

Generic marketing promotion program for North Sea herring - 2020-21 – Germ./Pol.

The consumption of herring has been steadily declining over a number of years in the countries where the herring used to have “proud traditions”: Denmark, the Netherlands, Germany, Poland and Sweden - both fresh, frozen and preserved. Organizations and companies in herring business from these countries have initiated cooperation between the countries on how to change the development.

The decrease in consumption is in contrast to the fact that the herring has very good health and nutritional qualities and, in addition, a very modest carbon foot print. The fishery is certified sustainable. Denmark acts as primary raw material supplier of North Sea herring (raw materials and semi-finished products), processed in Denmark and in the other countries and sold to the end-users in all markets as canned, smoked, fresh, frozen products.

Initially, the project group have launched a Danish pilot project on developing and testing a generic joint marketing concept, that each country can implement with respect for differences between countries in terms of consumer profiles and preferences, and with room for choice of channels (social media) , outdoor, TV, in-shop, PR, etc.

It has been agreed in the project group that this generic concept will initially be developed for the markets in Denmark, Germany and Poland, and it has been agreed to focus on the North Sea herring.

During the pilot project – planned for implementation during the second half of 2019 - a concept has been developed - “Vild med Sild”, which has been chosen as the slogan / theme for both the pilot project and the upcoming marketing promotion program for Denmark (See Appendix 1).

We ask for proposals / offers regarding :

Development and implementation of a 2-year generic marketing promotion and image-creating campaign for North Sea herring in the German and Polish markets - based on a German / Polish version of the concept. based on / containing herring's special health / nutrition / sustainability qualities - and other qualities. (See Appendix 2 - notes from herring industry)

The offer must include:

- Proposal for the composition of a unified, coordinated sales promotion effort in German resp. Polish market - methods, media, etc. - with priority and justification for efforts in relation to relevant / priorities of target groups (incl. target groups' attitudes, consumption habits, purchasing habits etc. with regard to herring - and in relation to relevant / priorities of sales channels) – aiming at overall, coordinated sales promotion in collaboration with the herring industries in the other countries in the project group.

Including proposal / assessment regarding the various relevant elements of the campaign and proposals for weighting the focus areas and possibly proposals for other elements - and price estimates regarding overall program for the German market respectively Polish market

AND

- Suggestions for - incl. the offered price for Danish program as a part of this overall, coordinated effort - selected areas, segments etc. - and the related activity elements from the Danish side specified regarding focus areas and content/quantities of supply in the offer.

Below we refer - as possible guide – from the Danish pilot project, proposals regarding the elements of 2 years of campaigns in Denmark – (without saying whether this is relevant for German or Polish market)

Creative development / preparation:

- Facebook and Instagram announcements

- Display banners

- You tube movie

- Outdoor

- Radio

- PR

- Development of recipes, articles, inspiration ..

- Campaign material for chains and companies

Photoshoot, etc. - and production of physical campaign materials including outdoor

Media purchases regarding campaign plan

Note: The sales promotion campaigns must be generic. The actual implementation of the Danish activities re. German and Polish markets will be organized in close cooperation between the Danish herring industry - the Danish herring companies and their customers (processing companies etc.) at these markets.

The offer must include a presentation of the professional ideas and recommendations from the agency , in a way that makes it possible to evaluate both quality and price.

We are asking offers to be presented at the latest **September 23, 2019**

The budget is not yet known but is expected to be around / max. 3,5 mio DKK

We expect to be able to make a preliminary selection between offers mid-November.

Agreement regarding the project will be decided later, as final funding including co-financing from the European Fishery Fund has to be awaited.

Choice between offers will be made according to both best price and best quality .

We reserve the right to reject all offers.

Contact for info :

Thomas Jespersen

TJ Consult & Partnere

86174467

Offer to be forwarded to :

Danmarks Pelagiske Producentorganisation

Axeltovej 3

1609 København

Att.: Anders Rune Bjerrum

arb@dppo.dk

With copy to :

TJ Consult&Partnere

thomas@ticpartnere.dk



Notes from meeting with companies in Danish herring industry 30.8. relating to sales promotion projects "Vild med Sild" mm.

1. In general support for generic efforts on the message of health, nutrition, sustainability
2. Important - consensus - that efforts in a long-lasting way must give consumers awareness of the herring's high health nutrition sustainability qualities - that is what can make the distance from other products.
This has priority over "short-term sales effect" – means that the campaigns must be "image" creating re. the high values of the herring. And there is plenty of documentation that can be brought into this action. (By comparison mentioned
That ginger has somehow gained a widespread image as healthy and now appears in all sorts of food recipes etc.
That companies' own sales promotion also uses sustainability etc. as important issues - think that the climate debates - incl. The "Greta Thunberg young trend" - will spread and appeal to younger generations etc
That COOP p.t. relaunch the food pyramid from 1984 !!!)
3. Credibility regarding products and industry - for example, the image of a small blue fishing vessel does not give the correct / credible presentation - and the basis / documentation must be "safe and strong", and i.e. can resist any "attacks" from "environmentally active and the like"
4. 80% + of sales in Dk is private label - and the companies' marketing promotion is largely organized / implemented by / in close cooperation with the chains. Generic efforts must be able to "coordinate" with these more direct sales promotion efforts.

This means that generic / image campaigns is likely to be more pull than push