



# How to reconceptualised efficiency the marketing of seafood products?

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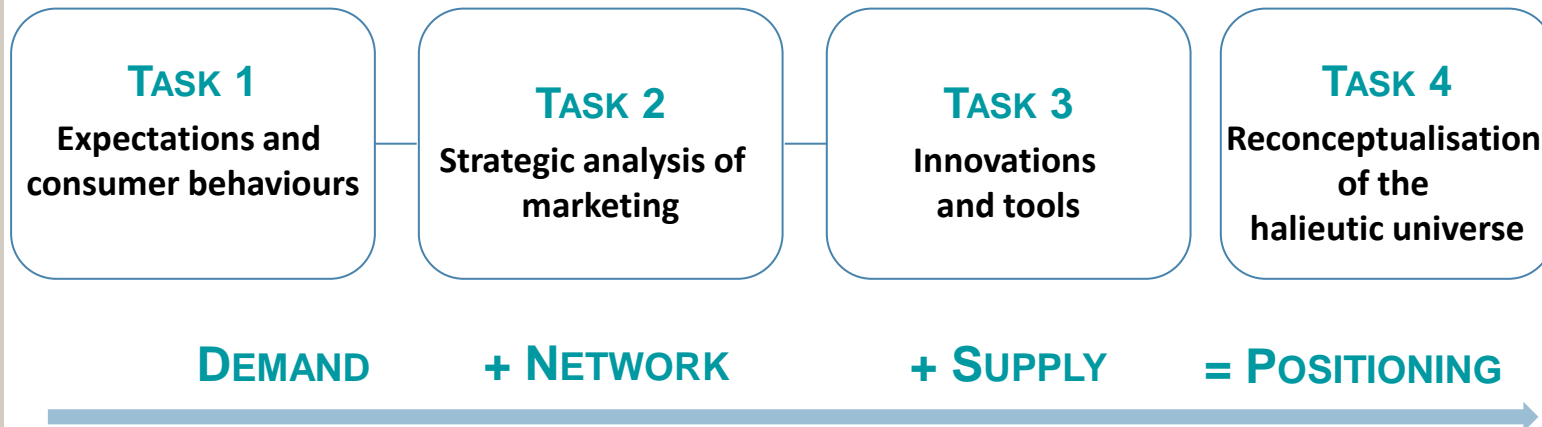
*AGRO CAMPUS OUEST - FRANCE*

Programme COGEPECHE



## Goals

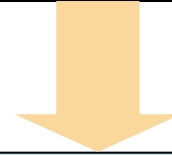
- Improve marketing and commercialisation of seafood products
- Propose new orientations to reconcile the behavior and the consumer expectations with the constraints of the retailers and the practices of the various actors of the fishing industry



2008-2010

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

Focus group	Trade off	Cognitive chain	Cognitive dissonance	Delphi
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2011-2012

