



NSC's Joint Marketing Program



Jan Aleksander Enoksen, Joint Marketing Manager

The NSC's Joint Marketing Program

The Joint Marketing Program is the Norwegian Seafood Council's (NSC) **co-financing program for marketing activities** in cooperation with a Norwegian producer/exporter, where the Norwegian origin is promoted and/or the trademark "Seafood from Norway" is used.

The Norwegian exporter/producer is responsible for the project unless otherwise agreed. This means that the exporter is responsible for administrating the Joint Marketing project with regards to customers, retailers, agencies, etc., and for the documentation of the project after it has been completed.

The NSC can provide **up to 50% co-financing to promote the Norwegian origin** of the product, and the amount of co-financing is wholly dependent on the communication of the Norwegian origin and/or "Seafood from Norway".

The Norwegian seafood industry's trademark, "Seafood from Norway", **must be a part of the product labelling of the product being promoted** through the Joint Marketing Program. If the products are produced and/or labelled abroad, the foreign producer must apply for a licensing agreement with the NSC.

Terms and conditions

The application for a Joint Marketing Project **must be submitted by a registered Norwegian exporter** or by a producer registered in the Norwegian Food Safety Authority's list of Fishery establishments.

As the co-financing funds are not intended to cover costs incurred by the exporter or producer as a part of its regular operations, **the co-financing funds must be used to buy services from third party operators** tasked with conducting marketing activities (i.e. agencies employed to conduct in-store demonstrations or designers and printers hired for production of marketing materials).

The NSC's co-financing can never exceed **1.25 million NOK (without tax) per project**, and a single exporter or producer cannot receive more than 1.25 million NOK (without tax) in co-funding from one species budget, for one kind of marketing activity in one market within one fiscal year.

All marketing materials must be developed according to the design guidelines for the Joint Marketing Program and sent to the Seafood Council for final approval before the activity is conducted, with sufficient time given for any necessary design changes to be made.

What the NSC can co-finance:

- Marketing materials (brochures, posters, recipe booklets, roll-up banners, etc.)
- B2C-activities (product/in-store/cooking demonstrations, social media campaigns, product launches etc.)
- B2B-activities (product demonstrations, events etc. (PS: Not customer visits))
- PR-activities (product launches, press trips, events, etc.)
- Media purchases (advertisement in external newspapers, magazines, on TV, in social media and through e-commerce channels)

What the NSC cannot co-finance

The NSC works to increase the value of Norwegian seafood and cannot provide “support or any other services to businesses that may potentially distort competition and thus be deemed as illegal state aid”. Thus, we cannot co-finance the following costs:*

- Cost of raw materials (i.e. seafood)
- Product packaging and labelling (except for stickers)
- Financial compensation or any other benefits to employees at manufacturers, exporters, importers, retailers or other parts of the value chain
- Rental of stand space and other costs (e.g. registration or attendance fees) related to participation at trade fairs or similar events, purchase or rent of space for products in store
- Advertising related to price discounts or discount coupons

*Please note that this is not a complete list. The complete list can be found in the guidelines for the Joint Marketing Program, and in the application form.



NSC's Joint Marketing Program – How it works



Jan Aleksander Enoksen, Joint Marketing Manager

Joint Marketing Program – 7 easy steps

Preparation

First, familiarize yourself thoroughly with the guidelines for the Joint Marketing Program and the guidelines for developing materials for Joint Marketing projects in Norway and abroad. Feel free to reach out in advance if you have any questions.

Application

Submit your application through NSC digital application form.

Review

The Norwegian Seafood Council evaluates the application against the guidelines. After completing the processing, NSC issues a commitment letter confirming co-financing up to a specified maximum amount.

Execution

The applicant is responsible for the implementation of the project. If there are any changes to the plans NSC must be informed and must approve the changes before the activity takes place.

Reporting

After completing the activity, a written final report should be submitted using NSC digital reporting form.

Review

NSC evaluates the report against the guidelines and the application. After completing the processing NSC approves the payment and provides invoicing information.

Invoicing

The final invoice for the co-financing from the Norwegian Seafood Council should only be submitted after the final report has been received and approved by NSC.

Joint Marketing Program – 7 easy steps

Preparation



Application



Review



Execution



Reporting



Review



Invoicing

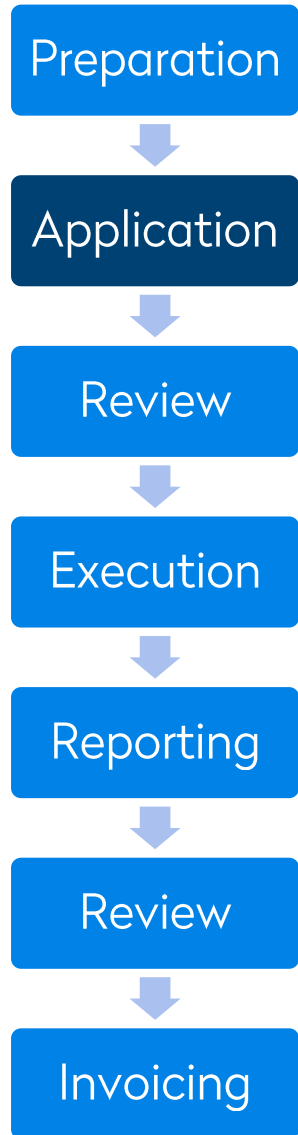
Take the time to familiarize yourself with the guidelines for Joint Marketing and consider how “Seafood from Norway” or “Godfisk.no” can be promoted as part of the project, and how the project can achieve its goal of increased visibility of Norwegian origin abroad or increased seafood consumption in Norway. You can find the current guidelines and other important information here: <https://en.seafood.no/jointmarketing/>

Please feel free to contact the NSC (marketing@seafood.no) as early as possible to align the project with the guidelines for Joint Marketing and explore the possibilities for co-financing.

