



The **Branding** Revolution for Commodity Products

...strategies for creating and optimizing your brand

Aquaculture Innovation Workshop
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Commodity Products

The Revolution



Commodity products by definition are goods that contain no qualitative difference..

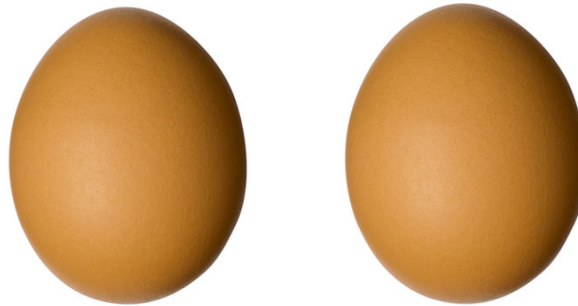
The branding revolution for commodity products has seen differentiation occur between items that seemingly have no marketable differentiation...

Commodity Products

The Revolution



An egg is an egg ..right??



- Cage Free
- Locally grown
- Vegetarian Diet
- Organically Certified

- Same Shape
- Same Color
- Same Weight
- Same Nutritional Value

Commodity Products



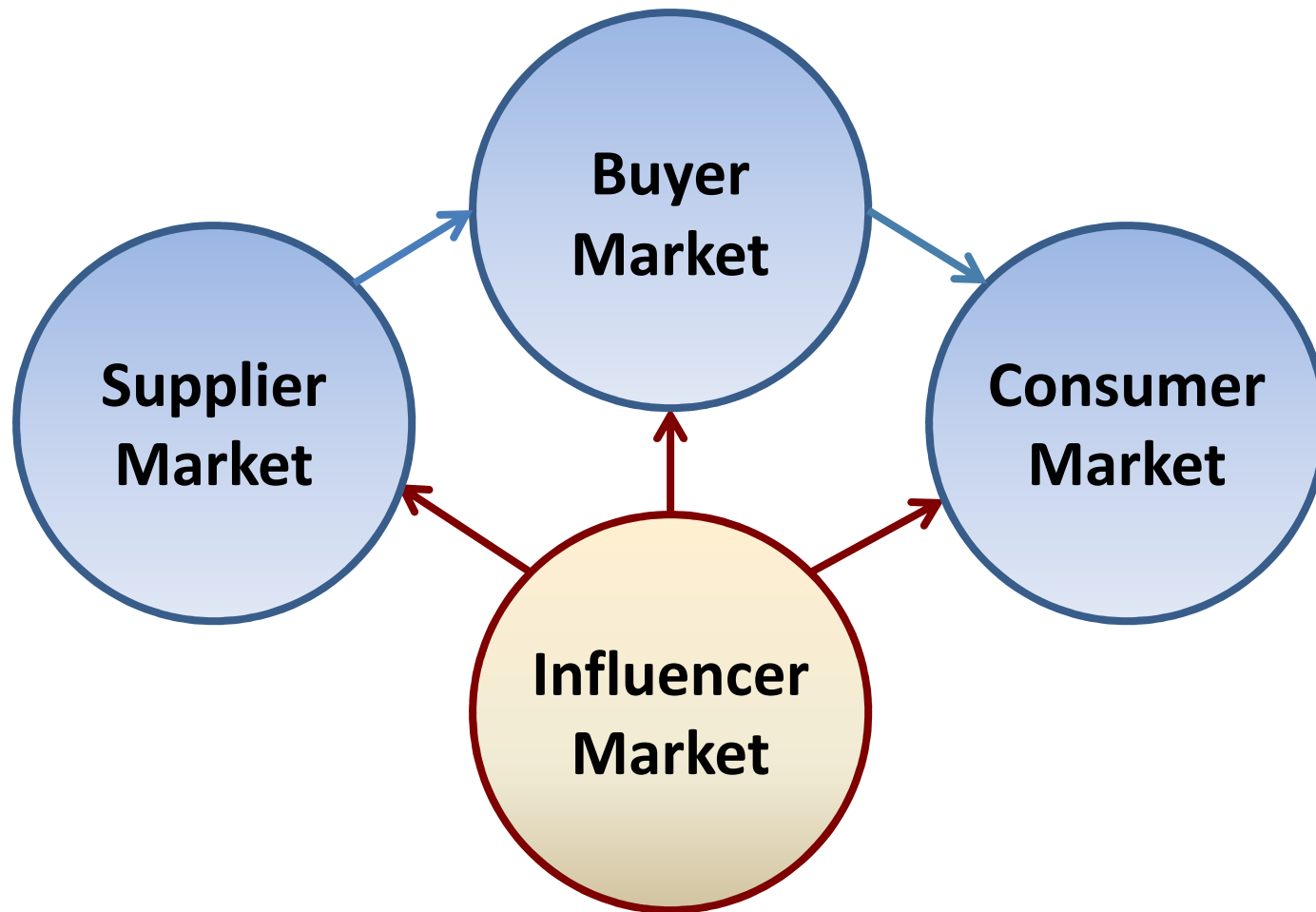
The Revolution

The branding revolution for commodity products has seen differentiation occur between items that seemingly have no marketable differences...

...resulting in premium price points for commodity products that are seen to have superior attributes.

Marketing 101

Target Markets



Consumer Market



Decision Making Process

Primary:

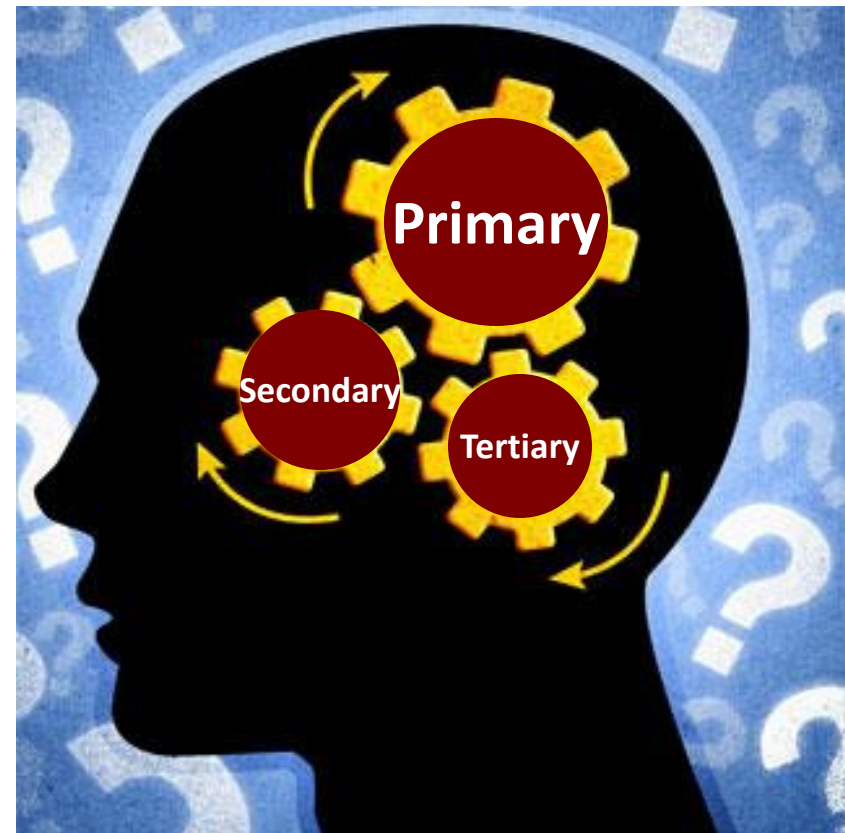
- *always* makes a difference
- personal, immediately relevant

Secondary:

- *sometimes* makes a difference
- externally relevant

Tertiary:

- *rarely* makes a difference
- tangential connection



Consumer Market



Purchase Criteria for Primary Products⁽¹⁾

Primary:

