

WHAT ARE THEY THINKING?

Inside the hearts and minds of seafood consumers

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National Seafood Marketing Symposium
Queensland Seafood Marketers Association

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1

get real. the Melbourne Storm game plan.

2

stand in the customer shoes. talk with me not at me.

3

tell me. show me. win.

4

change the conversation.

We've seen the highs and low of marketing albeit from the sidelines

What we've learnt is that. . . .

- ✓ Be real
- ✓ Be clear about the end game and the game plan.
- ✓ Stay the course.
- ✓ Show me. Help me.
- ✓ Engage me.
- ✓ Empower me. Enable me.

stand in the customer shoes. talk with me not at me.

in late 2016 we spoke to 2,000 adult
Australians about their seafood
experiences.

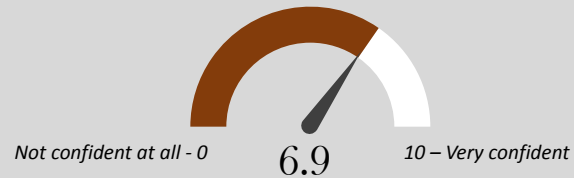
these are their experiences. . . .





the purchasing experience

there is not a strong level of confidence about buying seafood



there are five key things that are important to people when they purchase seafood:

1. Knowing how long it's been in store
2. Knowing if the seafood is fresh or has been frozen
3. Whether the seafood was caught in Australia or overseas
4. Knowing how long the seafood will last at home
5. That the seafood bought offers good value for money

What don't they like about buying seafood?

25%

Not knowing how long ago the seafood was caught

|||

13%

Poor range of seafood / don't have the seafood I want

|||

11%

The smell of the seafood is off-putting

|||

8%

Inconvenient purchasing experience – the market is too far away, it's crowded and it's hard to find parking

|||

8%

I don't know where the seafood was caught



the take aways. . . .

don't be too smart

|||

don't over-engineer the message

|||

think like a consumer

|||

be clear, consistent and persistent

|||



WHAT IS
**SUSTAINABLE
FISH?**



hearts & minds
community conversations

sustainability and the fishing industry

in early 2016 we spoke to 500 adult
Australians about sustainability and the
fishing industry

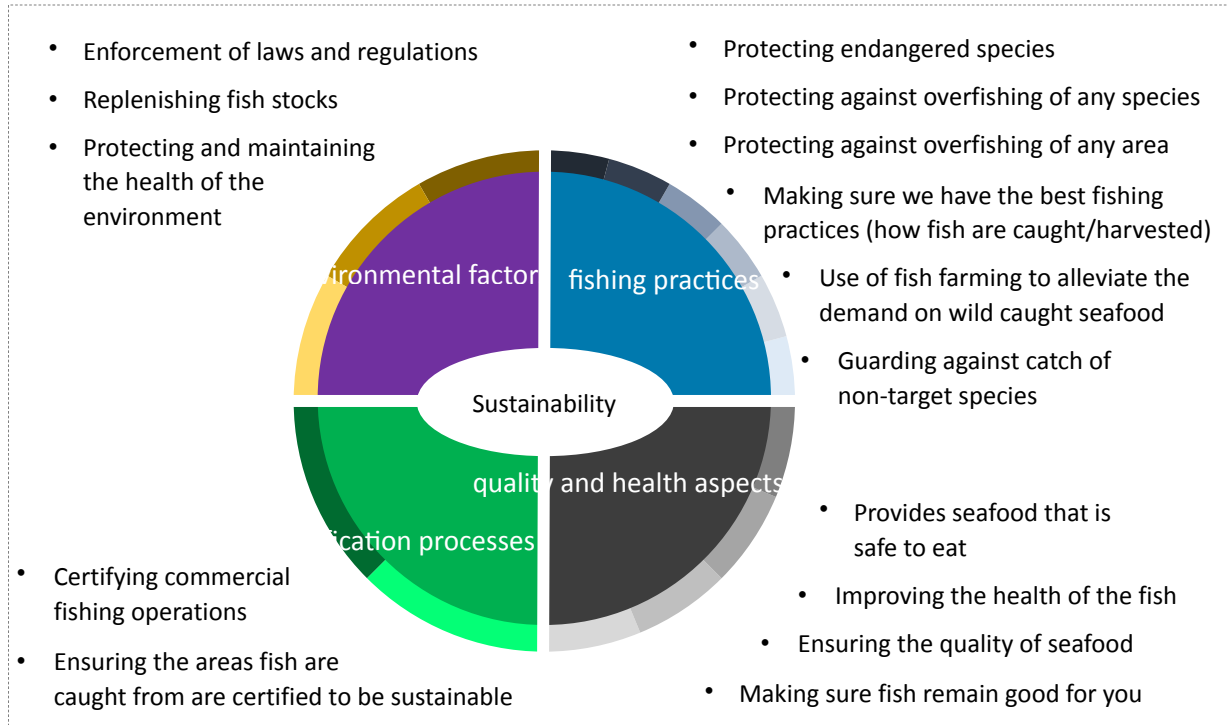
this is some of what they told us. . . .

consumers interpret sustainability with many different lenses

We asked consumers to explain what sustainability meant for them.