Also, please take a look at our marketing plans to align your activities with NSC`s activities in the relevant market: <https://seafood.no/markedsplaner/> (requires login).

Feel free to contact our market director in the market for additional information. You can find a list of our offices, and contact information for the market directors here: <https://en.seafood.no/about-norwegian-seafood-council/offices/>

Joint Marketing Program – 7 easy steps

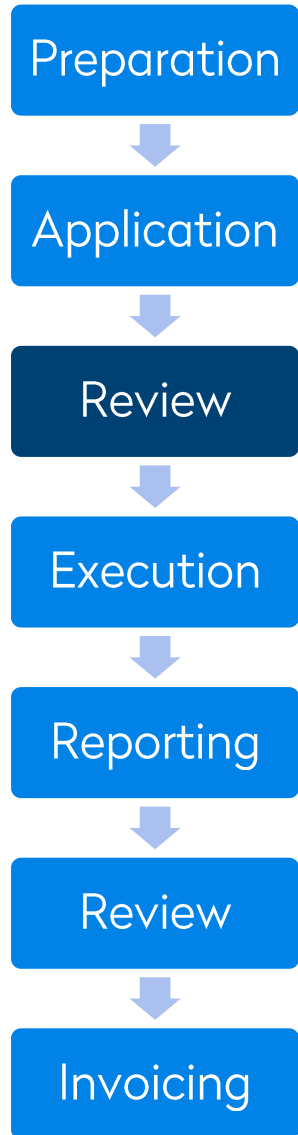


The application to the NSC should be submitted at least one month before the activity takes place, and no later than 30 November for projects to be completed before the end of the same calendar year. For recurring activities that are carried out through parts of, or all year round, only one application must be submitted. The application must:

- Be submitted by a registered Norwegian exporter or by a producer registered in the Norwegian Food Safety Authority's list of Fishery establishments.
- Contain a confirmation that you accept the guidelines, the general terms and conditions and the agreement in general.
- Describe the proposed marketing activity, how and when this will be carried out, which subcontractors (agencies, printers, designers etc.) will be used, and how promotion of the Norwegian origin or increased seafood consumption in Norway will be achieved through the marketing project.
- Specify the total cost of the marketing activity and the sum and share in percentages for which co-financing funds are sought.
- Be submitted through the [NSC's digital application form](#).

If the application for co-financing exceeds NOK 500 000 (e.g. VAT), a tax certificate that is no older than 6 months must be attached.

Joint Marketing Program – 7 easy steps



The NSC begins processing the application as soon as possible upon reception. At this stage, the application is assigned a reference number, which should be used in all communication related to the project.

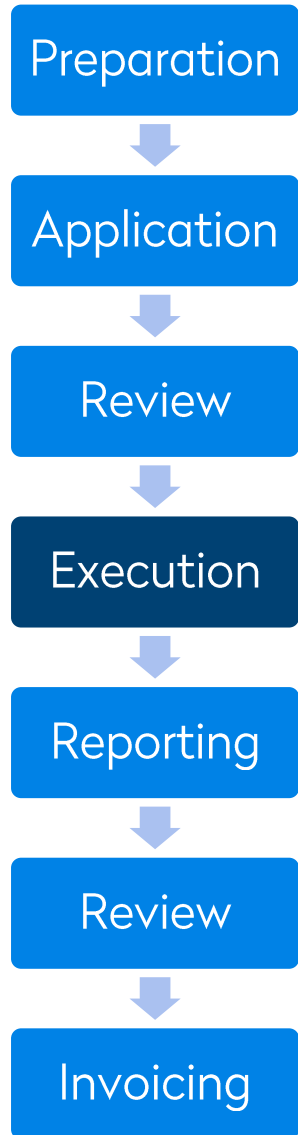
The processing time largely depends on the quality of the application. If there is a lot of uncertainty and many points that need clarification, it will take longer to process, while a complete application is often approved within a day or two.

When there are insufficient co-financing funds available, a selection will be made based on the submission date of the application.

If the application is approved by the NSC, an agreement in the form of a commitment letter covering the specific marketing project is issued.

This commitment letter, the general terms, the guidelines for Joint Marketing, and the digital application with the project description and related documentation together constitute the complete agreement between NSC and the applicant, and it includes a confirmation of the maximum amount of co-financing that NSC can contribute to the project.

Joint Marketing Program – 7 easy steps



The applicant is responsible for the execution of the project.

