

Norway Seafood Seminar
Milan 05.06.2024

Learnings and future plans for supporting the industry

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NORWEGIAN SEAFOOD COUNCIL





Learning and achievements



Media activation – A comprehensive strategy works

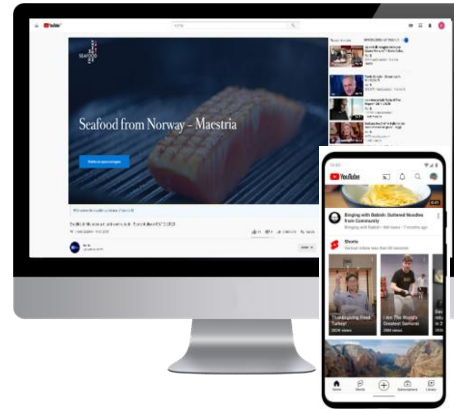
Linear TV



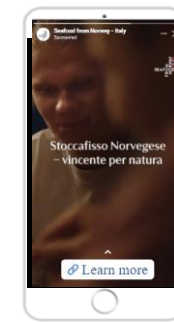
Connected TV and Video on demand



Online Video



Social



Branded Content



SoMe 2024 vs 2023 – Instagram is becoming more important

↑ Engagement (interactions):



FB: 39 669 (- 5831)



IG: 158 250 (+ 83 550)

↑ Followers:



FB: 88 600 (same)



IG: 9441 (+ 1606)



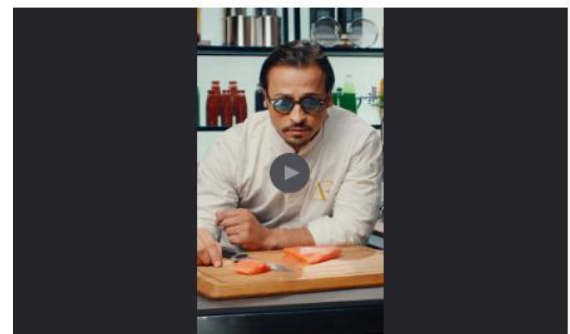
Tra i buoni propositi per l'anno prossimo c'è scoprire ingredienti nuovi? Qui alla #SeafoodFromNorwayCookingSchool iniziamo da subito: segui il nostro @daniloange.n2o e scopri tutto quello che c'è da sapere su Stoccafisso e Baccalà Norvegese: tu li conoscevi già? #SeafoodFromNorway #tips #cooking #stockfish #baccalà #norwegianfish #cookingtips



ORGANIC ⓘ			
69	67	2	8.78
Interactions	Likes	Comments	Int. per 1K followers

Per un vincitore, ci vuole un gusto altrettanto vincente: quello del nostro #SalmoneNorvegese.

Continuate a seguirci e preparatevi a scoprire i segreti della cucina di @francesco.aquila.10 🍷



