How to reconceptualised efficiency the marketing of seafood products?

Stéphane GOUIN, Marie LESUEUR, Dimitri FASQUEL

AGROCAMPUS OUEST - FRANCE
Cogépêche Program

**Goals**

- Improve marketing and commercialisation of seafood products
- Propose new orientations to reconcile the behavior and the consumer expectations 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

**TASK 4**
Reconceptualisation of the halieutic universe

**DEMAND** + **NETWORK** + **SUPPLY** = **POSITIONING**
How to re-conceptualise efficiency the marketing of seafood products?

**Part 1: Behaviour, Attitudes, Motivations and Needs of consumers in retailing**

- Focus group
- Trade off
- Cognitive chain
- Cognitive dissonance
- Delphi

**Part 2: Positioning, marketing and evolutions by species**

Contractualisation analysis, selling and valorisation product/market (retailers, fishmongers, direct sales)

**Part 3: Innovation and merchandising analysis with professionals**

Merchandising methods and valorisation controls upstream and downstream
How to re-conceptualize the marketing of seafood products?

Problem

A fragmented offering

- Management of the offering by nature of products, packaging
- Products of the sea distributed in various shelves
- No dynamics of universe of consumption

FOCUS

FRESH

- Presentation by species (size, form / whole, filet, steak …)
- Commercial emphasis by products by special suppliers
How to reconceptualize the marketing of seafood products?

Reconceptualisation

Bases of reconceptualisation

1. Needs
2. Needs - units
3. Consumption universe
4. Product category
5. Segments
6. Sub-segments
7. Retail theatre

Need-units
Stall of fresh and processed seafood products
How to re-conceptualize efficiency in the marketing of seafood products?

From current to re-conceptualised offering

**Current supply**
- dispersed universe
- classic product offering focusing on 3 species
- promotion-oriented purchase
- opportunistic purchasing behaviour

**Re-conceptualised supply**
- conceptualised universe
- diversified, more visible and attractive offering
- situation/function purchase
- structured, thought-out, indulgence purchases
Task 3 • Innovations and tools

How to re-conceptualize efficiency the marketing of seafood products?

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

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

Results
RECONCEPTUALISATION OF POINTS OF SALE
Analysis of the dramatization, the animation, the special event management
Elaboration of plans of setting-up
Workshop 1: what will look like the seafood products of tomorrow?

- What products for which consumers?
- How can we rethink the moments of consumptions?
- What new services to bring to the actors and more particularly to the consumers?

Workshop 2: what will look like the stall of tomorrow?

- How to adapt the range of products of the sea freshly to the new consumer habits?
- What new politics of setting-up of the universe seafood products (fresh, delicatessen, canned, frozen...)?
- What incidences on the plans of setting-up?

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

- Choice the best plans of setting-up(presence) of the universe of the products of the sea with the actors of the sector(network)
- What communication / promotion policies to set up in court, average and long terms?

Where do we create of the added value?

What new segmentations products / markets?

What new mass plans?
In the same way as innovations, various degrees of reconceptualisation

- a simple grouping by product family
  RENOVATION
- Fish stall / shelving symmetry
  NOVATION
- Universe « Sources of proteins »
  INNOVATION OF BREAK
How to reconceptualize efficiency the marketing of seafood products?

Simple Reconceptualisation: RENOVATION

- Whole Fishes
- Crustaceans and shellfish
- Fillets
- Salmon
- Fish tanks
- leaflets + recipes
- Sauces and condiments
- Innovations
- Fresh Self Service
- Local Frozen seafood
- Sea Delicatessen

2015-04-30
EAFE 2015 – Salerno, Italy
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- Fresh Self Service
- Shell and shellishes
- Fresh Self Service
- Corner local frozen seafood
- Innovations Promotions
- MAIN AISLE
- Sea Delicatessen
- Canned seafood
- Storage area
- Fillets
- Wole fishes
- Sushi
- Fumaison Salting
Universe « Sources of proteins »: INNOVATION OF BREAK

- Butcher's shop/delicatessen cuts
- Self services Meat products
- Self service of seafood products
- Delicatessen meat products
- Frozen Meat products
- Frozen Seafood products
- Canned food
- Sea Delicatessens
How to reconceptualised efficiency the marketing of seafood products?