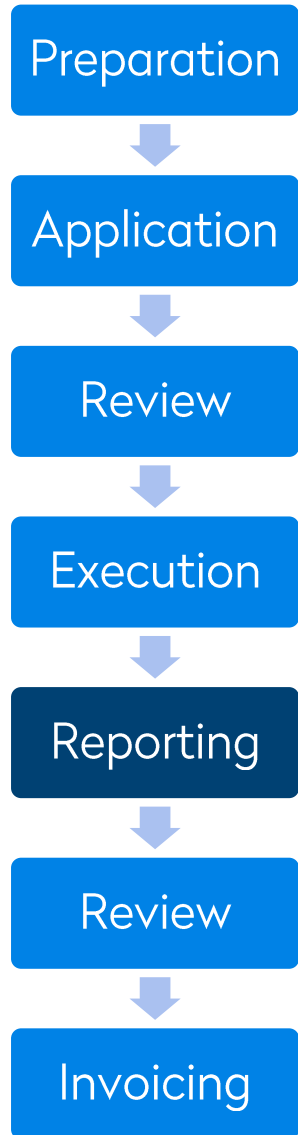
Therefore, the applicant must ensure follow-up with potential customers, chains, agencies, etc. If there are any changes to the plans, the NSC must be informed and must approve the changes before the activity takes place.

A commitment is only a guarantee that the NSC can co-finance a project up to the maximum amount approved in the commitment letter. The applicant covers all costs associated with the activity(ies) and invoices NSC (one invoice) after submitting a final report approved by the NSC.

The NSC is not obligated to provide any assistance with the project's execution unless otherwise agreed in advance. Due to limitations related to rights for photos, videos, and audio, the NSC generally does not provide its own content for use in Joint Marketing projects.

The applicant is responsible for achieving the necessary level of communication of “Seafood from Norway” or “Godfisk.no” through marketing materials or other communication related to the activity. NSC has developed design guidelines for the development of materials for Joint Marketing projects in Norway and abroad. All materials must be submitted to NSC for approval before the activity's implementation, with sufficient lead time for any necessary changes.

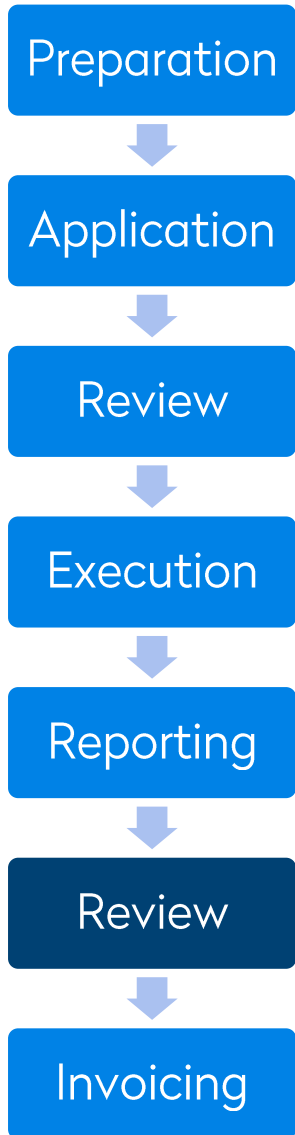
Joint Marketing Program – 7 easy steps



After completion of the activity, a final written report must be submitted on [the NSC's digital report form](#). The final report shall consist of the following elements:

- A complete overview of all marketing activities that have actually been completed, with a brief summary of the project.
- A final overview of the total costs. Specifications of the total costs and percentage of the total cost that the NSC will pay in accordance with the application and agreement. The NSC's payout can never exceed the maximum amount stated in the grant letter/agreement, and never exceed 50 percent of the total cost, even if the total costs were higher or lower than budgeted. If the total costs are less than originally agreed, the NSC's payment will be adjusted down accordingly.
- Pictures of the activity documenting execution/completion. The pictures must clearly show how the NSC's and the player's own marketing materials were used. All marketing materials used in the activity must be presented and documented. For in store demonstrations, one picture from each demo day (with date, time and location) must be submitted, clearly showing that the demonstration has been conducted according to plan.

Joint Marketing Program – 7 easy steps



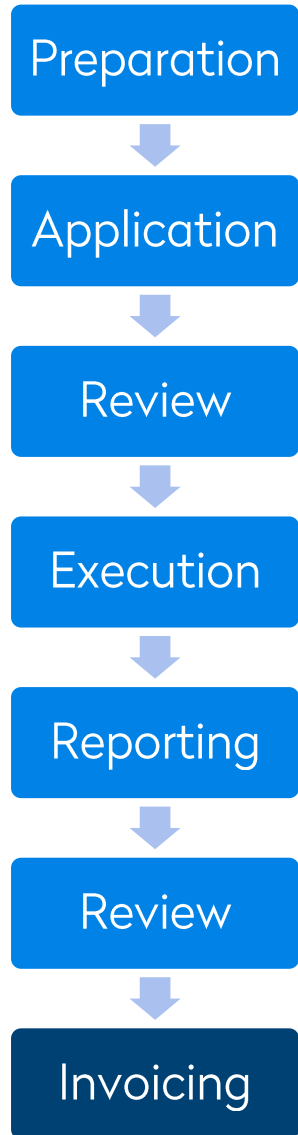
The NSC initiates the processing of the report as soon as possible after receiving the final report.

The processing time largely depends on the quality of the report. If there is a lot of uncertainty and many points that need clarification, it will take longer to process, while a complete report is often approved within a day or two.

If the project was not carried out in accordance with the application, the agreement, or the Joint Marketing guidelines, there is a risk of receiving a lower payment than stated in the commitment letter and in some cases no payment at all.

Once the processing is completed, the NSC will provide confirmation of the approved payment amount, as well as billing information.

