



THE APPETITE FOR BRANDS
HAS NEVER BEEN GREATER.
SO WHERE ARE ALL
THE SEAFOOD ONES?

Abby McKibben
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But what are
brands?

Why do they even
matter?

Branding.
Not just a logo.

Branding is what a consumer associates with or feels when they see a product on the shelf or in market.





How many seafood brands
can you name in Australia?

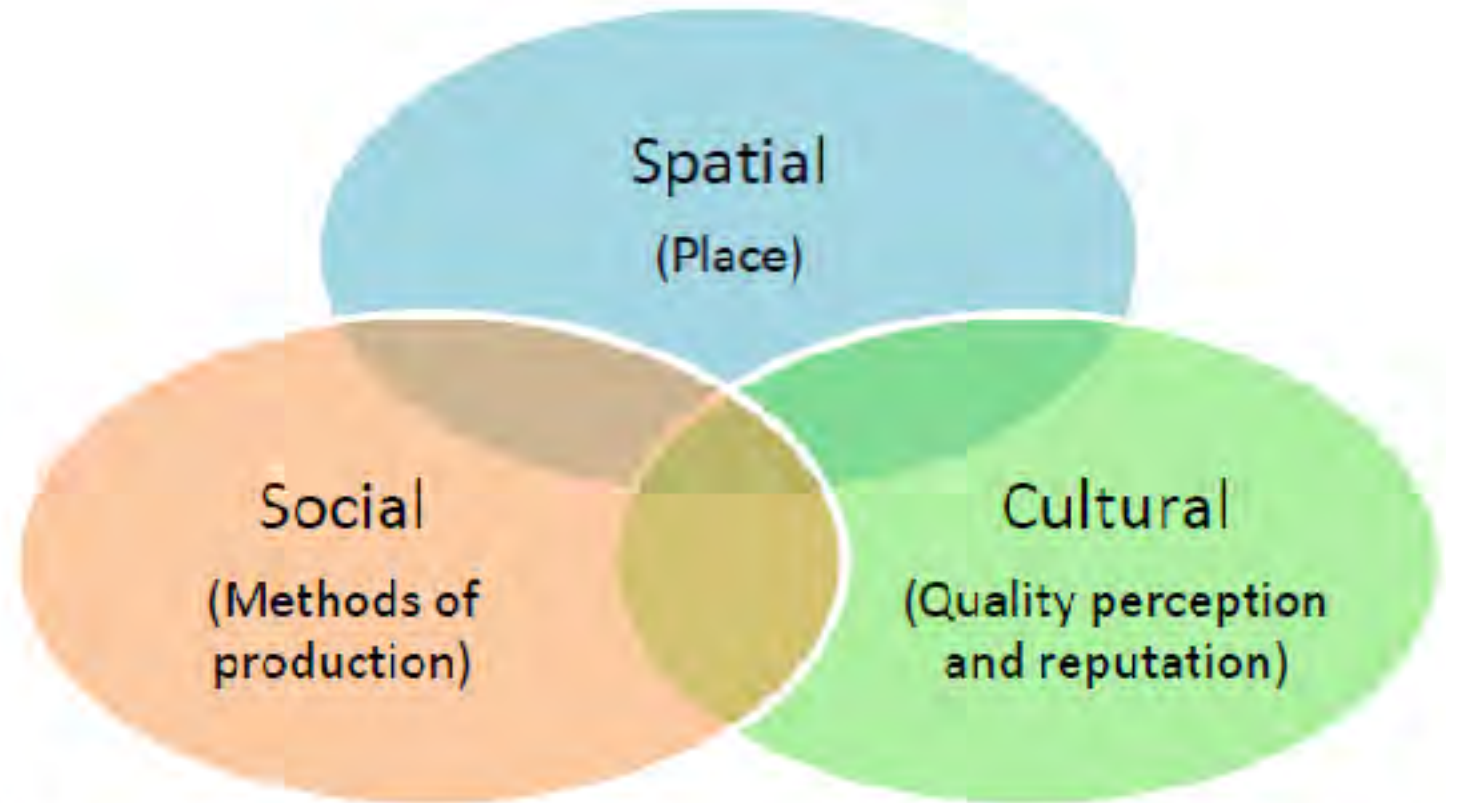
How many can our
consumers name?