ORGANIC ⓘ			
84	72	12	8.97
Interactions	Likes	Comments	Int. per 1K followers

Retailers involved

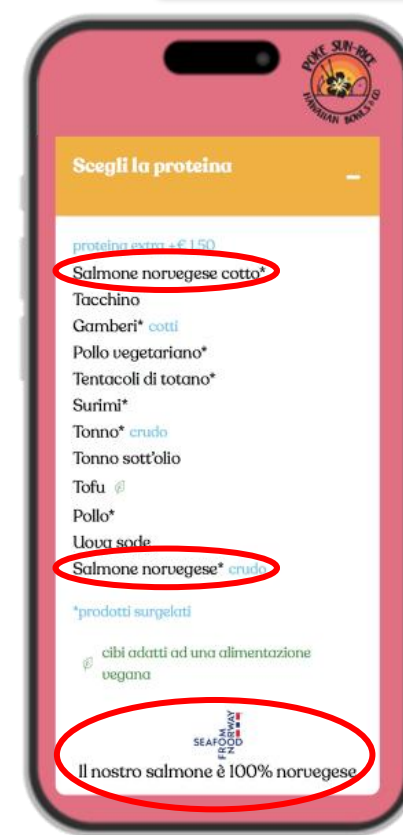
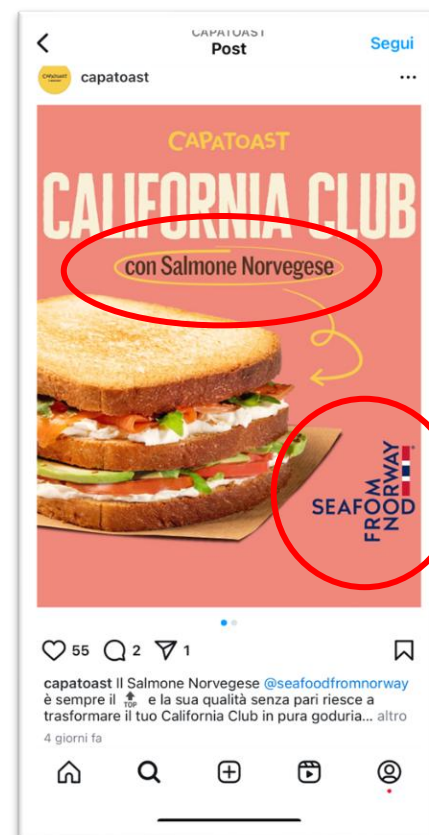




HoReCa and C&C



2024 SALMON
From 0 to 100



PR at a glance



Total articles per year



8 EVENTS
(seminars, press
trips, local
events)

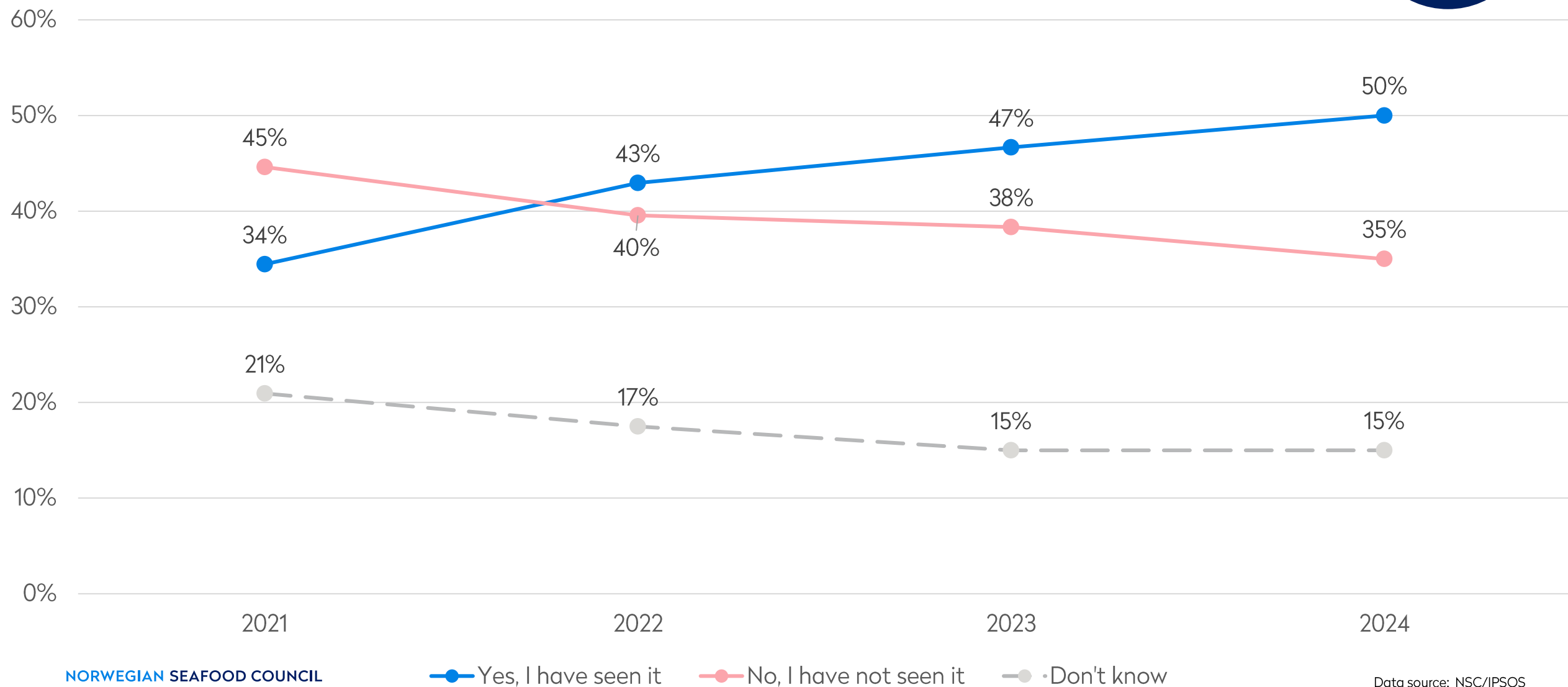
5.4 Million EUR
Ad Value
(+2.1 Mill. EUR)