Joint Marketing Program – 7 easy steps



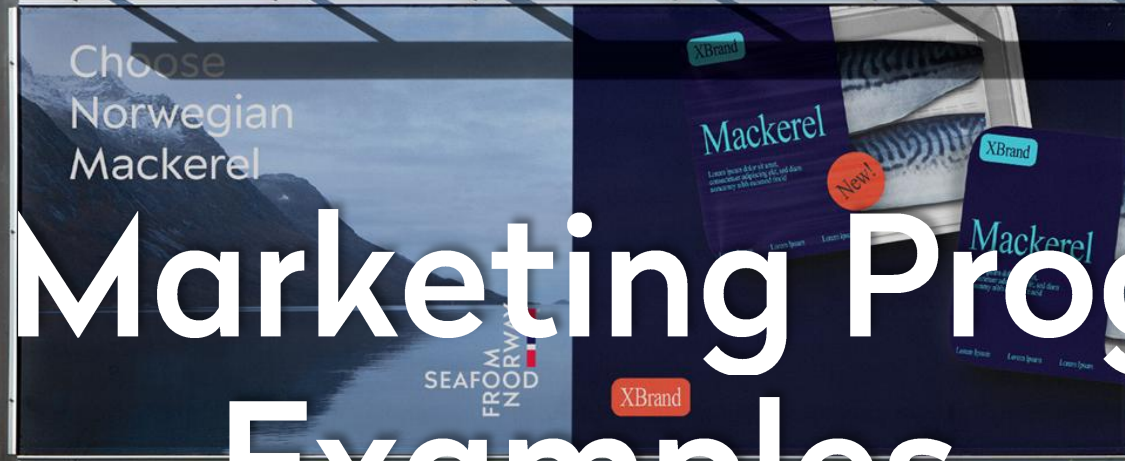
The final invoice for the co-financing from the NSC should only be submitted after the final report has been received, processed, and approved by the NSC.

The invoice should be prepared in accordance with the details provided in the approval of the final report.

The NSC will make payment of the co-financing funds within 30 days after receiving the final invoice.



Joint Marketing Program - Examples



In-store demo - example

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Demonstration staff	€ 25 000	50 %	€ 12 500
Design of POS materials	€ 1 000	50 %	€ 500
Printing of POS materials	€ 2 500	50 %	€ 1 250
Distribution of POS materials	€ 500	50 %	€ 250
Product samples	€ 500	0 %*	€ 0
Discount on products	€ 10 000	0 %*	€ 0
Total	€ 39 500		€ 14 500

Please note that this is an example budget which does not reflect real life costs

* The NSC does not co-finance the cost of product samples or any other seafood



Stand/booth at trade show

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Participation fee*	€ 1 500	0 %	€ 0
Rental of stand space*	€ 1 000	0 %	€ 0
Design of marketing materials	€ 500	50 %	€ 250
Printing of marketing materials	€ 2 000	50 %	€ 1 000
Distribution of marketing materials	€ 250	50 %	€ 125
Design of booth	€ 500	50 %	€ 250
Construction/destruction of booth	€ 1 000	50 %	€ 500
Product samples**	€ 500	0 %	€ 0
Total	€ 7 250		€ 2 125

* The NSC does not co-finance rental of stand space and other costs (e.g. registration or attendance fees) related to participation at trade fairs or similar events

** The NSC does not co-finance the cost of product samples or any other seafood



Product launch B2C/B2B event

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Event agency	€ 1 500	50 %	€ 750
Chef	€ 1 000	50 %	€ 500
Master of ceremony/host	€ 500	50 %	€ 250
Rent of event space	€ 2 000	50 %	€ 1 000
Design of marketing materials	€ 250	50 %	€ 125
Printing of marketing materials	€ 250	50 %	€ 125
Distribution of marketing materials	€ 100	50 %	€ 50
Venue decoration	€ 500	50 %	€ 250
Media publicity/PR	€ 1 000	50 %	€ 500
Photographer	€ 500	50 %	€ 250
Total	€ 7 600		€ 3 800

