

Taste the Wild

2024-2025

Market diversification and campaign implications

Australian
Wild
Prawns



The question we asked ourselves in July 2021 when we moved to protect the sector.
 What will happen to prices when farm prawn production equals Wild?
 It won't be as simple as Australians eating fewer imported prawns.



Change of mission for foreign terrain

The campaign's objectives are to:

- Claim a strong market for Australian wild prawns in the face of increasing domestic and global supply and reduced demand
- Build a premium position for Australian wild prawns based on provenance
- Protect the industry's reputation - now more than ever, using RD&E funds to address industry issues - proud fishers never stop trying to do things better

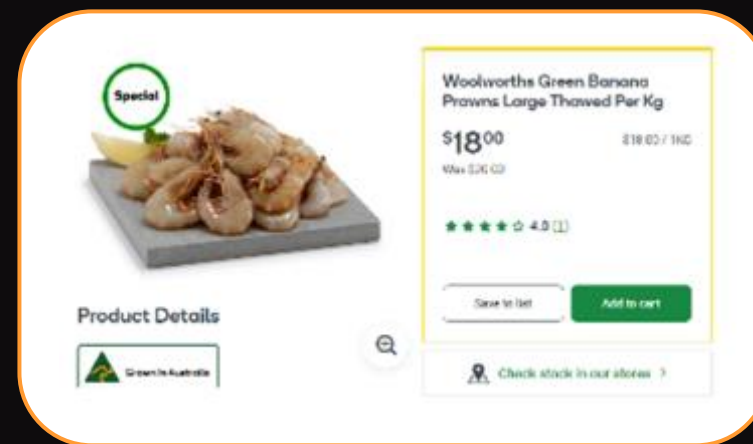
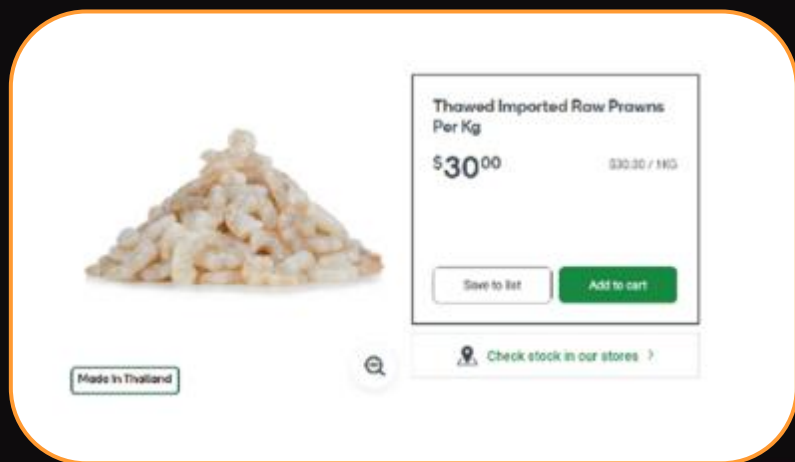
Taste the Wild [Australian
Wild
Prawns



Loyal wild prawn and 'switchable' consumers are spending less and with caution. Loyalty to 'Australian' is pressure tested (Intuitive Solutions, 2023).

LAP logo has 10 years in market – not time to bury it.

As prawns are further commoditised by global oversupply – time to leverage wild provenance