CON 19 GRAMMI DI PROTEINE OGNI 100 GRAMMI, RAPPRESENTA INFATTI UN'INCREDIBILE FONTE DI ENERGIA.



Does it work?

Awareness of logo



Data source: NSC/IPSOS

Norway is the preferred origin across all species

	Salmon		Stockfish		Baccalà	
	Norway (1 st)	Scotland (2 nd)	Norway (1 st)	Scotland (2 nd)	Norway (1 st)	Italy (2 nd)
Awareness	91 %	55 %	67 %	29 %	49 %	30 %
Preference	73 %	34 %	50 %	15 %	36 %	25 %

2025 game plan



Main objectives



SALMON

- ◆ Increase proportion of consumers eating salmon once a week or more
- ◆ Keep awareness and preference at high levels

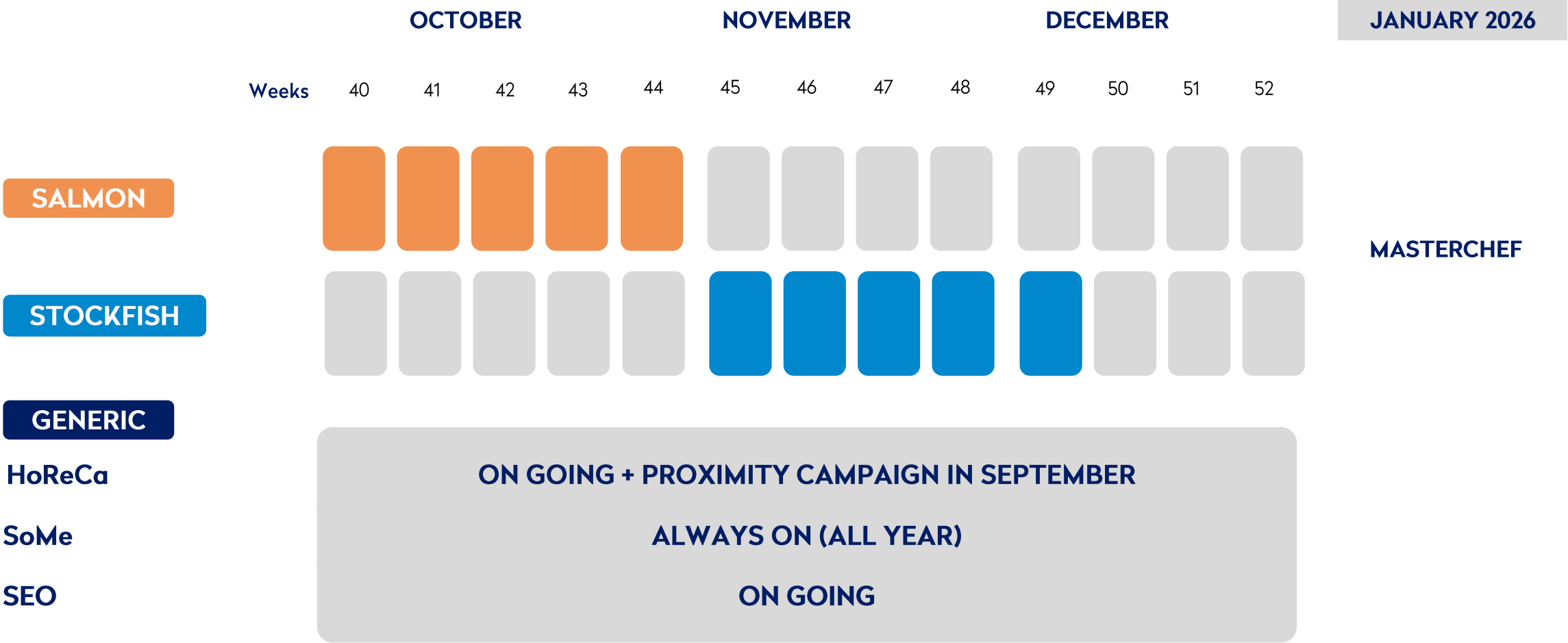


STOCKFISH AND BACCALÀ

- ◆ Reposition the product to increase perceived value and justify higher prices
- ◆ Emphasize convenience to align with modern habits
- ◆ Reinforce the unique value propositions to increase willingness to pay and counter substitution
- ◆ Differentiate the products

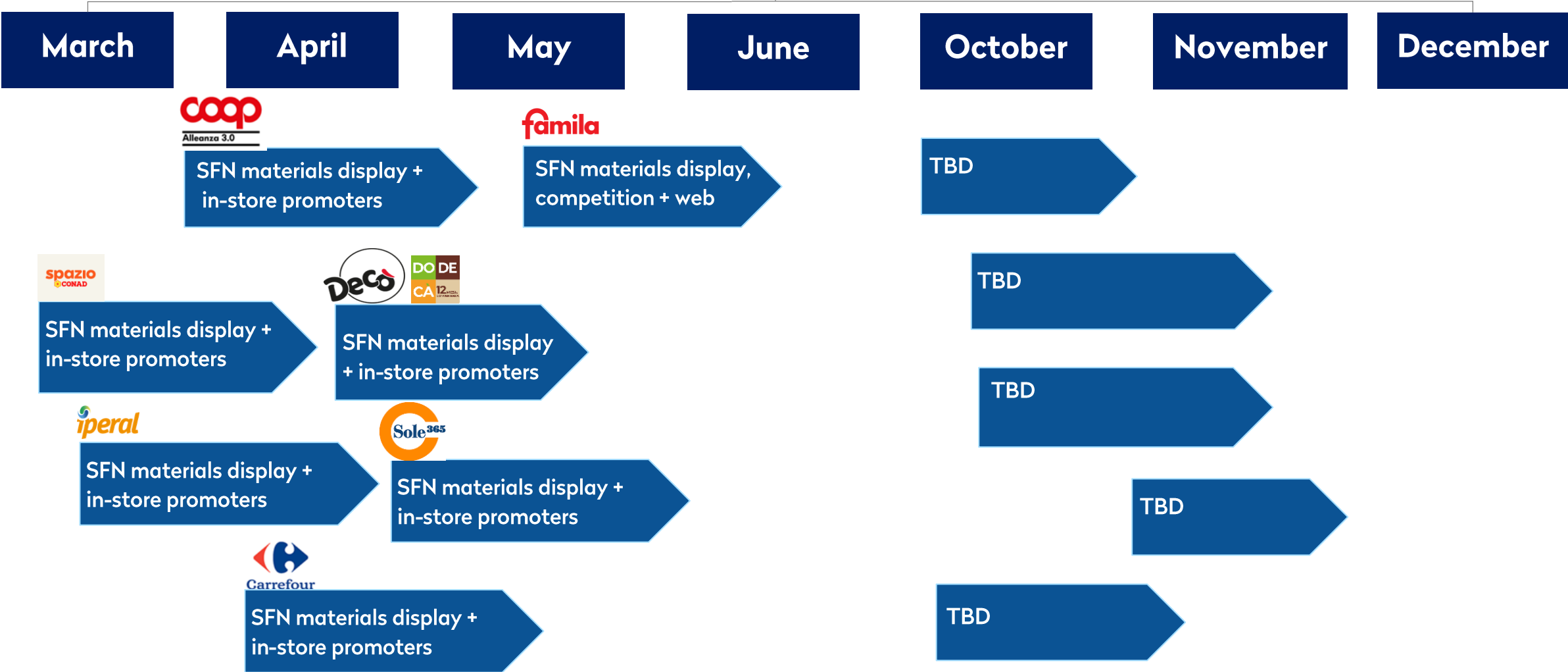


Media Flow Chart 2025



Retail activities (TBD)

