the strength and weakness



The main barriers for bacalhau consumption are the price, the preparation time and the consumers' limited preparation skills.

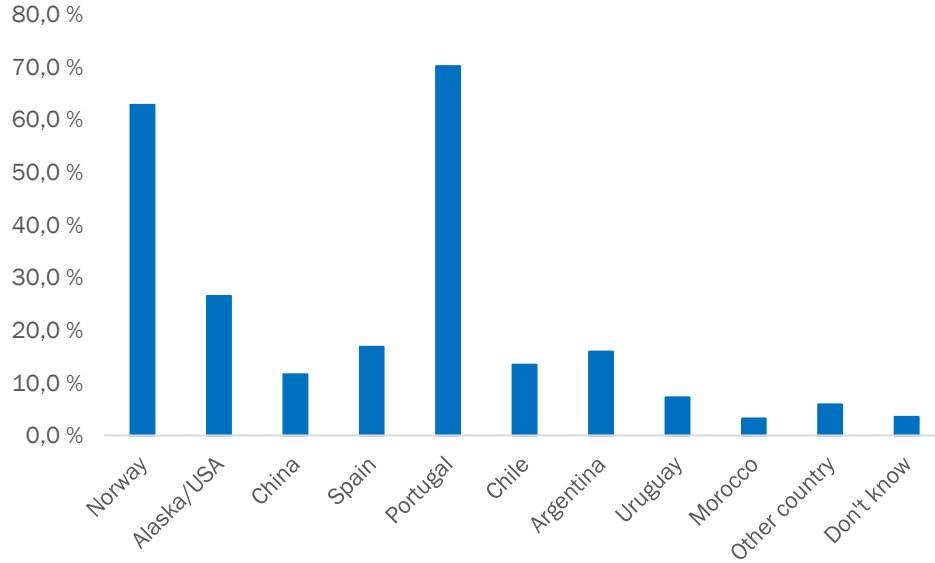
**Price:** Bacalhau is perceived as an expensive product compared to other fish species such as tilapia/saint Peter, salmon, hake, cação (a type of shark), flounder, triggerfish, mullet (Curitiba), lambari - *Astyanax microscemos* (Curitiba) and redfish (Salvador).

**Preparation time:** The consumers often don't have time to prepare bacalhau in their everyday life because it's a dish associated with long preparation time. They therefore think of bacalhau as a dish suitable for special occasions like Christmas or Holy Week.

**Preparation skills:** In addition to preparation time, many consumers don't have the habit of buying, preparing and integrating bacalhau in their daily eating patterns.

Especially the younger consumers lack preparation skills and haven't had the skills passed on from the older generations yet. This will – according to themselves- not happen before they get older.

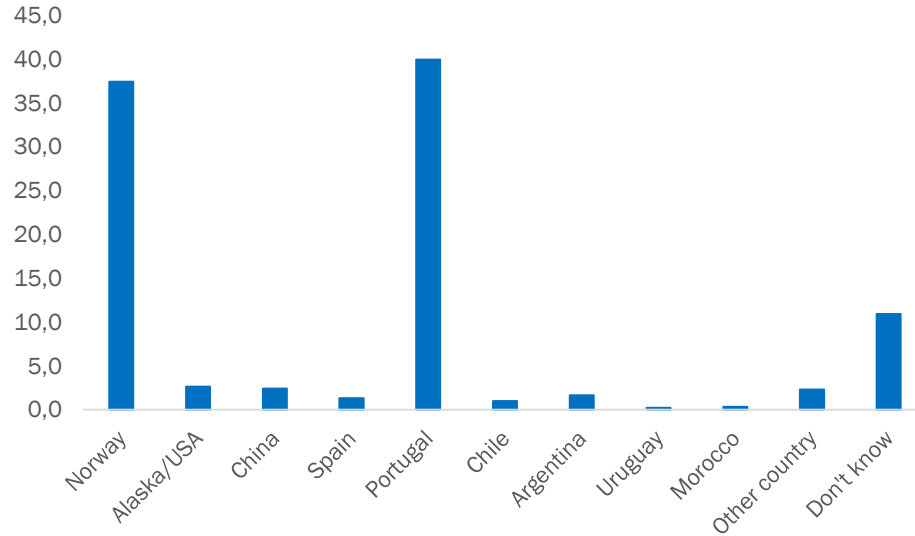
# The consumers identify multiple countries of origin for bacalhau



Data from the Seafood Consumer Index (SCI) reveals that the Brazilian consumers strongly associate Portugal (70%) and Norway (63%) as country of origin for bacalhau.

Q: Bacalhau - Which of the following countries do you think farm or catch...?