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

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



2012-2014

## Part 3 : Innovation and merchandising analysis with professionals

Merchandising methods and valorisation controls upstream and downstream

## A fragmented offering

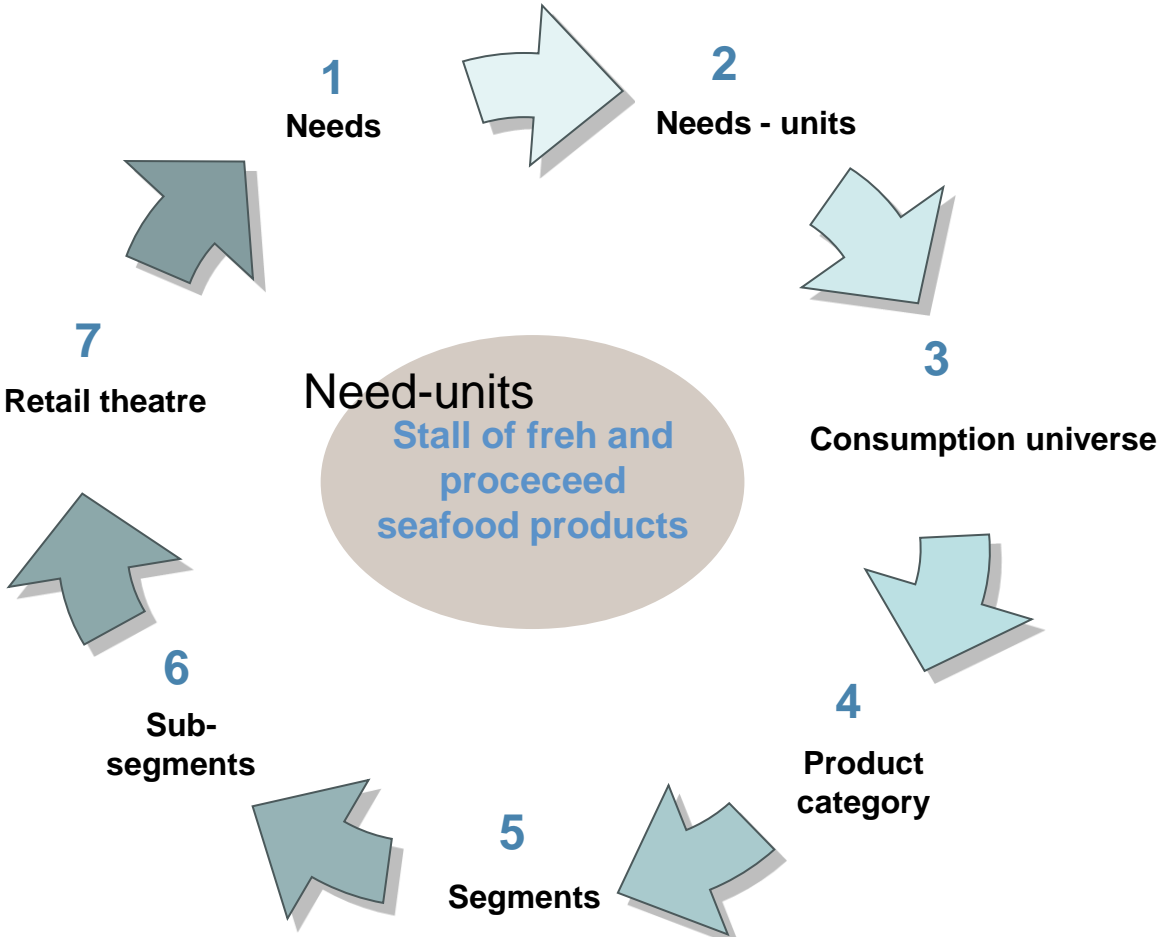
- Management of the offering by nature of products, packaging
- Products of the sea distributed in various shelves
- No dynamics of universe of consumption