In seafood, we love to use provenance in our branding to market our products.

The problem is that so does everyone else.

Provenance

More than just place.





Over 80% of seafood sold in Australia is sold unpackaged.

Have we stopped caring, when we can't put our name on it?

Where do you start?
How do you create a brand
that matters?



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Atlantic
Salmon

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Salmon Recipes



Click here for easy Tasmanian Atlantic Salmon recipes.

Healthy Hints



Click here for some Healthy Hints for the whole family!

Super-easy salmon recipes



Fact Sheets



Resource Members



Lessons from the Tasmanian salmon industry

Campaign circa 2005

Tasmanian Atlantic Salmon: **Fast Facts**

Health

So what is a Superfood?

- ✓ A 'superfood' is a term used to describe foods that are naturally rich in a multiple number of essential vitamins and minerals, that studies have shown provide significant disease prevention benefits, beyond other foods.

Why are Omega-3 fatty acids so good for me?

- ✓ Considered 'essential' fatty acids, Omega-3s are important for good health, but unfortunately they can't be produced naturally by the body. Omega-3s need to be obtained from our food, and oily fish such as Tasmanian Atlantic Salmon is one of the best natural sources of Omega 3s.

Most Australians don't get enough Omega-3 fatty acids / fats from their diet and need to increase their intake of this important nutrient.

Omega-3s also form hormone-like substances that help reduce inflammation and blood flow, have been shown to be important for heart health, a healthy immune system and have also been shown to benefit conditions such as diabetes, certain cancers, childhood asthma, obesity, rheumatoid arthritis and depression.

Omega-3 fatty acids are essential for brain development and function, and are the main building blocks for cells in the eye, making them crucial for visual development. They have also been linked to skin care and the maintenance of a healthy complexion.

Is all salmon Tasmanian Atlantic Salmon?

- ✓ There are other species of salmon, which are farmed throughout the world. Tasmanian Atlantic Salmon makes up approximately 1.5 per cent of the world's salmon production. While the Tasmanian Atlantic Salmon industry is small in comparison to the world's salmon production, it enjoys an international reputation for its superior quality.

There are other varieties of salmon available in Australia, however, Tasmanian Atlantic Salmon is said to have the best taste and texture for cooking and is preferred by most chefs and restaurants.

What 'facts' are missing here?

There was a vital part of the story that we forgot to tell and show.

(September 2006)



Tassal
Farm

Social licence

Don't make people wonder
what you do....

(My lounge room window)

Your brand should be your purpose.