# Portugal and Norway is preferred as country of origin for bacalhau

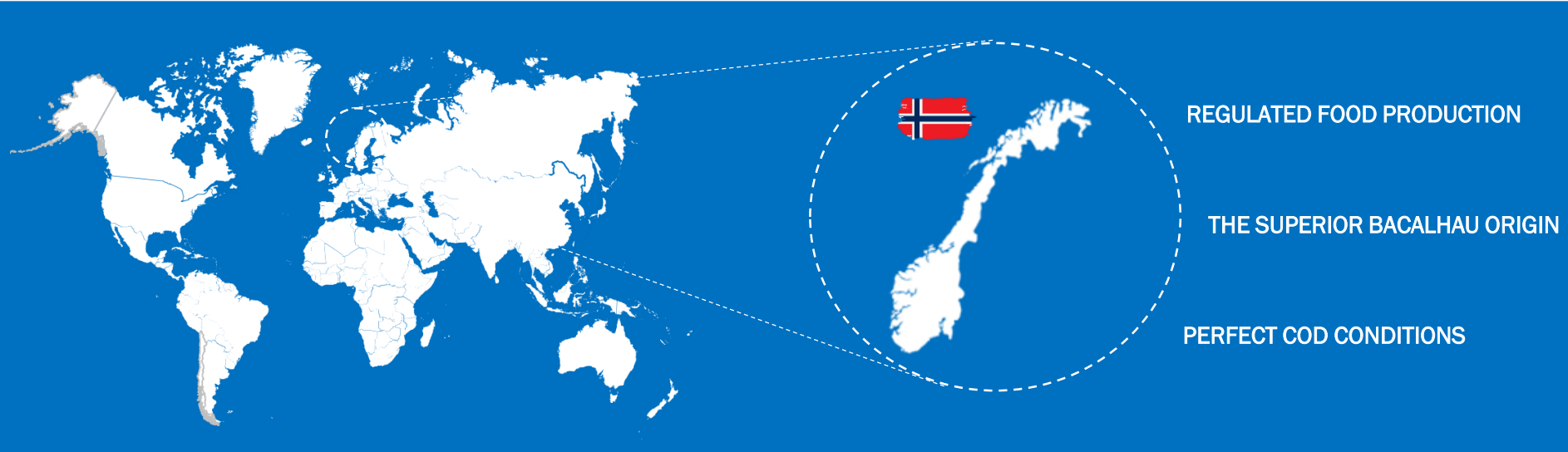


The data from the Seafood Consumer Index (SCI) reveals that the Brazilian consumers strongly prefer Portugal as country of origin for bacalhau with Norway as close follow-up country.

Almost 40 % of the consumers prefer Portugal as country of origin for bacalhau while 37 % prefer Norway.

Q: Bacalhau - Which is your preferred country of origin when you buy...?

# The perception of Norway is very positive even though the knowledge of the Norwegian origin need to be promoted



There are overall positive notions of Norway as country even though the consumers only have limited knowledge about Norway as country of origin for bacalhau.

The associations to Norway are related to attributes like nature, cleanness and a cold environment, but also healthiness and happiness.

Other characteristics is that Norway is a eco-friendly country that value its nature resources, there is no pollution and Norway has a long-established tradition and know-how with bacalhau production.

Strict governmental regulations is an association which makes Norwegian bacalhau differentiate itself positively compared to other origins.

The TVC is positive received because of its authenticity





# SEAFOOD FROM NORWAY

THE COLD  
CONDITIONS IS  
PERFECT FOR  
COD

THE  
CRAFTMANSHIP  
IS BUILD ON  
KNOW-HOW

A DIFFICULT  
PRODUCTION  
CREATE A QUALITY  
PRODUCT

THE PRODUCT  
IS APPEALING  
AND FRESH

BUILD PERCEPTION AND PREFERENCE FOR THE NORWEGIAN ORIGIN

# KEY INSIGHTS



BUILD PERCEPTION FOR THE NORWEGIAN ORIGIN



POSITION BACALHAU AS A EVERYDAY DISH IN ADDITION TO SPECIAL OCCASIONS



CREATING THE POSITION FOR THE NORWEGIAN ORIGIN THROUGH THE RIGHT COMMUNICATION CHANNELS





Plan 2019

## Prosjekter 2019

- ◆ Slutføring av Sjømatstudiet - mars
- ◆ *Noite do Bacalhau* - onsdag 3. april kl. 19:00
- ◆ Ny webdesign og digitale løsninger - ultimo februar
- ◆ Intern NHH - mai
- ◆ Bilaterale møter - 2. halvår
- ◆ Bedriftsbesøk Norge - mars, juni/juli, oktober
- ◆ Rapportering markedsadgang - fortløpende



# Aktiviteter 2019

## Point of Sale (POS)

- ♦ Påske - 3 uker
- ♦ *Dia dos Pais* – august, 2 uker
- ♦ *Semana do Peixe* – september, 2 uker
- ♦ Jul - 3 uker

## Seminarer

- ♦ Seminar Rio de Janeiro – medio oktober
- ♦ Seminar São Paulo – medio oktober
- ♦ Seminar Brasilia – primo april
  - Ifm. fiskeriministerens besøk
  - NFD, MT, Amb., NSC, Konsulatet
  - Fisk.dir., HI, Nofima, m.fl.
  - MAPA, DIPOA, SEAP, m.fl.

# Aktiviteter 2019 - definert

## Fiskeriministeren til Brasil

- ♦ Tirsdag 2. april til torsdag 4. april
- ♦ Markedsføring *Bacalhau da Noruega*
  - Mercado municipal Cadeg, Rio de Janeiro
  - Carrefour Hipermercado, Rio de Janeiro
- ♦ Møte med landbruksministeren
- ♦ Vertskap for:
  - seminar og *Noite do Bacalhau*
- ♦ Døråpner for:
  - bilaterale tekniske møter
  - revisjon MoU

## Pressetur 2019

- ♦ Mandag 18. mars til fredag 22. mars
- ♦ Samarbeid med ambassaden og Generalkonsulatet
- ♦ Ålesund og Lofoten
- ♦ *Origin matters*
- ♦ ca. 10 journalister inkludert influencers



SEAFOOD  
FROM  
NORWAY



# Den Dominikanske Republikk

- ◆ Kontinuerlig merking i butikk
- ◆ FB – 16 000 følgere
- ◆ Oppstart Instagram oktober
- ◆ Seminar
- ◆ Sjømatstudie
- ◆ Showcooking
- ◆ Chef Jaqueline: 3 poster per måned
- ◆ Byrå: PR, KITs og medieovervåking



# Karibia

- ◆ Innspill
- ◆ Bedriftsinitiativ
- ◆ Forskjellige land, kulturer og behov
- ◆ Én stemme...

**NORGES**  
**SJØMATRÅD**

Takk for idag!