## FOCUS FRESH

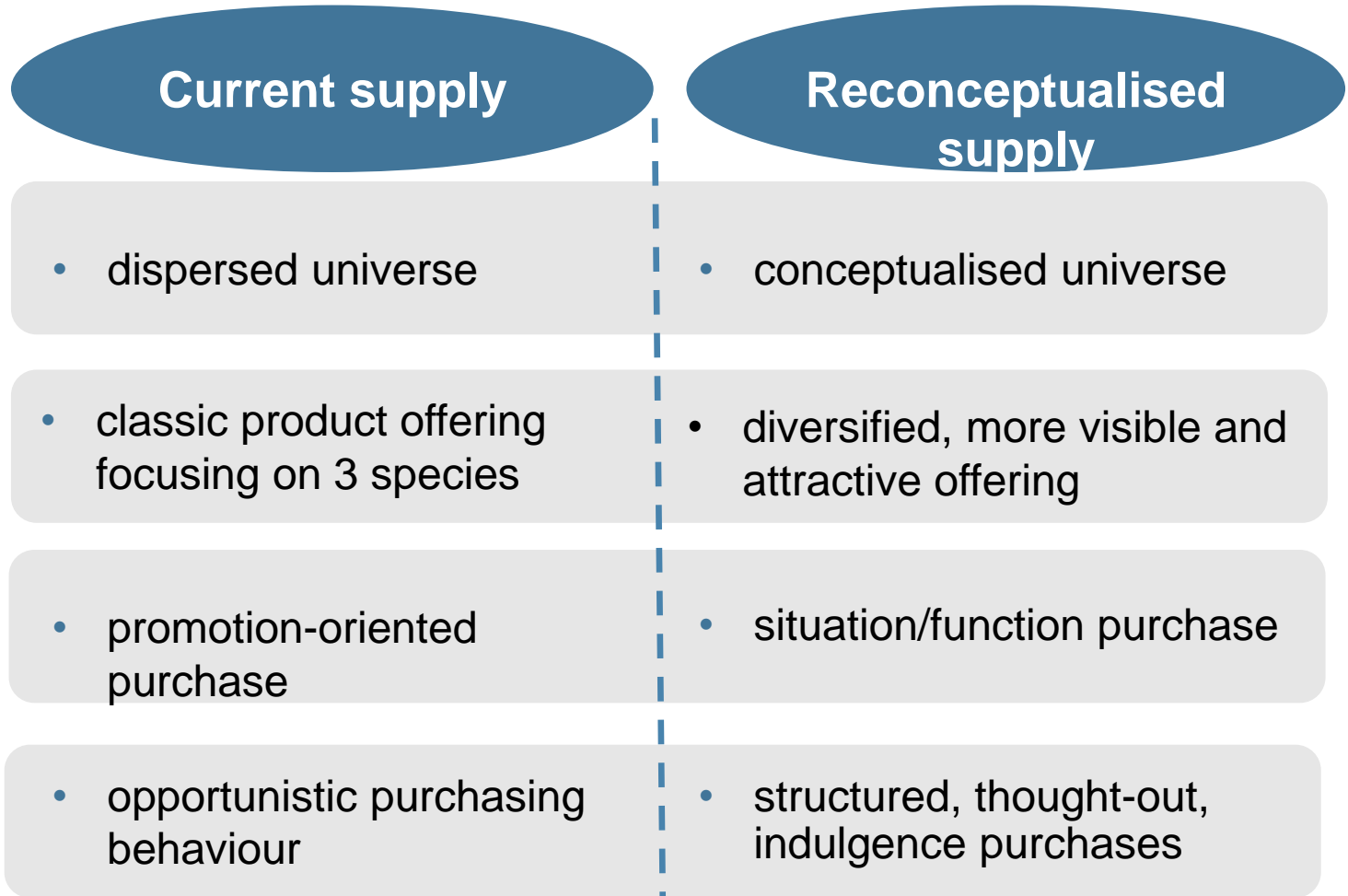
- **Presentation by species (size, form / whole, filet, steak ...)**
- **Commercial emphasis by products by special suppliers**

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## Bases of reconceptualisation