Taste the Wild [Australian
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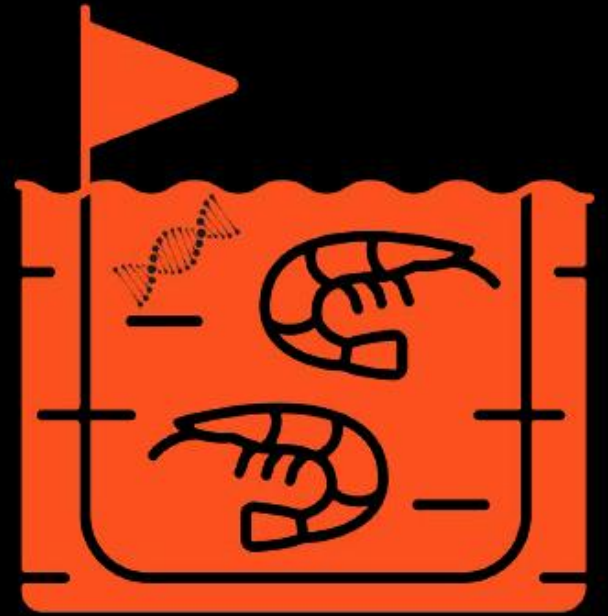
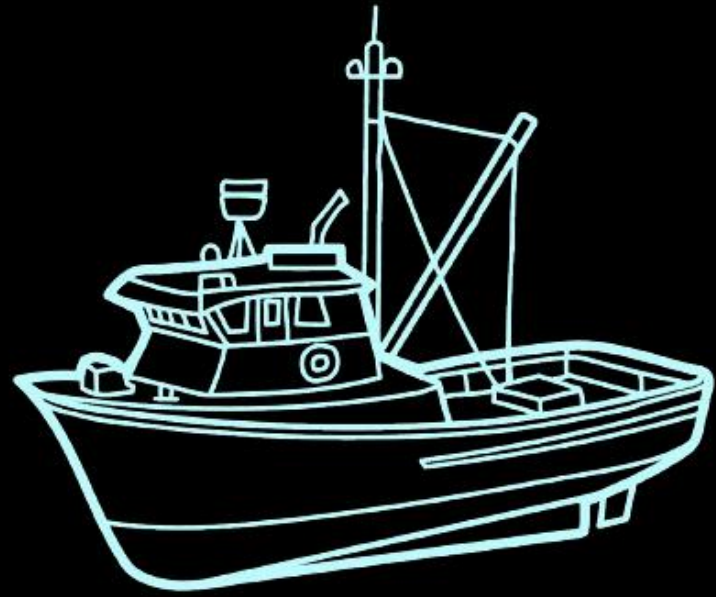


Taste the Wild [Australian
Wild
Prawns

LAP = social/digital only, but still has a job to do...

LAP to make people hungry for prawns before we call on them to Taste the Wild in Australian Wild Prawns





We'll be advertising to “switchable” consumers encouraging a swap from farmed to wild prawns at just the right moment.



ACPF's diversification directive



SUPPORT

RD&E (Authenticity)
Advertising & promotion



SUPPORT

RD&E (Authenticity)
Advertising & promotion



EXPAND

RD&E (Chef Ed)
Influence & promotion



EXPAND

RD&E (*Export Trade Unit TBC*)
Promotion

The customer journey

Driving people to retailers already keen on the idea of Australian Prawns being there at point of sale to differentiate.



In-home product position influence

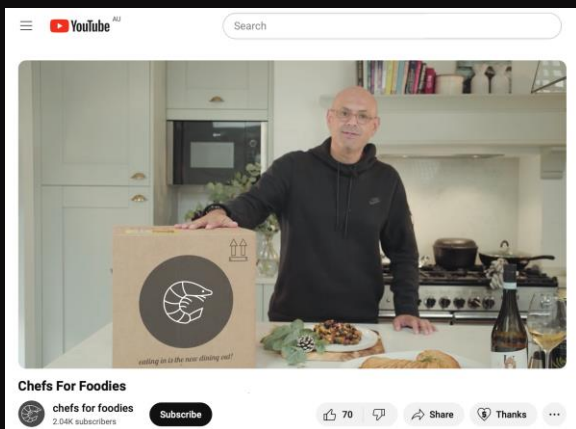
Social media – Chefs as influencers



Note: – No TikTok promo budget for consumption campaign (wrong demographic).



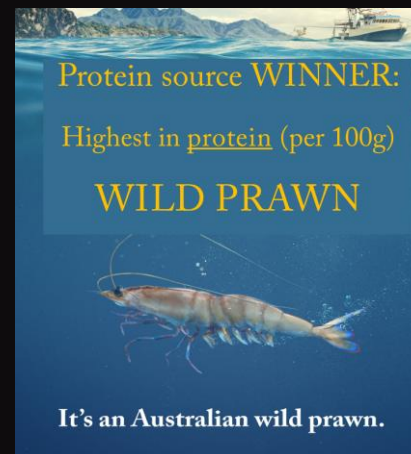
Social Media sub campaigns direct to consumers