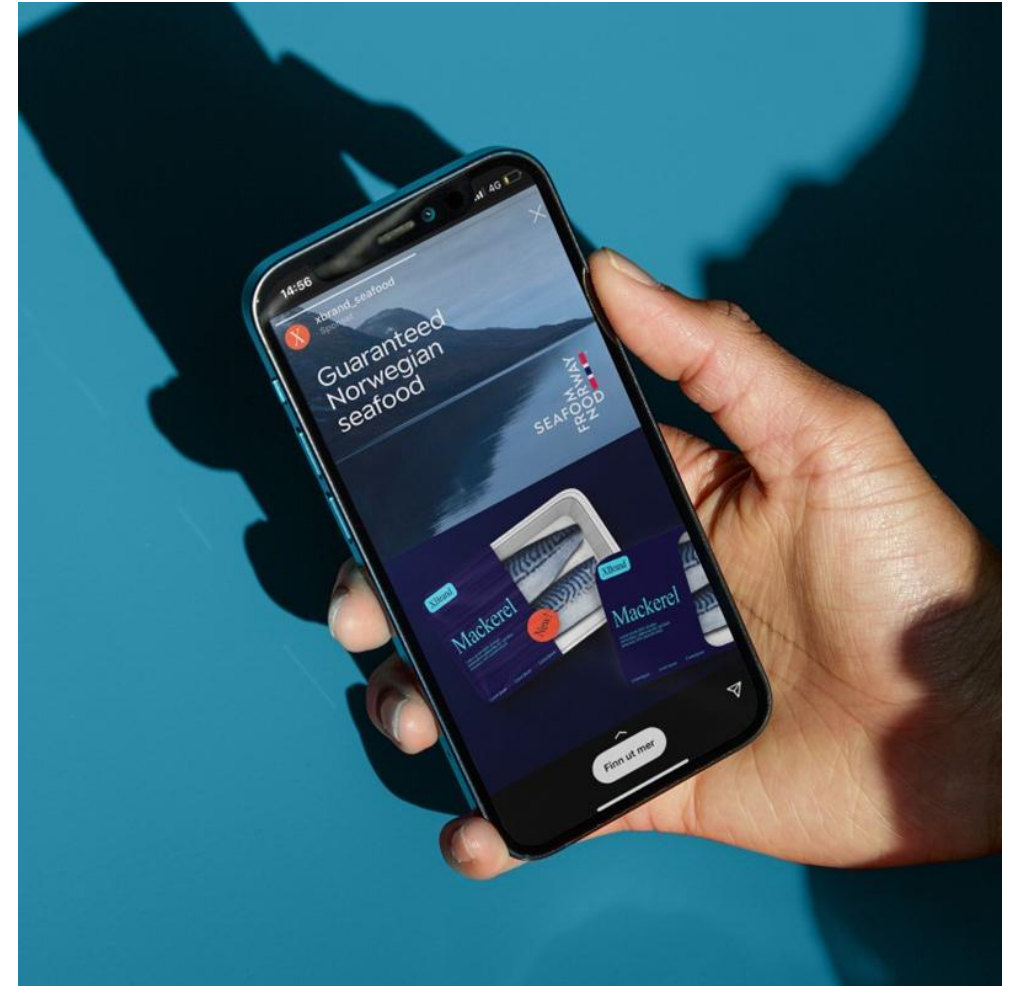
Please note that this is an example budget which does not reflect real life costs



Social media campaign – example

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Content creation	€ 3 000	50 %	€ 1 500
Media purchase/spend	€ 6 000	50 %	€ 3 000
Agency services	€ 1 000	50 %	€ 500
Total	€ 10 000		€ 5000

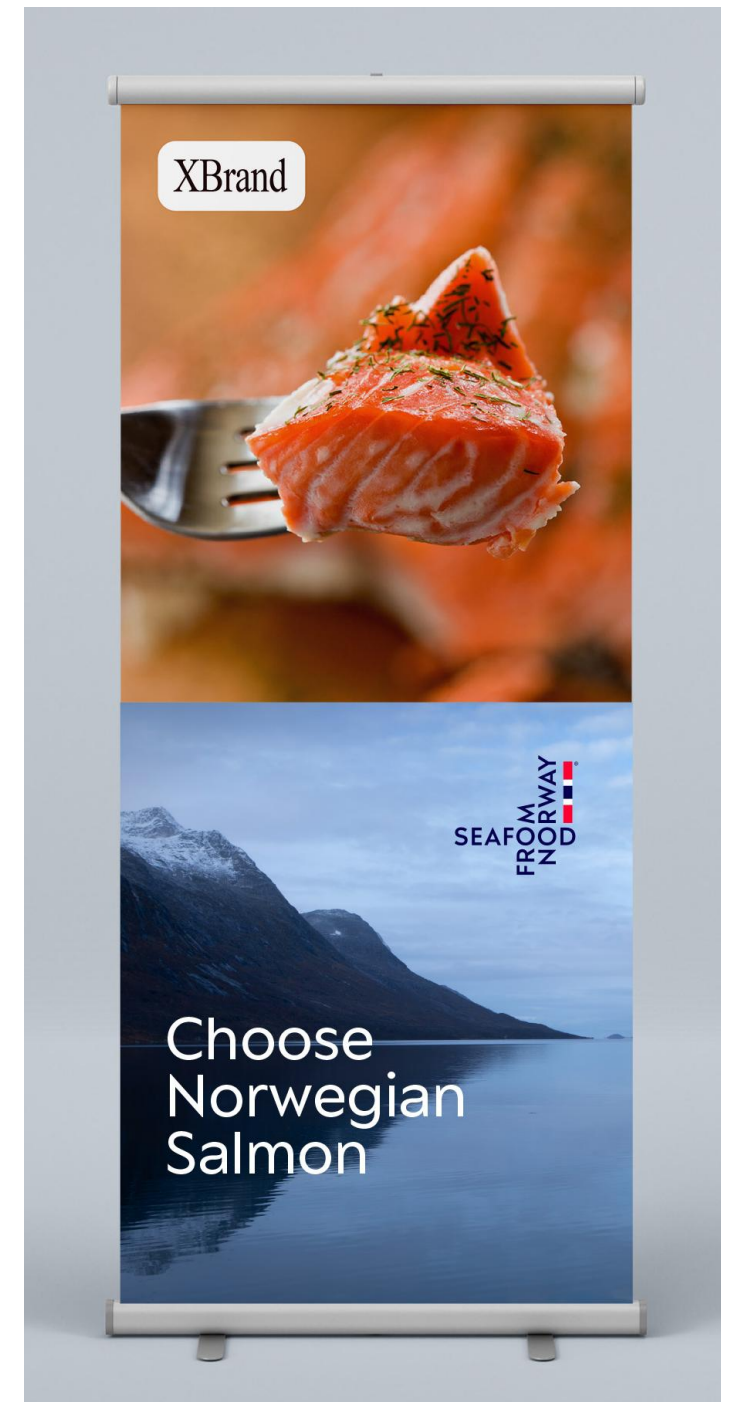
Please note that this is an example budget which does not reflect real life costs