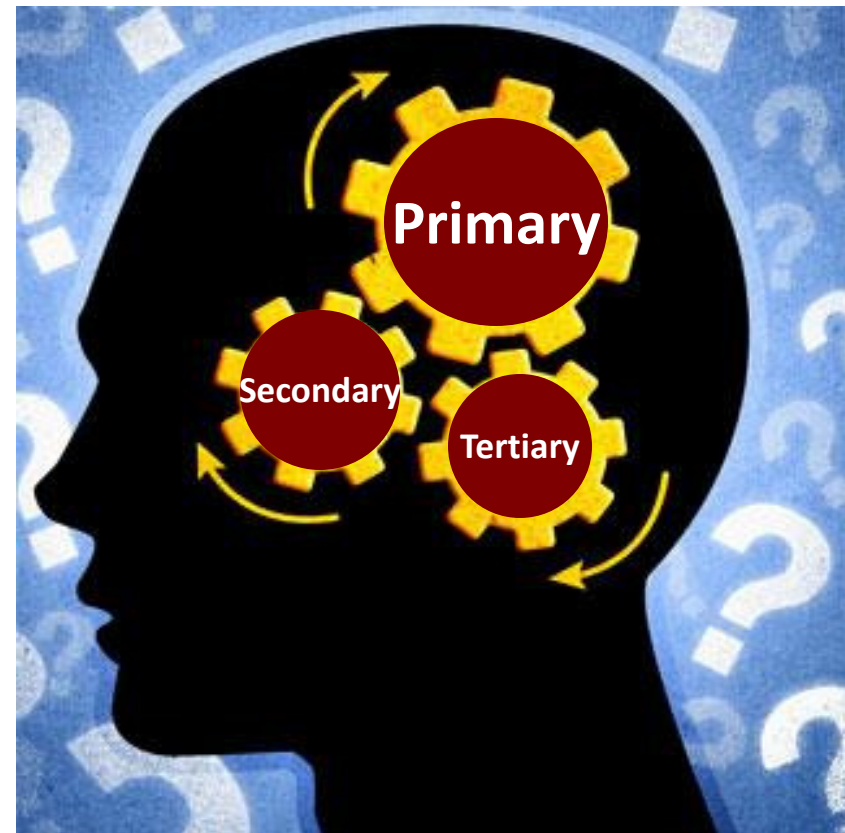
- Quality
- Price
- Variety

Secondary:

- Size
- Country of Origin
- Environmental Issues
- Animal Welfare

Tertiary:

- Traceability
- Biodiversity



(1) American Consumer Orientations Towards Sustainability and New Zealand, The Hartman Group, 2009

Consumer Market



Purchase Criteria for Primary Products⁽¹⁾

Primary:

- Quality: “taste” or “freshness”
75% seafood consumers Food Safety⁽²⁾
- Price: price point
- Variety: cuts or species

Secondary:

- “wild-caught”
- “organic”
- “fresh”
- “locally grown”

Tertiary: Not considered



(1) American Consumer Orientations Towards Sustainability and New Zealand, The Hartman Group, 2009