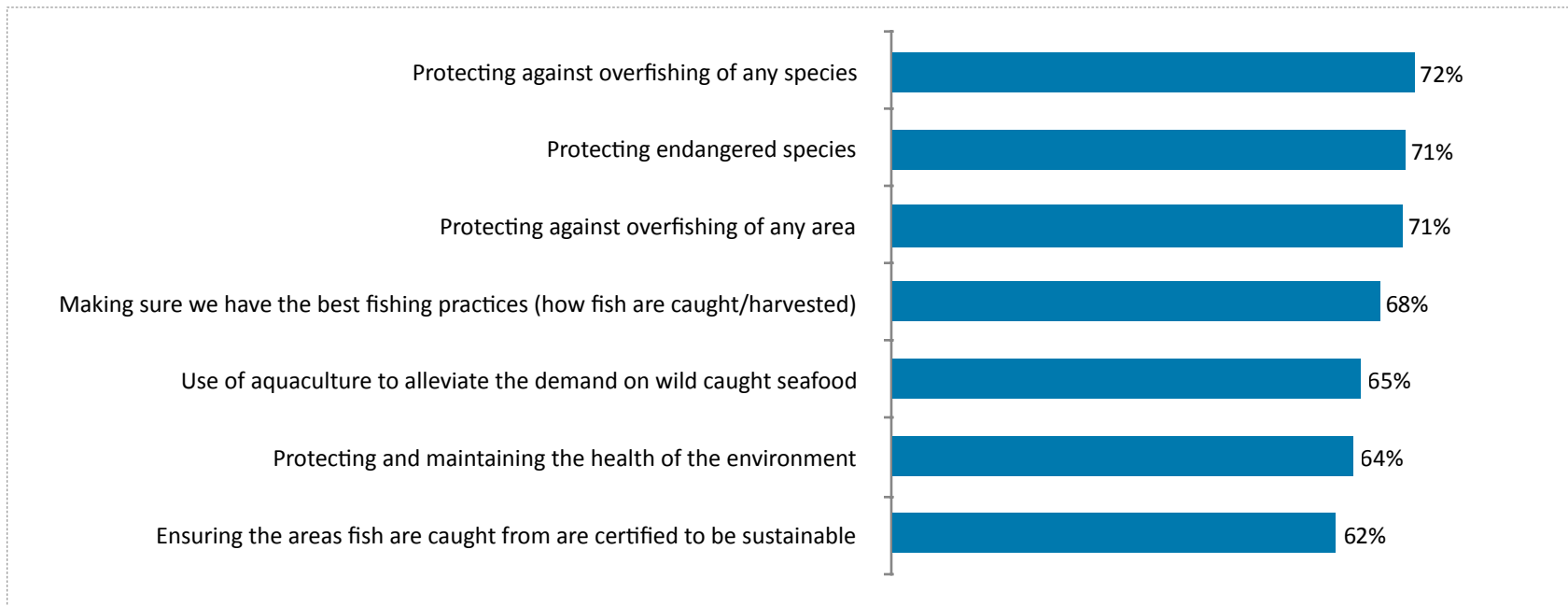
15 different description clusters

4 primary description motivators



little consensus on what they think it means

This is the best phrase that describes sustainability – Top 7



so what exactly are we trying to achieve?

the take aways. . . .

time to shape the discussion?
| | |

sustainability or trust | resilience?
| | |

focus and targeted
| | |

all in - a whole of industry agenda
| | |



change the conversation.



sustainability: what they are reporting

Do they believe Australia's fishing industry is sustainable?