Marketing materials – example

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Design of marketing materials	€ 1 000	50 %	€ 500
Printing of marketing materials	€ 2 500	50 %	€ 1 250
Distribution of marketing materials	€ 500	50 %	€ 250
Total	€ 4 000		€ 2 000

Please note that this is an example budget, which does not reflect the actual costs

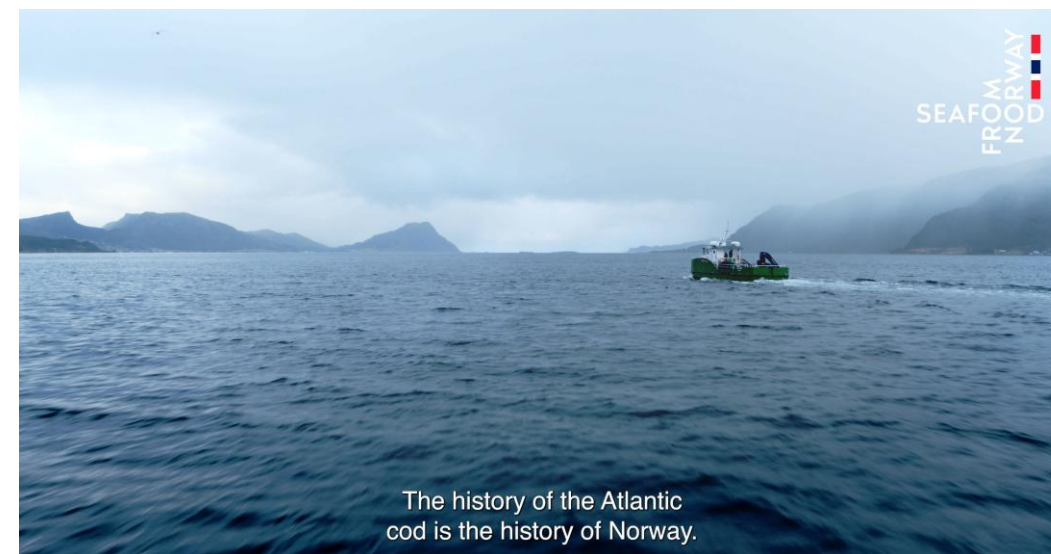


TV Commercial (broadcast TV, homeshopping etc.) – example

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Concept creation and creatives	kr 50,000	50%	kr 25,000
Production of commercial	kr 500,000	50%	kr 250,000
Media spend/TV advertising	kr 1,000,000	22%*	kr 220,000
Agency services	kr 10,000	50%	kr 5000
Total	kr 1,560,000	32%	kr 500,000

Please note that this is an example budget, which does not reflect the actual costs

* For media purchases, the maximum limit of co-financing is 50% of the first 200 000 NOK (€17 000) of the total cost. If the cost of the media buying exceeds 200 000 NOK, the NSC can only cover 15% of the exceeding cost.



Print media campaign - example

Budget			
Type of cost	Total cost	NSC Share (%)	NSC co-financing
Design of prints ads	€ 500	50 %	€ 250
Media purchase	€ 2500	50 %	€ 1250
Total	€ 3000		€ 1500

Please note that this is an example budget, which does not reflect the actual costs



A photograph of a bus stop shelter with a large advertisement. The advertisement features a scenic background of a fjord and mountains. On the left, it says "Choose Norwegian Mackerel". On the right, there are two packages of "XBrand Mackerel". One package is purple with a "New!" sticker. Below the packages, it says "SEAFOOD FROM NORWAY". The text "XBrand" is visible on the packages and at the bottom of the ad. The background image of the bus stop shows a modern building with large windows and a train platform with a white train.

Design guidelines – Joint Marketing Program

The complete design guidelines can be found on our web page: <https://en.seafood.no/jointmarketing/>

Percentage share of co-financing

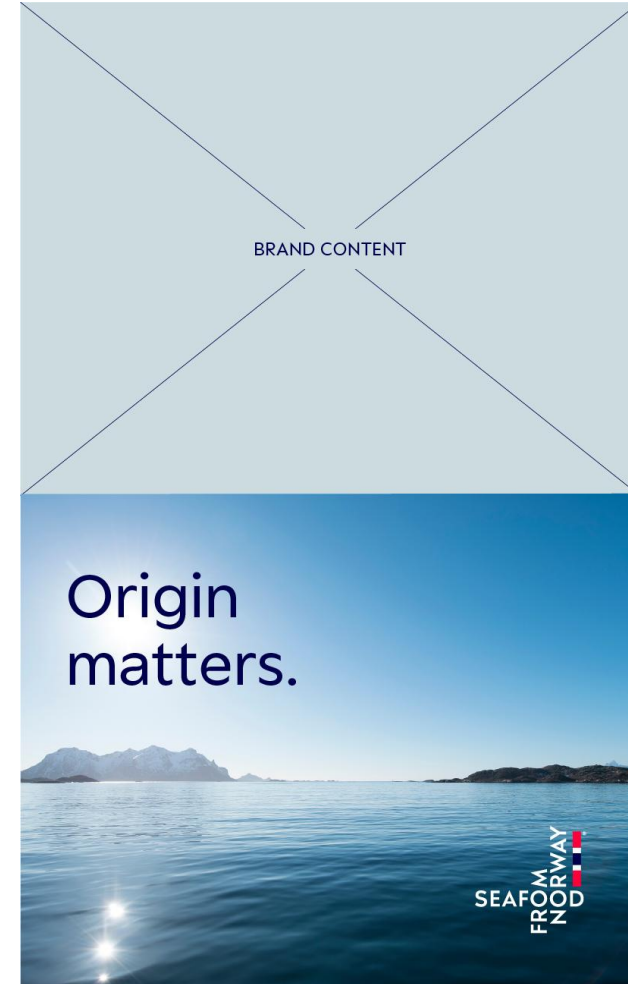
The NSC's share of co-financing depends on how much of the marketing material is devoted to "Seafood from Norway" communication, compared to the player's own communication.