Chefs/foodies (two way comms) – international & domestic



Promo video



Nutrition profiles



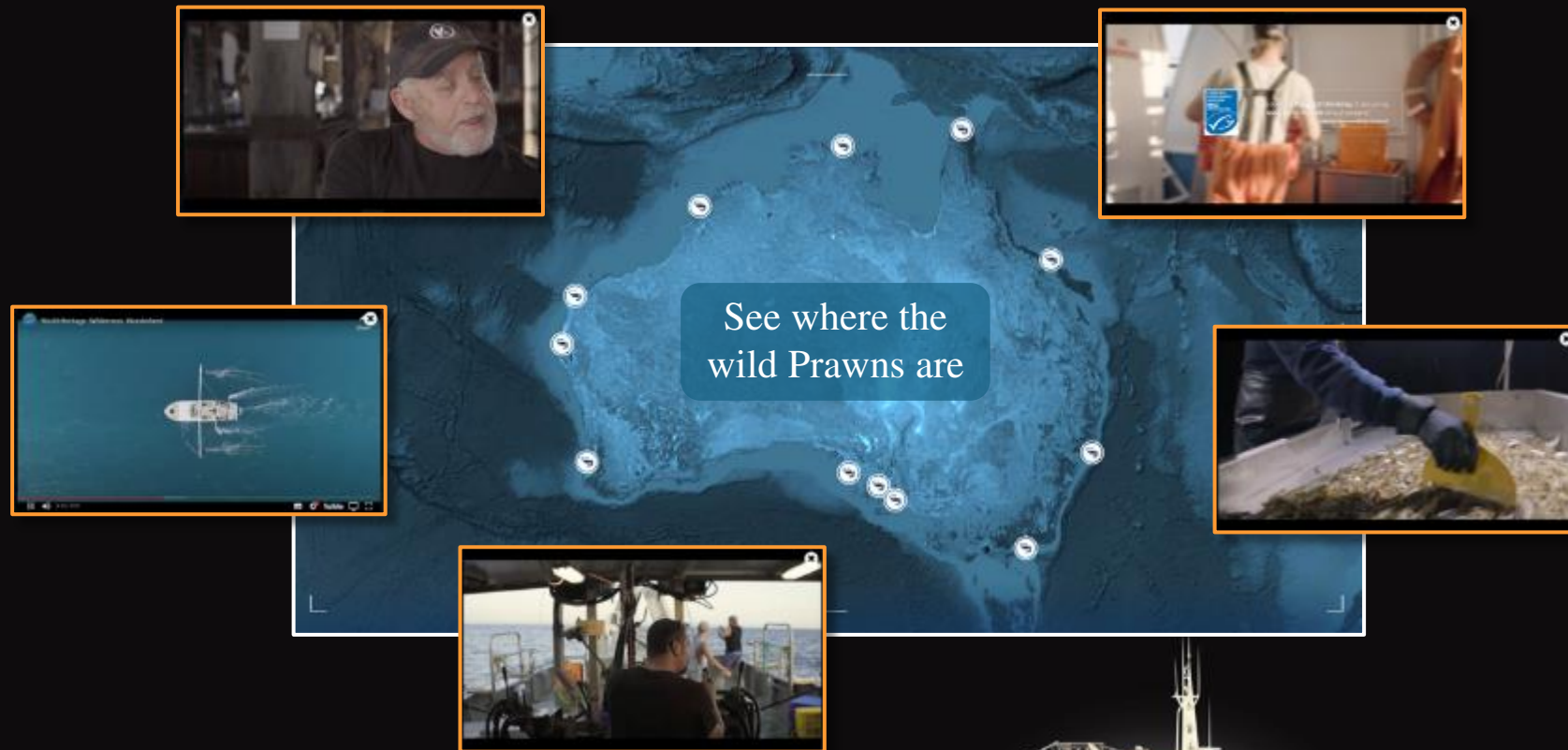
Radius around seafood retailers and/or in-store advertising to drive instore and online sales





Social Media

National Reach for TTW 30 & 15 sec, followed by state specific fishery videos



Retail shopping

Supermarkets - The leaders in volume, not positioning



Retail shopping

Strategically need to be across both majors. Meet with both majors to ask options

