How to reconceptualised efficiency the marketing of seafood products?

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Goals

• Improve marketing and commercialisation of seafood products
• Propose new orientations to reconcile the behavior and expectations of consumers with the constraints of the retailers and the practices of the various actors of the fishing industry

**Task 1**
Expectations and consumer behaviours

**Task 2**
Strategic analysis of marketing

**Task 3**
Innovations and tools

Demand + Network + Offer = Positioning
Problem

A fragmented offer

- Management of the offer by nature of products, packaging
- Seafood products distributed in various shelves
- No dynamics of universe of consumption

FOCUS FRESH

- Presentation by species (size, form / whole, filet, steak …)
- Commercial practices by products and special offers
Reconceptualisation

How to reconceptualize efficiency in the marketing of seafood products?

Bases of reconceptualisation

1. Needs
2. Unit of needs
3. Universe of consumption
4. Category of products
5. Segments
6. Subsegments
7. Dramatisation

Stall of fresh and processed seafood products

EAFE 2015 – Salerno, Italy
The contribution of the reconceptualisation

**Current offer**
- Fragmented universe
- Classical offer concentrated on 3 species
- Promotional purchase
- Opportunist purchasing behavior

**Reconceptualised offer**
- Conceptualised universe
- More visible and more attractive, diversified offer
- Situation/function purchases
- Structured purchase, pleasure, emotional…
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Task 3 • Innovations and tools

Goals
Propose ways to adapt the offer of fresh seafood products to the new consumer expectations

Methods
Directive approach: organisation of workshops with professionals of the sector

Results
RECONCEPTUALISATION OF POINTS OF SALE
Analysis of the dramatisation, the animation, the special event management
Elaboration of plans of setting-up

EAFE 2015 – Salerno, Italy
Cycle of workshops

9 workshops in 3 different cities of Brittany

**Workshop 1:**
What will look like the seafood products of tomorrow?

**Workshop 2:**
What will look like the stall of tomorrow?

**Workshop 3:**
What will look like the universe of the seafood products of tomorrow?

What new segmentations products / markets?

What new mass plans?
Proposal of plans of setting-up

In the same way as innovations, various degrees of reconceptualisation

- Simple Reconceptualisation
- RENOVATION
- Correspondence stall / shelf
- NOVATION
- Universe « Sources of proteins »
- BREAKTHROUGHT INNOVATION
Simple reconceptualisation: RENOVATION

Prepared seafood products (tarama, smoked salmon...)

Filets

Whole Fishes

Shells and shellfish

POOLS

leaflets + recipes

Fresh Selfservice

Local Frozen seafood

Sauces and condiments Innovations
How to reconceptualize the efficiency of marketing seafood products?
How to reconceptualize efficiency in the marketing of seafood products?

Universe «Sources of proteins»: BREAKTHROUGH INNOVATION
How to reconceptualized efficiency the marketing of seafood products?

**Investment**

• Degree of reconceptualisation similar to an innovation (-renovation, novation, breakthrough innovation)

**Offer**

• Pass of an offer separated in a global offer
• Integrate more services in seafood products according to the diversified practices, different situations in connection with the new consumer habits
• Codify the offer, introduce codes similar colors in the meat

Plans of setting up
How to reconceptualize efficiency the marketing of seafood products?

Plans of setting up

Presentation of products

- Concept of flexible stall according to the days of the week and the events
- Change basic marketing of seafood products by a dramatisation to stimulate the affect of the consumers

Impact on the consumer

- Integrate more prepared seafood products to favour different situation of consumption
- Change consumer habits (species…) and motivations and purchasing criteria
Conclusion

- Potential of valuation and enormous marketing but still badly exploited
- Consumers to educate, to make sensitive and to develop loyalty
- Develop a wide offer, going of the cool to the elaborate, which includes more services but also more sense and implication for the buyer
- The willingness to pay has sense only if the consumer perceives the tangible added value
THANK YOU FOR YOUR ATTENTION!

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