

# YEAR 4



LOVE AUSTRALIAN PRAWNS

## UPDATE

The ACPF and APFA are proud to provide this update on the 2016/17 Love Australian Prawns (LAP) campaign – the most challenging year of the campaign to date. More happened to change market conditions for Australian Prawns in the last six months than in the last decade, with the White Spot outbreak devastating farms and rippling through Queensland’s South East wild catch sector. While the seasons have been business as usual for the NPF, Spencer Gulf and West Coast fisheries, the import ban and movement control orders created seismic impacts in the market - both shortages *and* gluts, price rises *and* falling demand - and amongst that furious storm, some opportunities too.

Throughout, the **2016/17** Love Australian Prawns Campaign continued to pursue and deliver on the original campaign goals to:

- Increase value and volume for Australian prawns
- Give Australian prawns a special place in the eating habits of Australians, and
- Increase value of Australian prawns

by working with independent retailers and supermarkets, investing in new recipes and photography, targeted promotion around special occasions such as Valentines Day, Mothers Day, and footie seasons and investment in social media. The LAP campaign also invested in consumer research and independent reviews to identify the success of the campaign to date.



1 IN 5 CONSUMERS RECALL LOGO



### Key deliverables against the original goals identified as part of our Year 4 campaign include:

- **1 in 5** Australians now recognise the Australian Prawn logo. This sort of awareness is usually only achieved via TV campaigns.
- Woolworths has carried our logo into **4 million homes** every few weeks.
- We’ve distributed millions of recipe books into **470 seafood retailers** and **825 supermarkets** over 4 years.

- Love Australian Prawns has **reached 750,000 people** nationally through social media alone, boosting both awareness of the campaign and creating measurable results. **40,000 recipe books have been downloaded** from the LAP website - which has seen its traffic more than double every year and 100,000 visitors just in the last 6 months
- **38% of consumers** report they are **eating more prawns than 3 years ago** with those consumers being more likely to recognise the Love Australian Prawn logo when they see it\*.
- In 2014 **only 20%** of Australians bought prawns **once a fortnight or more**. By the end of 2016 **35%** bought prawns **once a fortnight or more**\*.
- **20%** of Australians are still buying prawns for the traditional special occasions such as Christmas and Easter but **25%** are now buying prawns for a special occasion or a treat through the year. Over **50%** are eating prawns with the family in a meal at home\* - Australians are looking for something special as a change from red meat and chicken for the family dinner.
- Industry sources report **20% price increases** on average across Medium, Med-Large and Large grades between the start of the Love Australian Prawns campaign until now. Some fisheries reported that **20% price increase** for larger grades in the **2016/17** year alone, despite having more supply than in past years.

You would expect some of this demand can be attributed to the Love Australian Prawns campaign.  
**Stephen Murphy, Qld**

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## INDEPENDENT SEAFOOD RETAILERS.

Independent seafood retailers have told us the marketing items they know work best. And it's not one size fits all. This year we solved the problem of different retailer requirements with an **LAP online store**. Retailers now have a choice as to the promotional merchandise they can order. This will also help offset some of the costs of production and despatch with retailers paying a small fee for materials

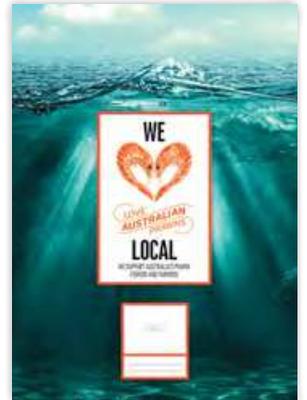
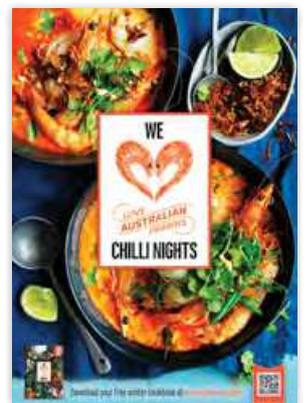
### LAP ONLINE STORE



### POSTERS PROMOTING SEASONAL

### DIGITAL RECIPE BOOKS

### AND LOCAL PRODUCERS



### RECIPE BOOK CABINET STICKER



# DOWNLOAD YOUR FREE

50 Recipe Australian Prawn Cookbook at [www.prawn.recipes](http://www.prawn.recipes)



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## WHAT WE HAVE PLANNED FOR 2017/2018

We have big plans for the 5th year of the campaign including branching out into the food service sector; working with independent retailers and supermarkets to expand our consumer reach; creating education tools to help staff behind all seafood counters know more about our products; keeping up our stream of luscious, inviting images and recipes while scaling up social media.

We also need to give momentum to our spring and winter campaigns, crucial in keeping consumer interest and demand higher through quieter times.

## FOOD SERVICE - CHEF VIDEO SERIES

The turmoil created by the importation ban on green prawns has provided a perfect opportunity for LAP to invest in the food service sector and help chefs and restaurant owners understand the benefits of Australian sourced and to give them compelling reasons to buy Australian. A series of videos will be marketed directly to 29,000 chefs, F&B managers and restaurant owners through Facebook and Instagram aimed at educating and persuading chefs to swap from imported to locally produced products and why it's worth the premium for Australian Prawns to be on Australian menus.



## WINE AND PRAWNS, PERFECT PARTNERS

30,000 bottles of wine will bear the Love Australian Prawns Logo from January to March 2018. Two high profile Sauvignon Blancs will wear LAP neck labels with the words "Perfect Partners".

Distributed 60/40 through bottle shops and in restaurants, there's no better moment to inspire an impulse buy of Australian prawns with our logo sitting above the lip of the ice bucket as people browse their menus, or jumping out from the shelf in Dan Murphys.



## Going Forward

There's no better time to be out there telling the story of Australian producers than in the current market situation. Further details of the Year 5 campaign including its aims, activities, and the budget will be contained in the 2017/18 campaign plan to be circulated shortly. We thank all our contributors in advance for their ongoing support for the LAP campaign and look forward to rolling out the Year 5 campaign in collaboration with our industry partners.

ACPF and APFA for Love Australian Prawns