## From current to reconceptualised offering



### 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

## Where do we create of the added value?

**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?

*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**

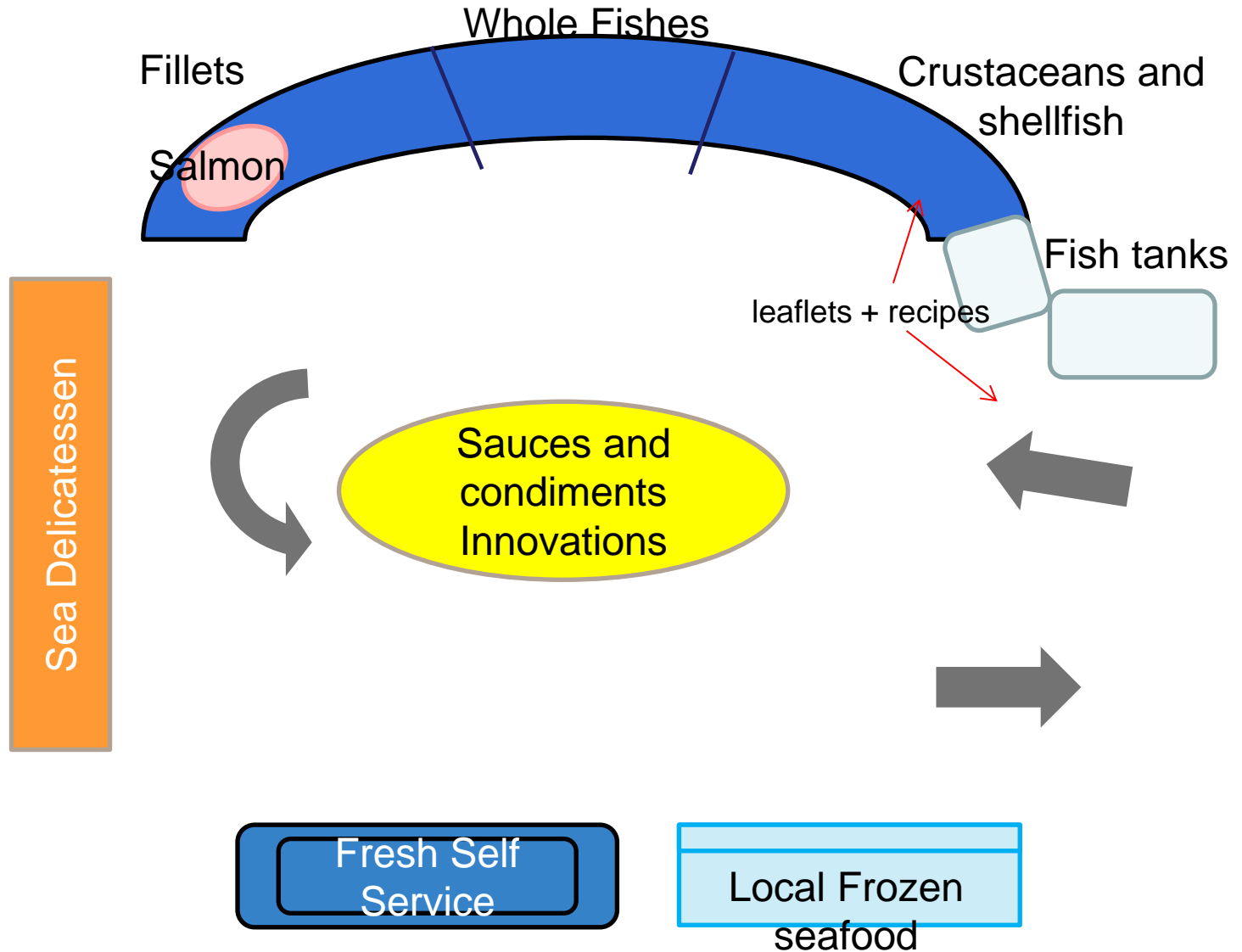
**NOVATION**

**Universe « Sources of proteins »**