(2) US National Seafood & Sustainable Survey, Perishables Group, 2010

Consumer Market



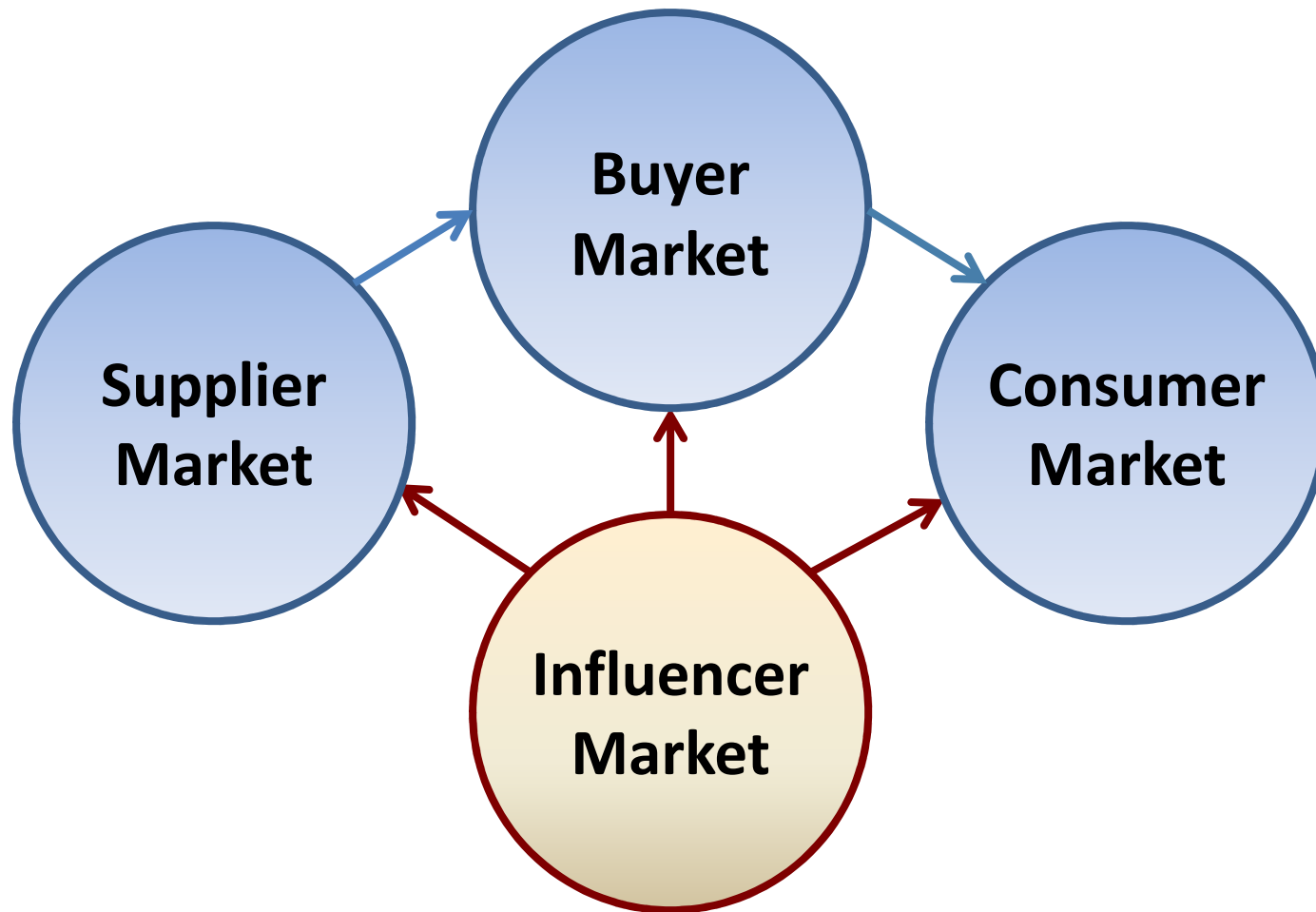
Creating a Brand

- Consumer decision making process is 1 second
 - Brand image required
- Primary focus Quality: Human Health and Wellbeing
 - 75% seafood consumers Food Safety ⁽²⁾
- 81% consumers are not “sustainably aware”
 - However of the 19% that are.. 35% of these are 34yrs and younger⁽²⁾
- Majority of consumers are “asking” for permission to purchase your product
 - The answer is to provide quality assurance..

