



## Pangasius Promotion Strategy

A collaborative approach with VASEP and partners

Alfons van Duijvenbode  
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### OBJECTIVE

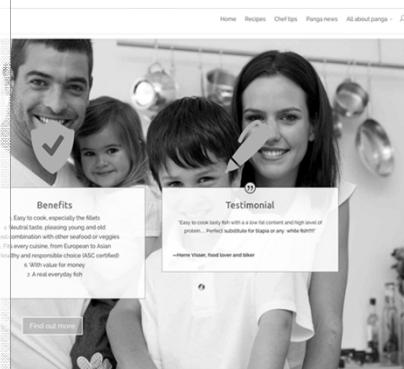
- Establish a more positive image of pangasius as *youreveryday fish* in general and premium (untreated) responsibly produced panga in particular in international markets
- Consolidate and increase sales of pangasius in the target markets





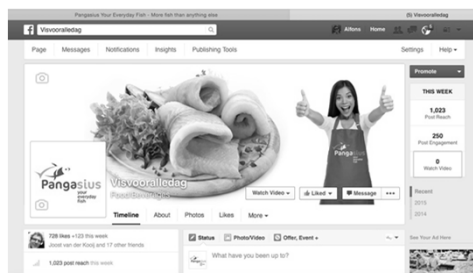
## STRATEGY AND ACTIVITIES SO FAR / 1

- Development of brand values and a value proposition for pangasius as an ideal, easy to combine fish that fits every cuisine, a healthy and responsible choice, an “everyday fish”
- Selection of pilot markets (The Netherlands, Belgium, Germany)
- Development of online promotion platforms for “pangasius youreverydayfish.com” in 2 languages (English and Dutch)



## STRATEGY AND ACTIVITIES SO FAR / 2

- Online marketing, video marketing, content marketing and social media marketing in 2 languages (English and Dutch)



FB boost posts: >500 likes in 3 weeks





## STRATEGY AND ACTIVITIES SO FAR / 3

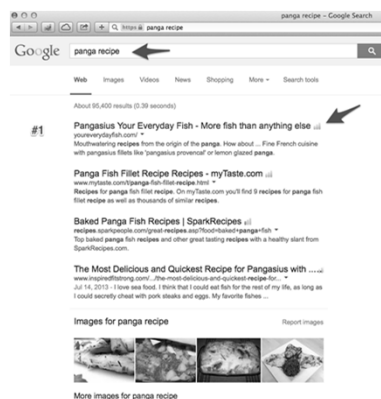
- Search engine marketing to generate more positive results in search engine ranking.

### Search term:

- pangasius recipe
- panga recipe
- pangasius health and nutrition
- pangasius benefits
- pangasius fish
- pangasius responsible
- pangasius safe

### Google ranking:

- #1 & #2
- #1
- #1 & #2
- #2 & #3
- #3
- #3
- #4



## STRATEGY AND ACTIVITIES SO FAR / 4

Promotion campaigns at Seafood Expo Global in 2014 and 2015, with inspiring cooking demo's and targeted B2B promotion

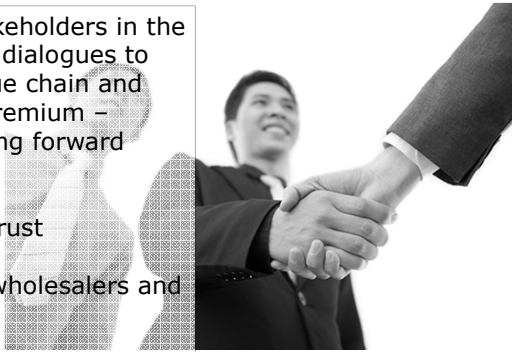
"We are ready. Are You?"





## STRATEGY AND ACTIVITIES SO FAR / 5

- Business forums with key stakeholders in the European market as strategic dialogues to address challenges in the value chain and stimulate development of a premium – untreated – pangasius (“Moving forward together”).....
- Achieving Transparency and Trust
- Partnerships with importers, wholesalers and other stakeholders in the EU



## STRATEGY AND ACTIVITIES PLANNED

- Consolidate and expand in 2015 and 2016
- Based on enhanced quality product and transparency (**walk-the-talk**)
- Supported by government legislation and innovative and sustainable production processes of farmers and processors
- Through PPP, B2B and B2C approaches
- Dedicated professional in-market Marketing and Communications staff





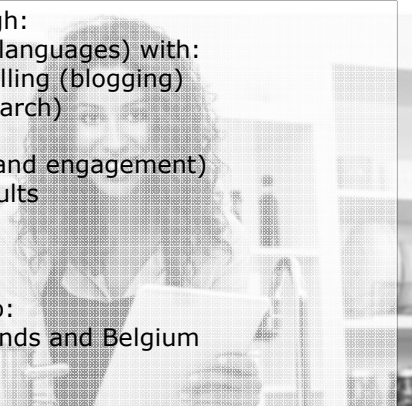
## B2B

- Enhanced and targeted promotion, incl.
  - email marketing with write-ups to the industry and press
  - online postings and interaction in online communities
  - continuation of international business forums and strategic dialogues
- Enhanced sector and product promotion of the pangasius cluster at the Seafood Expo Global Tradeshow, including pre-fair and post fair improvement activities



## B2C

- Image enhancement of pangasius through:
- youreveryday fish online channels (3 languages) with:
    - experience marketing and story telling (blogging)
    - expert testimonials (scientific research)
    - video marketing (incl. vlogging)
    - social media marketing (postings and engagement)
    - consolidation of search engine results
  - Involvement of influencers
    - Blogger trip
    - Press releases
  - Special campaign actions connected to:
    - Responsible Fish Week in Netherlands and Belgium
    - Culy 2016 event (Amsterdam)
  - Panga promotion in Wok restaurants





## GET THE FOUNDATION RIGHT: WALK-THE-TALK

- Promotion is an up-hill battle as long as the product is being questioned.....
- Product integrity is a condition for success!
- As well as a commitment to improve and promote together...



Moving forward together!