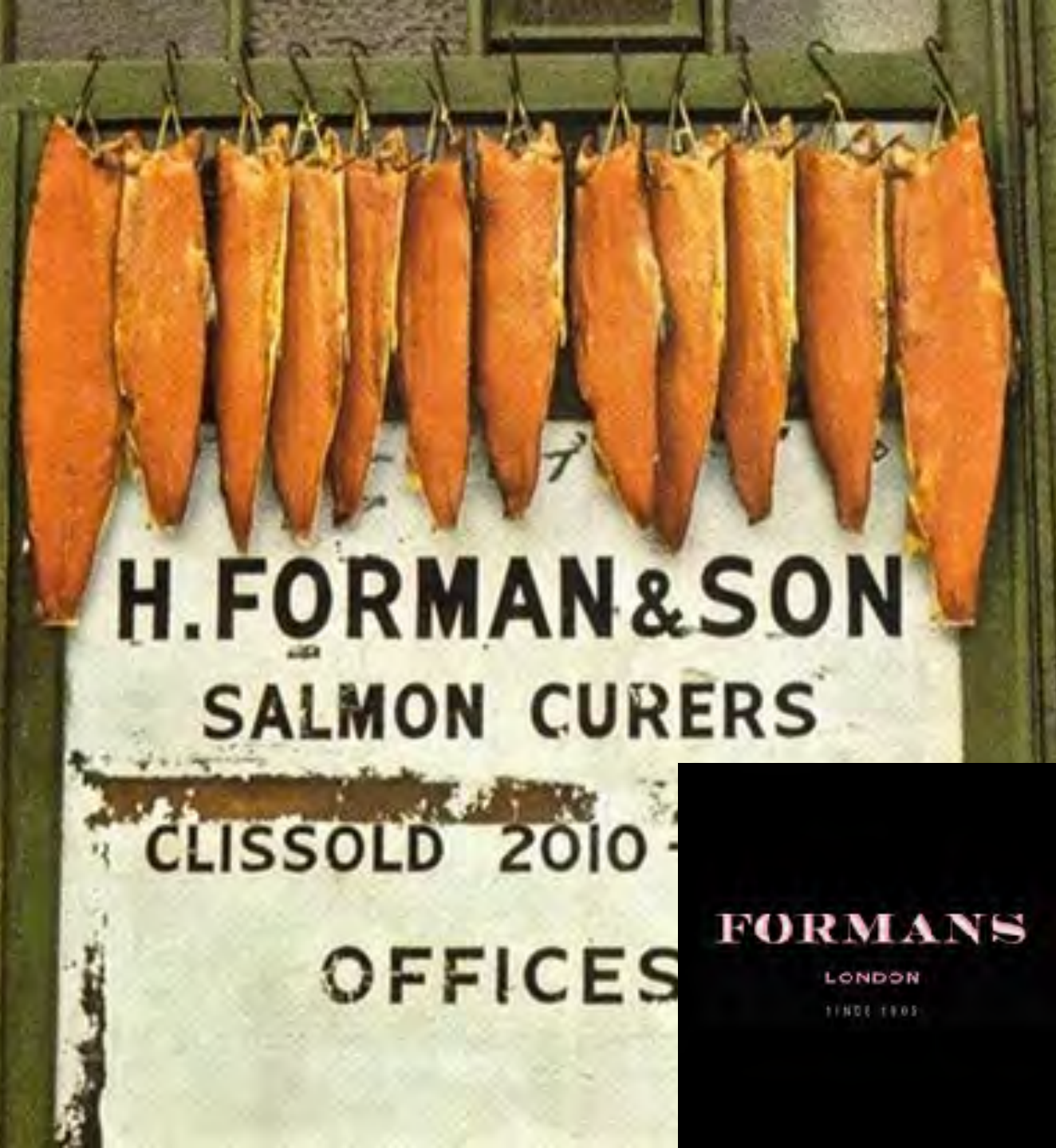
Why you do what you do,
what your consumers will know you for.



Glenarm Salmon
Northern Ireland

Social provenance
(organic)

Elusive Salmon



Forman & Field
London

Heritage (Cultural) +
GI protected (place).



Kona Coffee

Hawaii

Social (organic)

+

Place (GI protected).



Innovation (cultural) +
ASC and RSPCA
(Social)



“Too many companies want their brands to reflect some idealised, perfect image of themselves.

As a consequence their brands acquire no texture, no character”.

Richard Branson

Share your
behind the scenes

Only you can show the
passion that goes into
getting it there.





Be proud of your early morning starts, the foggy black sky days.

Be proud of your deckhand, your farmhand, your truck driver, your processor.

“Those who tell stories, rule society”

Plato.



“Well... it’s a Post on my Social Wall”



We're not farming and catching fish,
we're farming and catching food.

People connect with
people and people
trust people.

All together

- Provenance - make place matter
- Highlight the food, the moments
- Emotive content - make people feel something







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HERE.
AUSTRALIA JUST
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Thank you.



abbynckibben



abbynckibben@gmail.com