(2) US National Seafood & Sustainable Survey, Perishables Group, 2010

Marketing 101

Target Markets



Buyer Market

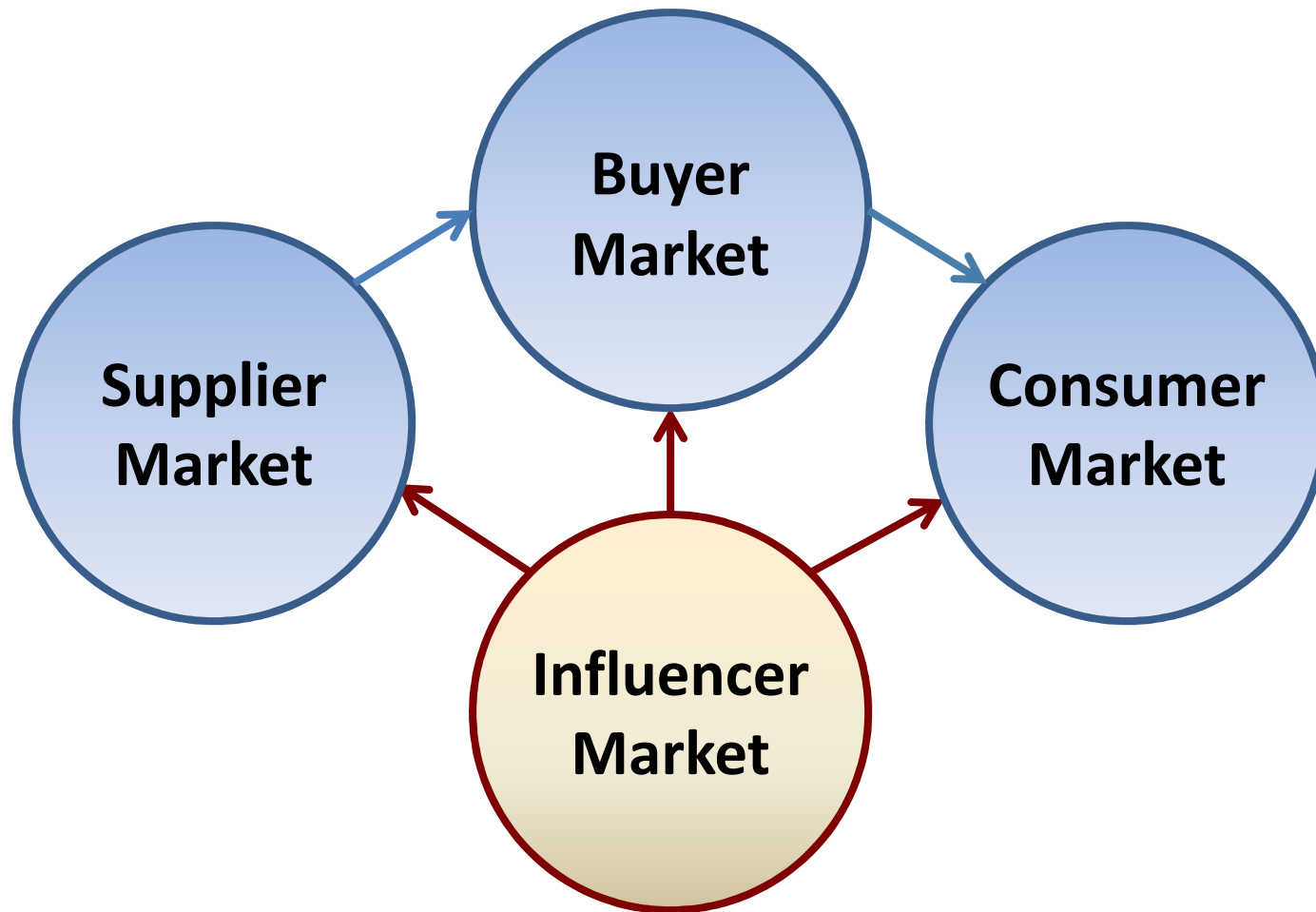
Creating a Brand



- Buyers are primary focused on consumer needs
- However ..the seafood industry has seen a major marketing campaign by the Influencer Market to the Buyer Market
- Resulting in a barrier to entry at the Buyer level
- Bringing many of the secondary and tertiary elements into play
- Buyers are also seeking permission to purchase your product
 - The answer is to provide quality assurance
 - ..and sustainability assurance

Marketing 101

Target Markets



Influencer Market



Creating a Brand

- Majority of players in the Influencer Market are focused on environmental and animal welfare issues
- Marketing strategies targeted to the Buyer Market to directly impact the consumer decision making process
- Influencer Market in the North American seafood industry is well funded and highly effective
- The Influencer Market are seeking sustainable products to endorse
 - The answer is to work collaboratively with this market to maximize the benefit of the their incentives

Branding Case Study

Skuna Bay

- Differentiation: Craft Raised Salmon
 - *Craft raised means reared by the hand of the experienced craftsman farmer in its natural ocean environment. Glacier-fed waters, perfect salinity and strong tidal currents result in a great salmon.*
- Quality inferred through:
 - Natural, pristine environment
 - Skilled craftsman
 - Packaging
- Third Party Endorsement
 - BAP certification



