

# POSITIONING STATEMENT

- Purpose – Revising a common overall positioning of seafood from Norway globally and provide guidelines specifically for species and geography.





# SEAFOOD FROM NORWAY - COMPETITIVE ARENA

**S**eafood from Norway is to be perceived as the market leader for selected species and countries where this is possible and desirable. In general, seafood from Norway should be perceived as the best foreign seafood.

**B**y focusing on relevant premium and value segments we shall showcase the best of what Norway has to offer - and thereby build the position as global market leader.





# KEY STRATEGIC TARGET GROUP

**Strengthen the knowledge of and preference for Norwegian seafood in our main target groups.**

## **Seafood Enthusiasts:**

Seafood enthusiasts are concerned about the seafood characteristics and is able to appreciate the best Norwegian seafood has to offer. (We will communicate to this target group, without repelling the normal seafood eaters”)

## **«Normal Eaters»:**

The “normal eaters” are less involved in their seafood choices than the seafood enthusiast and often choose “value” seafood.







# PURCHASE AND CONSUMPTION SITUATIONS

**All relevant situations where it is possibility for a targeted choice with regard to products.**  
(When you look for a treat «little extra» for lunch or dinner, at home or out of home, during weekends or weekdays)





***Insight – Seafood enthusiasts:***

*I know the ocean is a source to healthy, inspiring and tasteful food. I wish to have knowledge about food and I care about food. I want to make conscious decisions and control what the family and I eat. I know that seafood from Norway will give me that.*

***Insight – Normal seafood eaters:***

*I know the ocean is a source to healthy, inspiring and tasteful food. I know that seafood from Norway will give me that.*



## Seafood Enthusiasts needs:

**Emotional:** Competent and safe choice, which gives me recognition and the joy of food.

**Sensory:** Natural, authentic food where the products natural attributes (quality, freshness, texture) are being emphasised.

**Functional:** Inspiration, variation and versatility.

## Normal Eaters needs:

**Emotional:** A good, safe and important meal, which provides wellness and a good taste experience.

**Sensory:** Composition of different products is essential to create a holistic and good taste experience.

**Functional:** Variation in the diet, everybody likes it.

*Emotional needs are most important for the seafood enthusiasts .*

*Functional needs are most important for the normal eaters.*



# COMPETITIVE ADVANTAGE

**The world's best seafood - better taste,  
right texture and a safer choice.**







# SUPPORTING EVIDENCE/REASON TO BELIEVE



Slow growing in the cold, clear and nutritious waters, handled and delivered with care, respect and insight

- sustainably managed for future generations.



# P PERSONALITY AND VALUES

## Personality:

An inspirer who includes and invites to exciting experiences with food



## Values:

Natural, safe and inspiring



# RELATION TO/ ROLE OF SEAFOOD FROM NORWAY

The difference  
between  
ordinary and  
*extraordinary*  
is just that  
little "*extra*"

One you look up to that inspires “the little extra»  
AND makes it feel obtainable– so we get the  
inspiration to perform extra both when it comes to  
weekend and weekdays





One who values good food experiences and quality products (and who are concerned with origin).



*How would others describe the use of seafood from Norway? What does the brand tell my surroundings about me as a consumer and person?*





# BRAND PROMISE– SEAFOOD FROM NORWAY

The world's best★  
seafood comes from  
Norway!