The applicant is free to communicate what they want on "their" share of the materials, provided that the communication does not endanger the distinctive character, goodwill or reputation of the Norwegian Seafood Council, the "Seafood from Norway" brand or any other of the Seafood Council's trademarks.

25 %

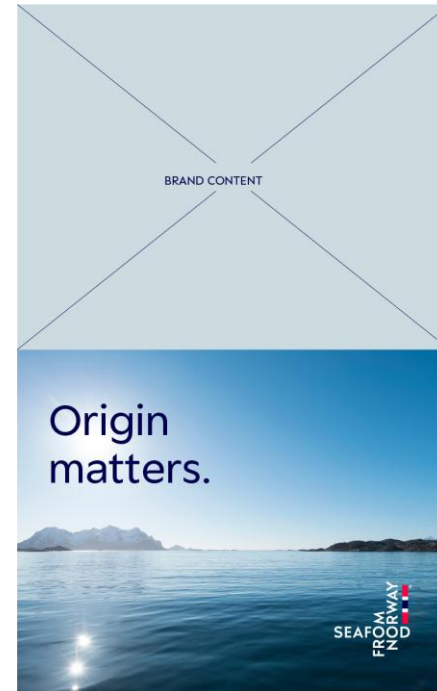
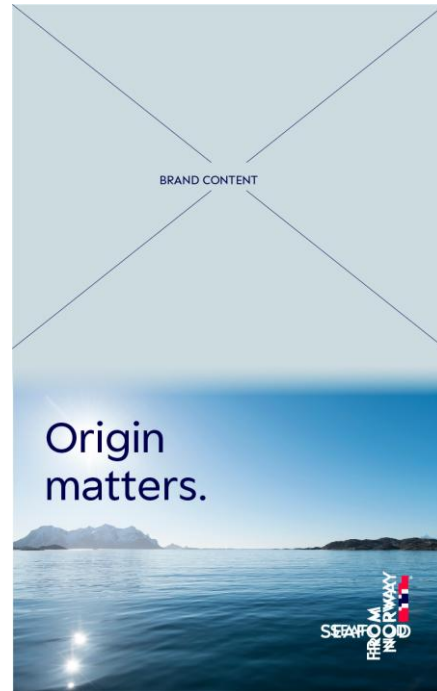


50 %



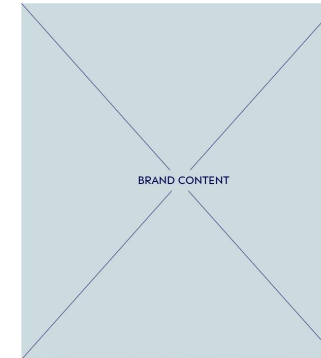
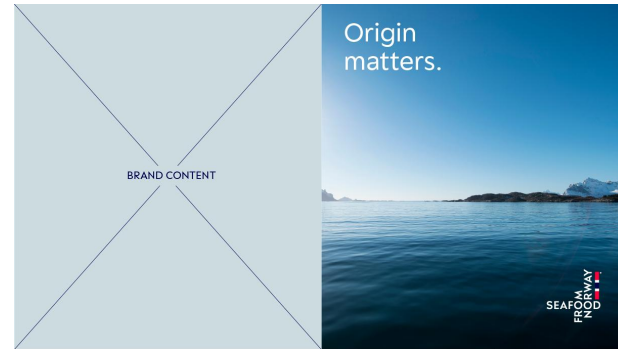
Different types of division

We have three ways of dividing the content. Straight line, wavy and graded. It is recommended to use a straight line, as waves and gradients are not part of the Norwegian Seafood Council's marketing toolbox.