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Branding Case Study

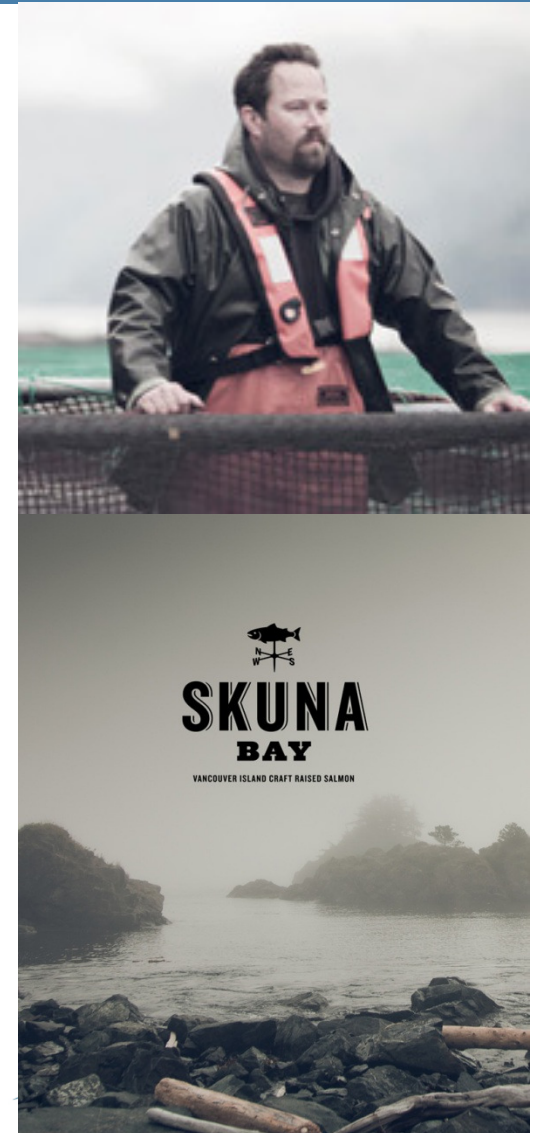
Skuna Bay

- Shaky Foundations
- *First you'll want to know one thing: our salmon is only reared in one place and that is the only place where salmon should be raised — its natural ocean environment. If you want salmon that spent its life in a tank, you don't want our fish.*

<http://www.skunasalmon.com/>



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Branding Case Study

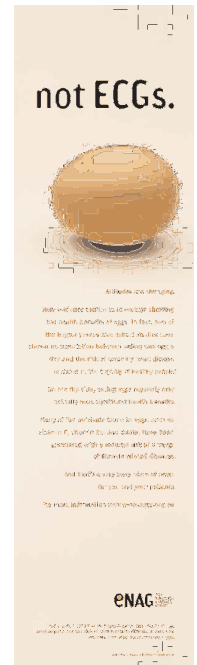
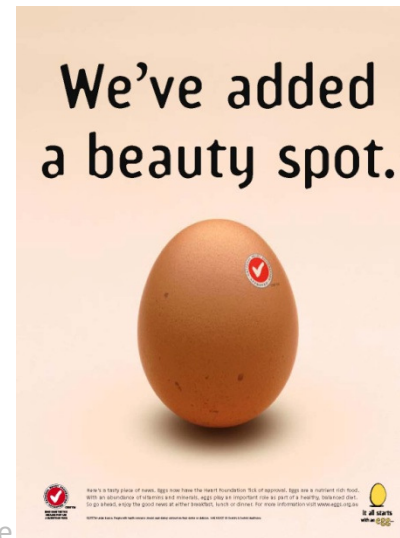
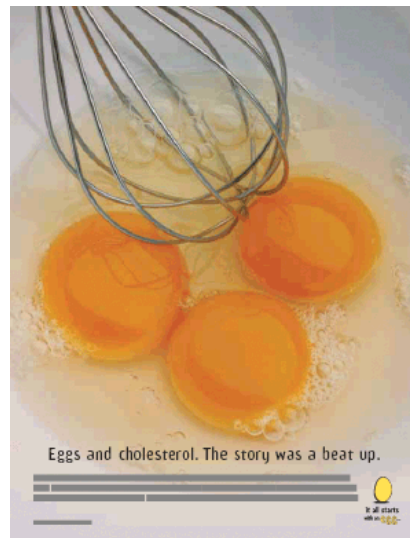
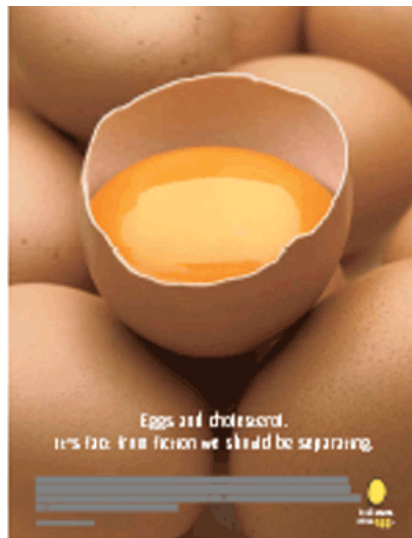
Australian Egg Corporation



- Formation of an Industry body - AECL
 - 20 year decline in the Australian Egg Industry
 - Collective problem: Eggs and cholesterol
- Science based Advisory Panel
- Highlighted the benefits of eggs while dispelling the myth
- Third Party endorsement