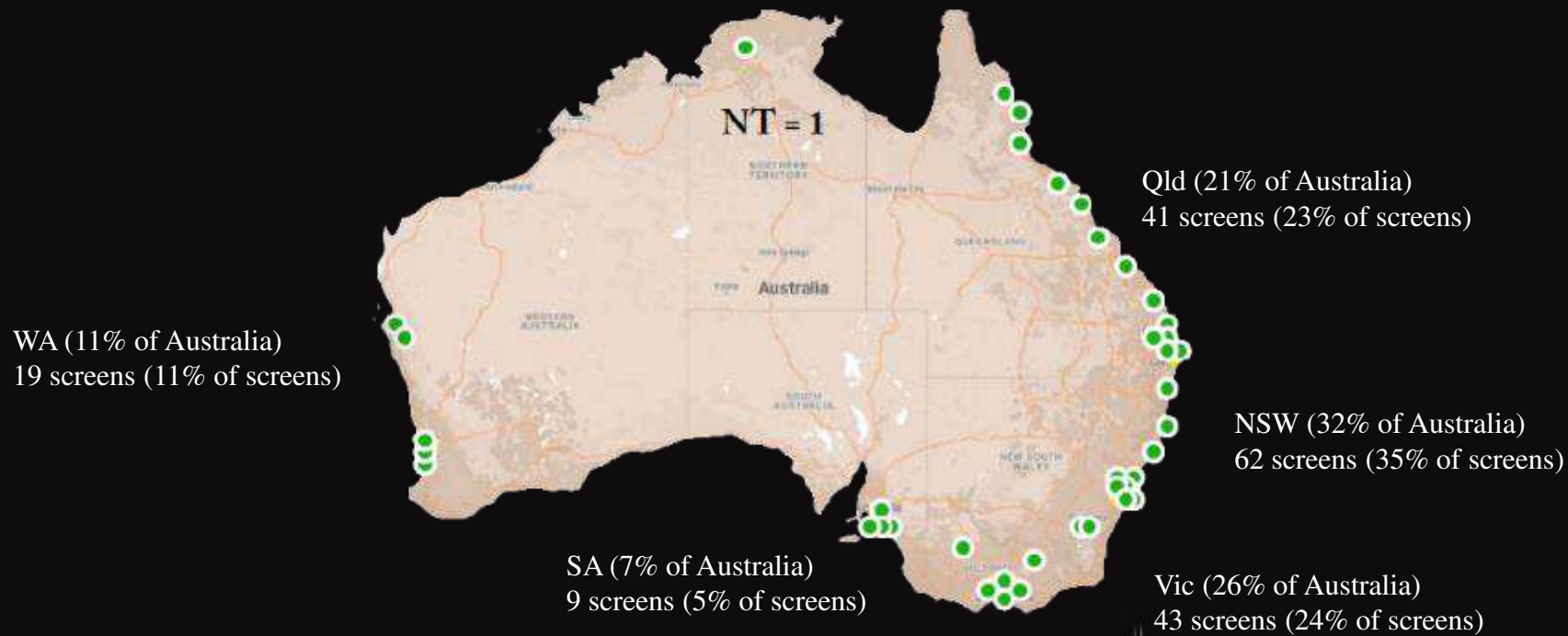


Retail shopping

185 video screens nationwide in WW seafood depts

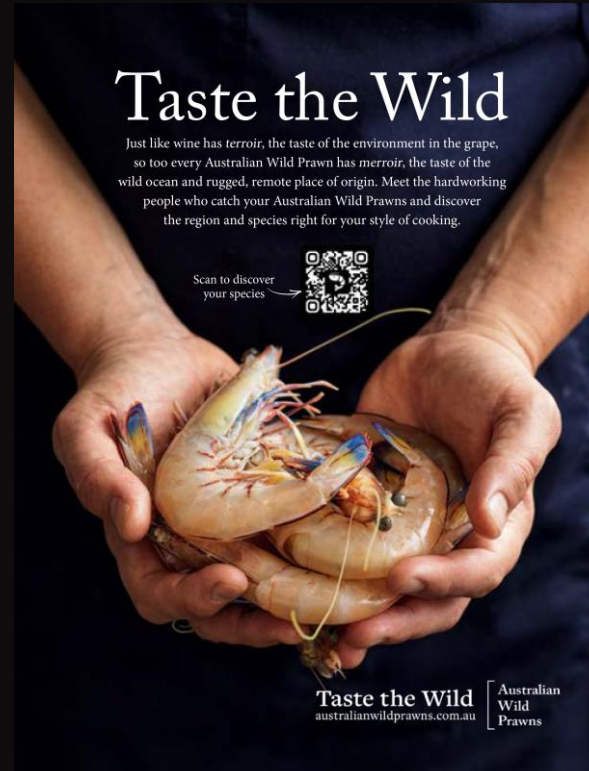


Woolworths digital screens



Supermarkets - Coles Magazine

December 2023 Edition - Reach 5 Million Consumers



1.8m
copies printed
each month and
distributed across
800+ Coles
supermarkets

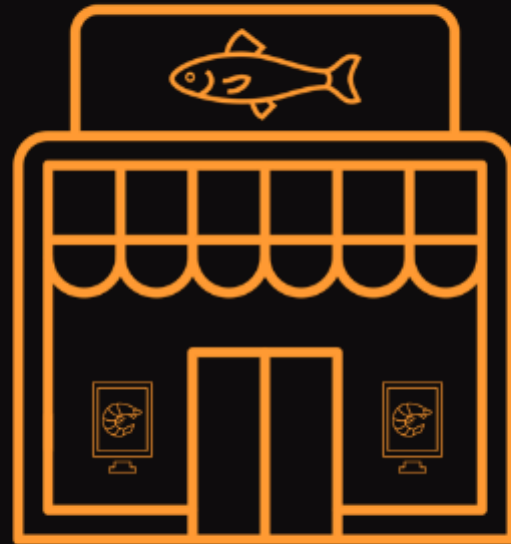
#1
Read Magazine
In Australia*

More than
5m
readers per month*

2m
copies printed for
our November,
December and
Easter issues^^

Retail shopping

Independent seafood retailers. The leaders in provenance promoting opportunity – not volume



Retail shopping

Independent seafood retailers – Retail pack ice stabber, A5 scan recipe, pack of provenance images and videos supplied to retailers for use in-store or for social media. Social media within radius of stores



Pack contains 1 type of food safe, water stable ice stabber – larger size.



Series of A5 door sticker with QR code to recipe



Share social/digital assets for use in store or on social media



Social media radius around seafood retailers

Parallel RD&E funded communication



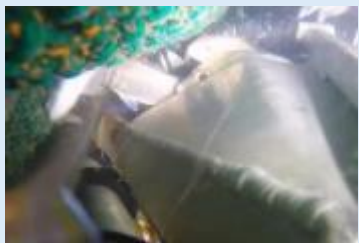
RD&E funded content and comms



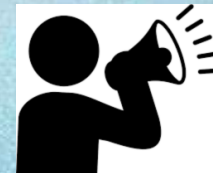
Authenticity investment



Animal welfare investment



Fishery and national environment investment



Identified influencers



Identified influencers



Wild prawn consumers



Ocean health generation

Taste the Wild - 2024-2025