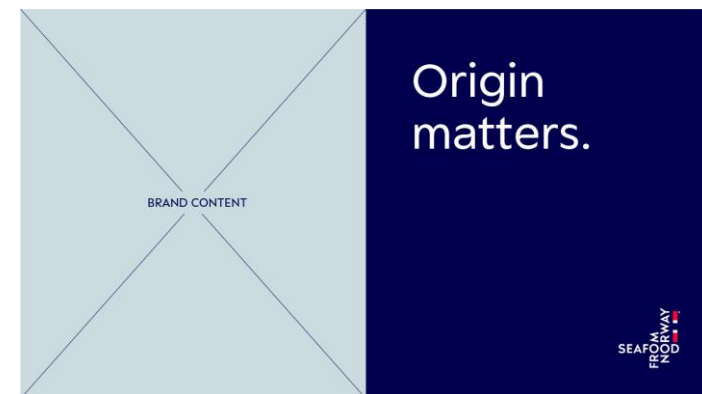
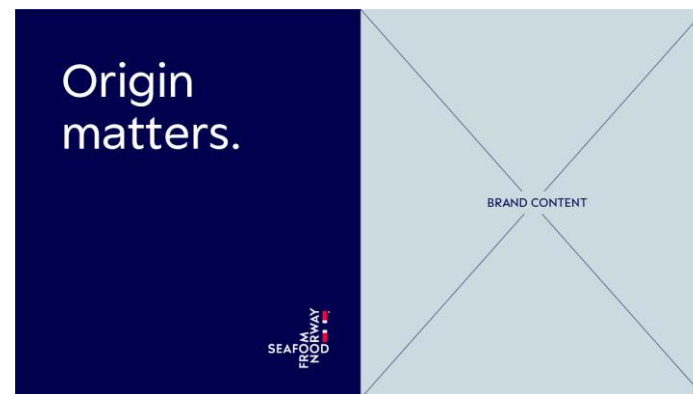


Vertical/horizontal split

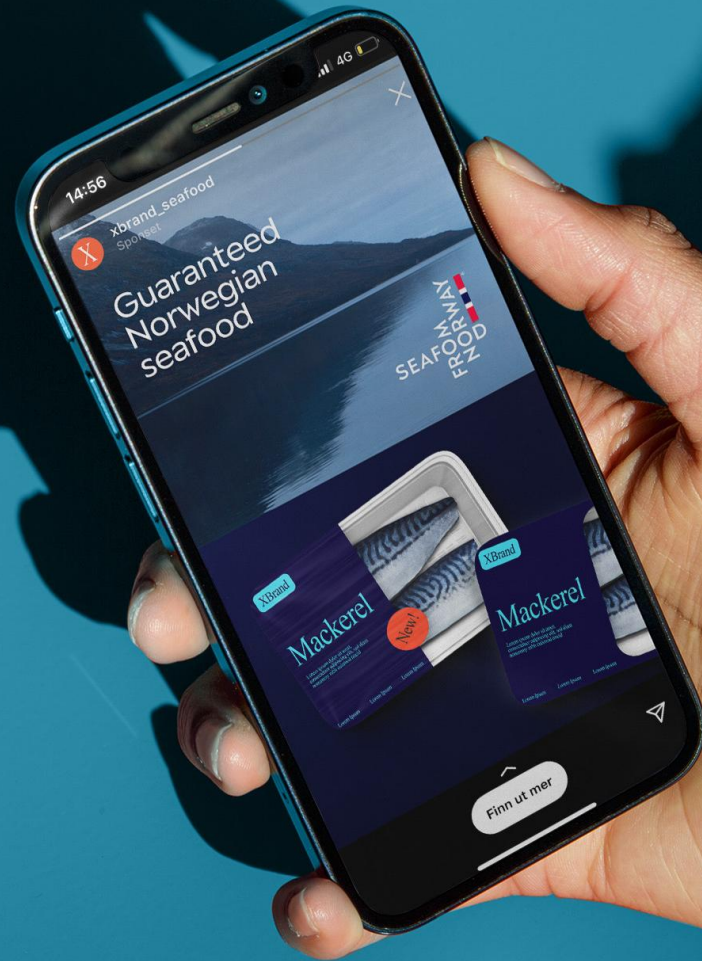
On vertical surfaces we divide in the height, while on horizontal surfaces we divide in the width. This is to get the best space for content on both parties' spaces.



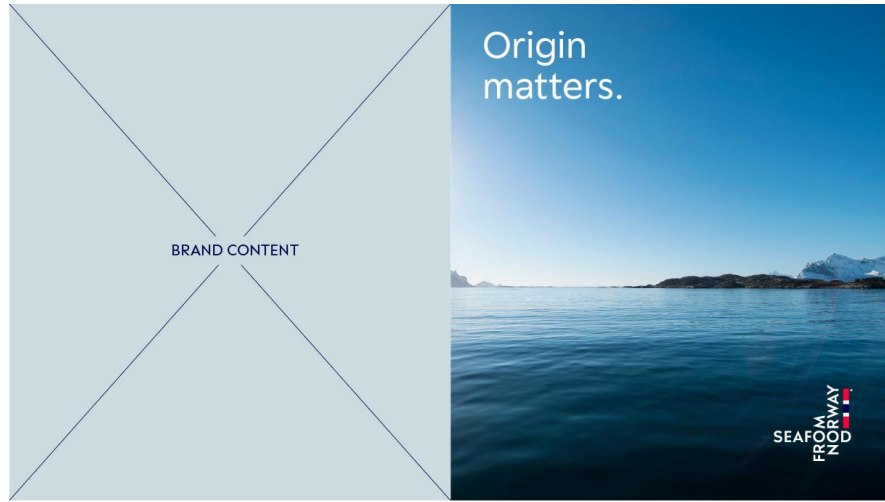
For small sizes where the image is very small (for example stickers) you can use a plain background.







Examples of 50% co-financing



Additional information

- ◆ [The NSC's Joint Marketing Program](#)
 - ◆ [Licensing of the “Seafood from Norway” trademark](#)
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- For any questions, contact:
 - Jan Aleksander Enoksen, Joint Marketing Manager, jae@seafood.no, +47 907 57 723 or marketing@seafood.no.