EGGS HAVE THE TICK
BECAUSE THEY ARE
A NUTRITIOUS FOOD



Branding Case Study

Copper River Salmon



- Differentiation: Wild Alaskan Salmon
- RSDA: collective organization under one brand
- Quality inferred through:
 - Wild product, limited availability
 - Natural, pristine environment
 - Small fisherman fleets



Branding Land-based Aquaculture



Three Target Strategy Areas

Differentiation

- Highlighting a point of difference
 - Farming Technique: Environmentally Friendly

Separation

- Create separation from other “farmed” products
 - Brand name and image

Collaboration

- Third Party Endorsement
 - Utilize the support of the Influencer Market

Branding Land-based Aquaculture



Differentiation & Separation

Taglines and Imagery

- *Quality* directly relating to human health
 - “hand raised” - nurtured, cultivated
 - “purified water” - filtered
 - “locally raised”
 - “delivered fresh”
- *“...hand raised in purified waters to ensure maximum safety for you and your family”*

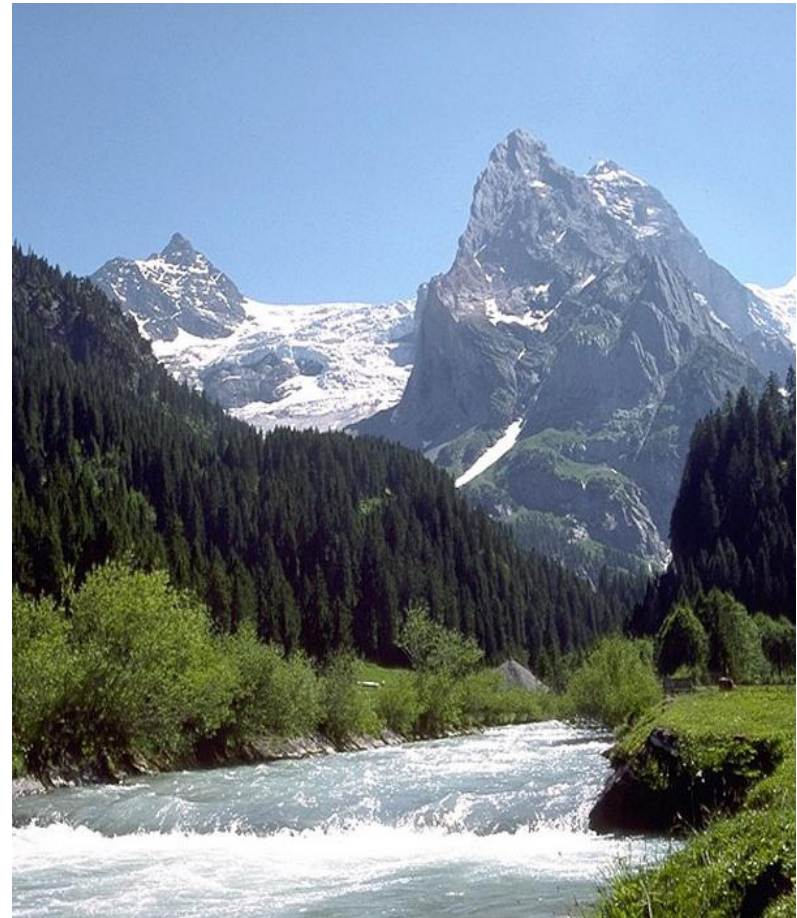
FDA Food Labeling Laws

- Wording can not be FALSE or MISLEADING ⁽³⁾

(3) Under § 403(a)(1) of the FFDCa [21 U.S.C. § 343(a)(1)], a food is misbranded if “its labeling is false or misleading in any particular.”

Branding Land-based Aquaculture

Differentiation & Separation



Branding Land-based Aquaculture

collaboration



Third Party Endorsement

- Seafood Watch or Seafood Choice
 - Green status on consumer checklists
- ASC Certification
 - WWF 19% consumer awareness (highest)⁽²⁾
- Organic Certification USDA
 - “Organic” is a farming term with 80%+ consumer awareness in the US marketplace⁽²⁾

(2) US National Seafood & Sustainable Survey, Perishables Group, 2010

Branding Land-based Aquaculture



The Future

Land-based Aquaculture is the answer the Influencer and Buyer Markets are looking for...

The market opportunity is relevant and now but the idea needs to be branded and sold to the marketplace...

..there are growing threats to land-based aquaculture so the time for differentiation and branding is now.