**Investment**

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

**Offer**

- Pass of an offering separated in a global offering
- Addition of services in products according to the diversified practices, answering situations in connection with the new consumer habits
- Codify the offering, introduce codes similar colors in the meat
How to re-conceptualized efficiency the marketing of seafood products?

**Category Management : lines of products**

<table>
<thead>
<tr>
<th>FRESH</th>
<th>CANNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Whole fishes (alive / cooked)</td>
<td></td>
</tr>
<tr>
<td>✓ Shellfishes (alives/cooked)</td>
<td></td>
</tr>
<tr>
<td>✓ Fish sticks</td>
<td></td>
</tr>
<tr>
<td>✓ Soups</td>
<td></td>
</tr>
<tr>
<td>✓ Sauces</td>
<td></td>
</tr>
<tr>
<td>✓ ...</td>
<td></td>
</tr>
<tr>
<td>✓ Packagings (metal / glass)</td>
<td></td>
</tr>
<tr>
<td>✓ Recipes (mustard, escabèche, natural...)</td>
<td></td>
</tr>
<tr>
<td>✓ Dishes prepared with fish</td>
<td></td>
</tr>
<tr>
<td>✓ Dates (sardines)</td>
<td></td>
</tr>
<tr>
<td>✓ Solutions meal complete / ingrédients</td>
<td></td>
</tr>
<tr>
<td>✓ Species (mackerels, sardines, tuna ...)</td>
<td></td>
</tr>
<tr>
<td>✓ ...</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delicatessen</th>
<th>FROZEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Spreadable</td>
<td></td>
</tr>
<tr>
<td>✓ In &quot; dipper &quot;</td>
<td></td>
</tr>
<tr>
<td>✓ Smoked salmons</td>
<td></td>
</tr>
<tr>
<td>✓ Other smoked fish</td>
<td></td>
</tr>
<tr>
<td>✓ Surimi</td>
<td></td>
</tr>
<tr>
<td>✓ Soups</td>
<td></td>
</tr>
<tr>
<td>✓ Units of sale industrialized consumer (fish or others products of the sea)</td>
<td></td>
</tr>
<tr>
<td>✓ Solutions meal</td>
<td></td>
</tr>
<tr>
<td>✓ Supports (toast, blinis)</td>
<td></td>
</tr>
<tr>
<td>✓ Whole fishes</td>
<td></td>
</tr>
<tr>
<td>✓ Fish fillets, without arrest</td>
<td></td>
</tr>
<tr>
<td>✓ Fishes way miller or coated with breadcrumbs</td>
<td></td>
</tr>
<tr>
<td>✓ Marinated or smoked raw fishes</td>
<td></td>
</tr>
<tr>
<td>✓ Mollusks and shellfish</td>
<td></td>
</tr>
<tr>
<td>✓ ...</td>
<td></td>
</tr>
</tbody>
</table>
Plans of setting up

Direction

- Concept of flexible stall according to the days of the week and the events
- Stage the products of the sea by a dramatization to stimulate better the affect of the consumers

Impact on the consumer

- Research for development of customer loyalty
- Change consumer habits (species…) and motivations and purchasing criteria (go out of the diktat of the price)
How to attract the consumer to the stall?

**How to put forward products?**

- Product Innovation
- Retail theatre
- Animation and special event management
- Structuring setting-up of shelves

How to re-conceptualize efficiency the marketing of seafood products?
Potential of valuation and enormous marketing but still badly exploited

Consumers to educate, to make sensitive and to develop loyalty

Develop a wide offering, 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!

All the publications are available on:

> halieutique.agrocampus-ouest.fr
> Rubrique : Etudes et Transfert • Cogépêche

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