**INNOVATION OF BREAK**

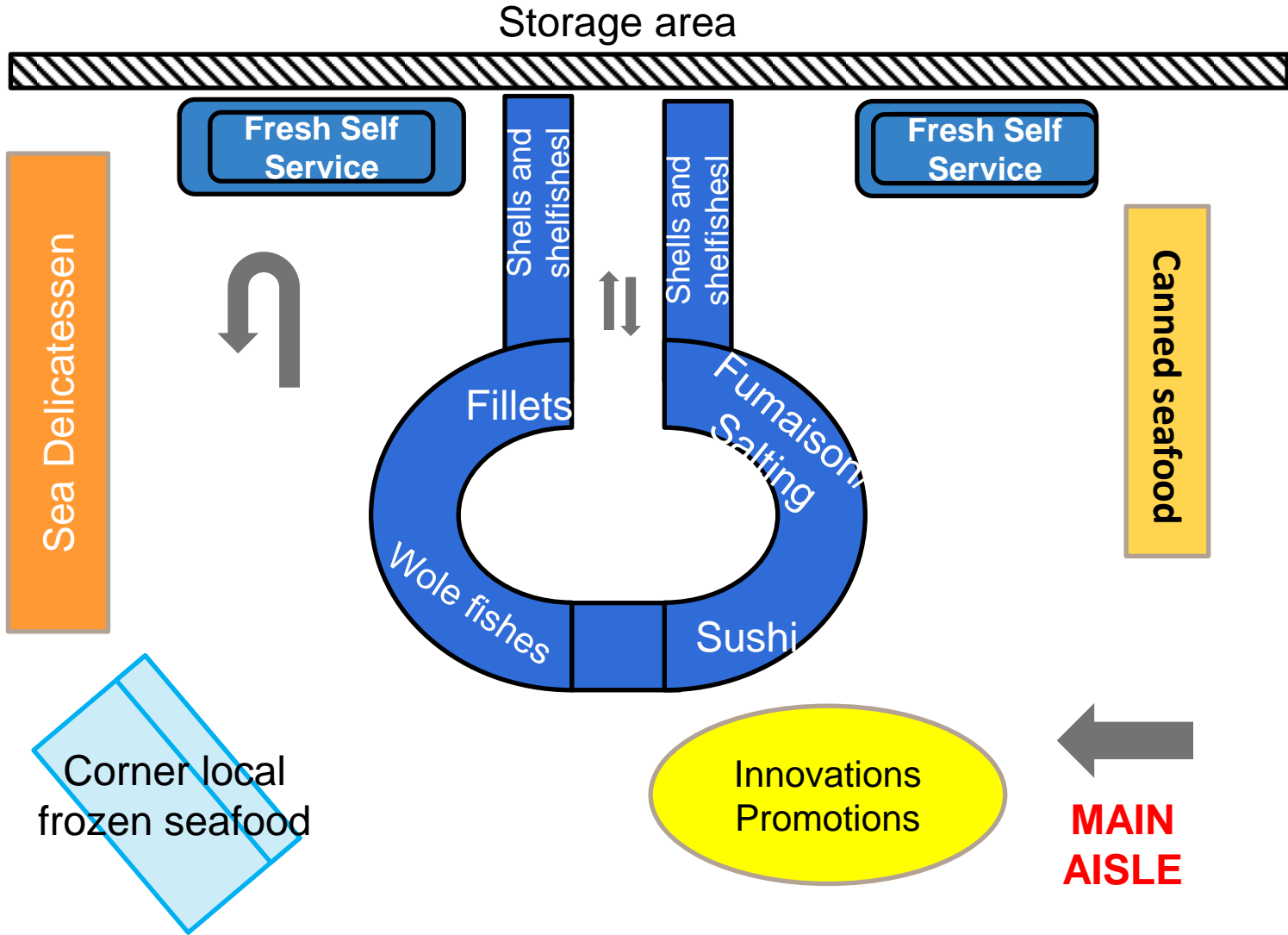
# Simple Reconceptualisation : RENOVATION

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# Correspondence stall/shelf: NOVATION

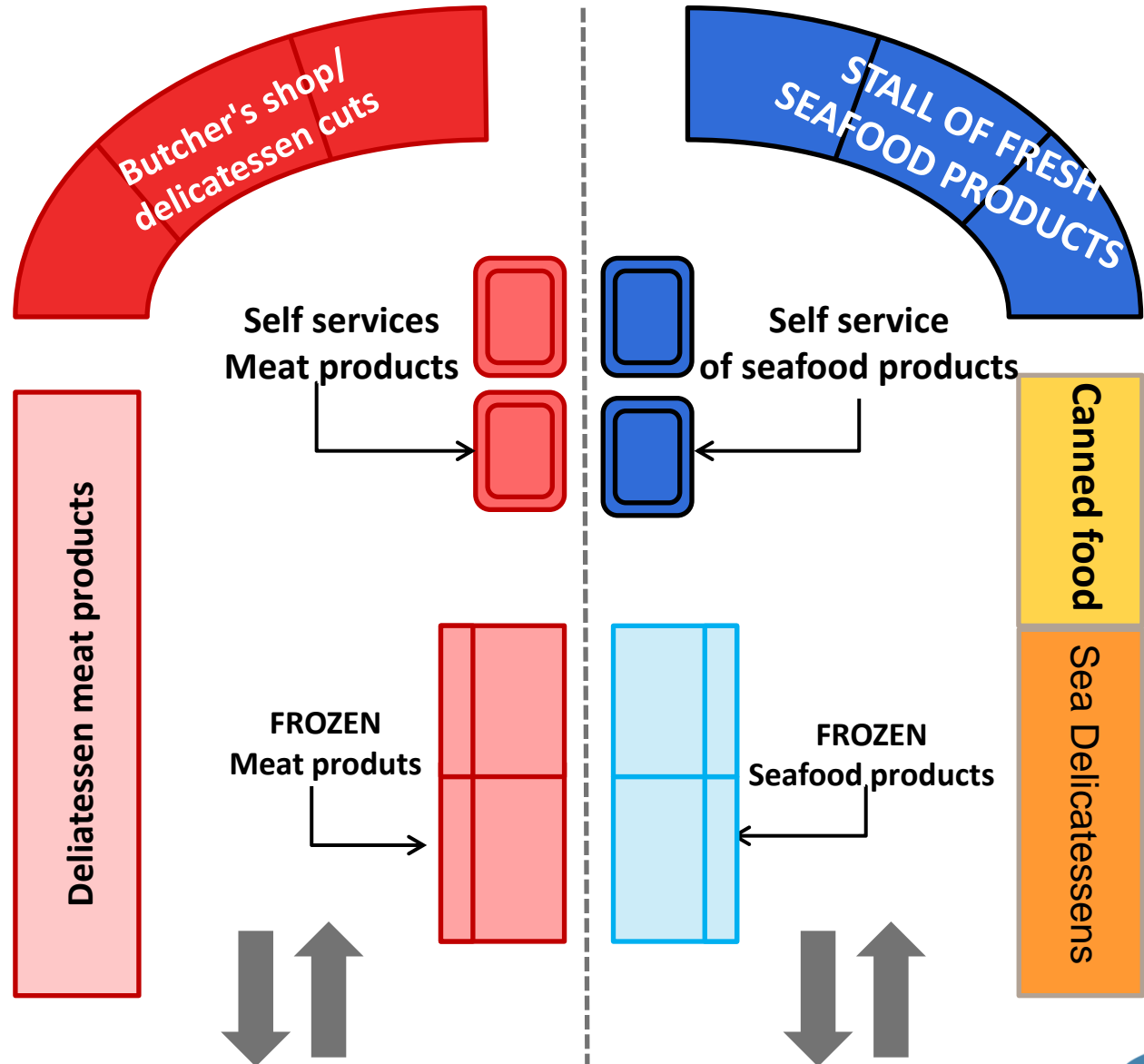
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How to reconceptualized efficiency the marketing of seafood products?