Est Reach

| | | |
|---|------------------|------|
| Carryover (<i>unspent social media moderation, creative and campaign management</i>) | \$19,500 | |
| Total Contributions (Estimate) | \$270,000 | |
| Total Income | \$289,500 | |
| Expenditure | | |
| Campaign Strategy - data review, strategy build, presentations and reporting RD&E funded 2023/033 | No cost | |
| LAP Buy in | \$30,000 | 1.8M |
| Social media - Managing Promotion related social media - content creation, posting and moderation. PPC campaign design, ad creative/design and daily management. 2 channels (New Insta page). 1 foodie influencer per month | \$35,000 | |
| Social media – promotion budget (Facebook, Instagram). Radius around stores (Woolies and seafood retailers), radius around (international) events, direct to consumers, chef engagement (<i>PPC @ \$0.01/reach – international metrics will differ</i>) | \$120,000 | >10M |
| Independent POS - supply 250 stores - Large standard ice stabbers (10 per store in 2 packs). Set of 3 A5 door stickers with recipe QR. Supply of digital assets. Pack and send | \$15,910 | 0.5M |
| Supermarket - Coles 1 x FP in Coles (December) Magazine | \$50,000 | 5M |
| Supermarket - Woolworths - Seafood Deli Screens (social media within radius listed under social media) | \$24,000 | 1.4M |
| Campaign administration of traditional media outputs. Client liaison & reporting - 7 hours/month allowance | \$12,000 | |
| Total Expenditure | \$286,910 | |
| Net | \$2,590 | |