2025 Salmon



Retail activities (TBD)

2025 Stockfish and baccalà

January

February

March

April

October

November

December



SFN materials display +
in-store promoters



Competition +
web campaign



SFN materials display +
in-store promoters

TBD

TBD

TBD

TBD

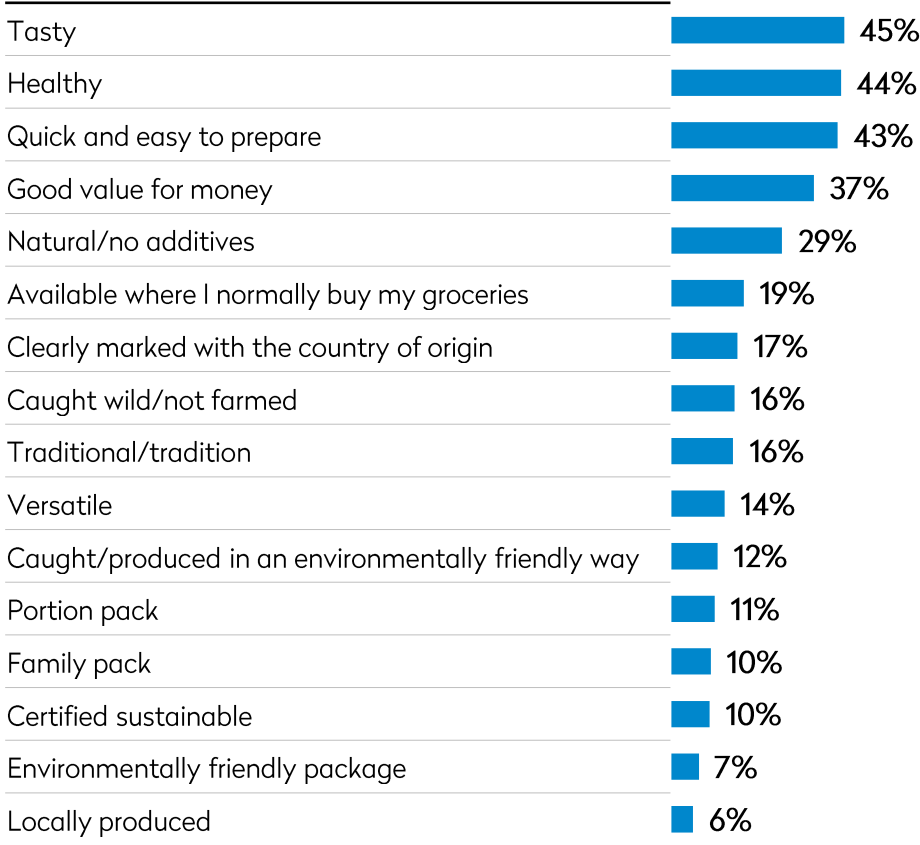
TBD

HoReCa – More restaurants



Consumers care about origin – in Italy, they care even more

Functional features sought (Salmon – example)



86% (76%)

Care about where the seafood comes from



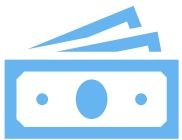
83% (75%)

Believe that origin is an important indicator of quality



85% (75%)

Expect the origin to be clearly stated on the product



68% (61%)

Are willing to pay more for products with clear origin labelling

3 reasons to use the SFN-mark

- 1) The customer wants it
- 2) NSC's investments
- 3) It's easy to use



SEAFOOD
FROM NORWAY®



SEA FROM
NORWAY

Grazie!

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