# Universe « Sources of proteins »: INNOVATION OF BREAK



## 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

# Category Management : lines of products

## FRESH

- ✓ Whole fishes (alive / cooked)
- ✓ Shellfishes (alives/cooked)
- ✓ Fish sticks
- ✓ Soups
- ✓ Sauces
- ✓ ...

## CANNED

- ✓ Packagings (metal / glass)
- ✓ Recipes (mustard, escabèche, natural...)
- ✓ Dishes prepared with fish
- ✓ Dates (sardines)
- ✓ Solutions meal complete / ingrédients
- ✓ Species (mackerels, sardines, tuna ...)
- ✓ ...

## Delicatessen

- ✓ Spreadable
- ✓ In " dipper "
- ✓ Smoked salmons
- ✓ Other smoked fish
- ✓ Surimi
- ✓ Soups
- ✓ Units of sale industrialized consumer (fish or others products of the sea)
- ✓ Solutions meal
- ✓ Supports (toast, blinis)

## FROZEN

- ✓ Whole fishes
- ✓ Fish fillets, without arrest
- ✓ Fishes way miller or coated with breadcrumbs
- ✓ Marinated or smoked raw fishes
- ✓ Mollusks and shellfish
- ✓ ...

## 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

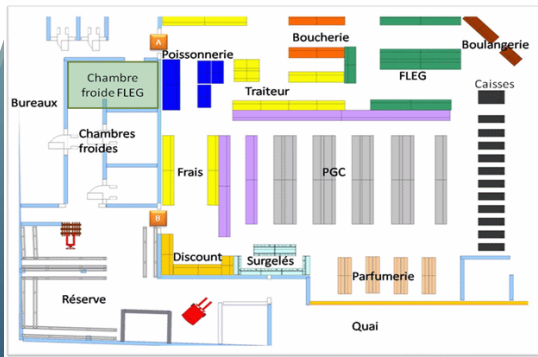
- Research for development of customer loyalty
- Change consumer habits (species...) and motivations and purchasing criteria (go out of the diktat of the price)

# How to attract the consumer to the stall?

**HOW TO PUT FORWARD PRODUCTS?**



**Fishmonger's shop**



**Product Innovation**

**Retail theatre**

**Animation and special event management**

**Structuring setting-up of shelves**



- ✓ 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](http://halieutique.agrocampus-ouest.fr)
- > Rubrique : Etudes et Transfert • Cogépêche



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