% that believe industry is sustainable or confident that it can be

59%

=

% that think the industry currently is sustainable

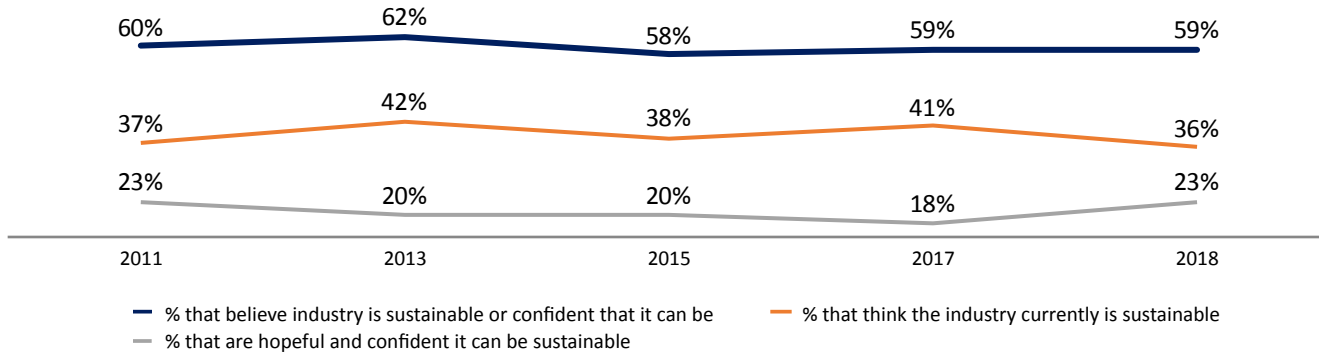
36%

+

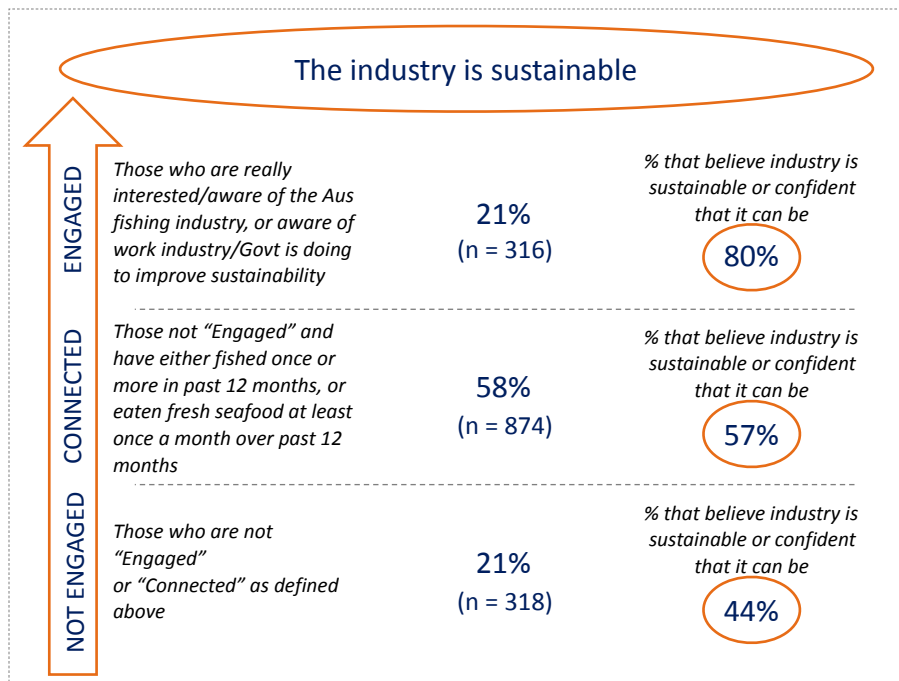
% that are hopeful and confident it can be sustainable

23%

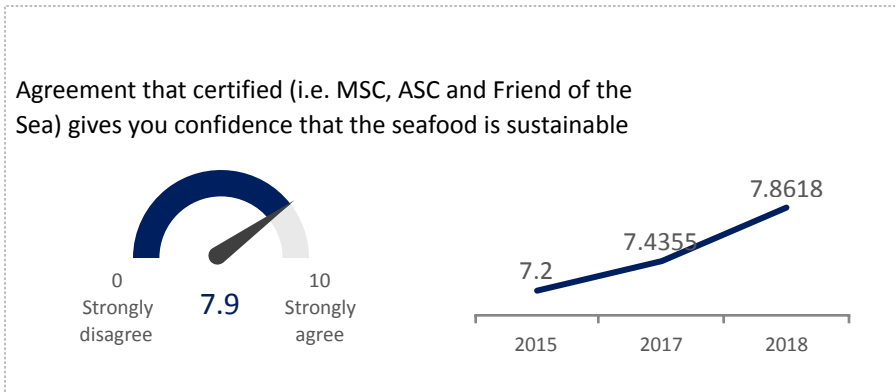
Believe Australia's fishing industry is sustainable – over time



not all the same



some clues to the future?



the take aways. . . .

chasing the right target?

|||

fish where the fish are

|||

use other levers (any levers)

|||

be clear, consistent and persistent

|||



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