



PRESENTATION SLIDES FROM 2017 MACKEREL OPEN FORUM

Seoul, 22 March 2017



1) Paul Tsai, Promar Consulting:

- *Norwegian Mackerel potential in Korea*

2) Jan Erik Johnsen, NSC:

- *Task force team & marketing practices*

3) PR agency Hahm Shout

- *2016 review and 2017 marketing plans*

4) In-store agency BJ International:

- *2016 review and 2017 promotional plans*



Norwegian Mackerel's Potential in Korea

Paul Tsai,
Senior consultant, Promar Consulting

INTRODUCING PROMAR CONSULTING



- RESEARCH AND CONSULTING COMPANY SPECIALIZING IN FOOD, AGRICULTURE, FORESTRY AND FISHERY PRODUCTS
- FOUNDED IN 2000
- WORKING WITH NSC IN RESEARCH FOR 12 YEARS (SINCE 2005)
- PROVIDING RESEARCH FOR NSC IN MACKEREL, SALMON, CAPELIN, KING AND SNOW CRAB, HERRING (MORE THAN 30 PROJECTS)

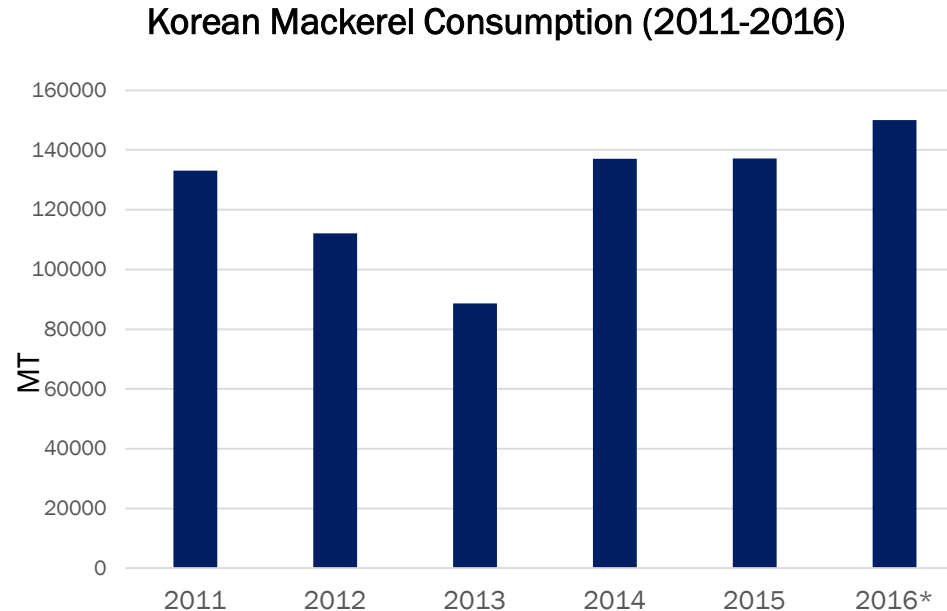
THE ROLE OF PROMAR CONSULTING

PROVIDE NSC WITH MARKET ANALYSIS



BETTER PROMOTIONAL STRATEGY

Mackerel consumption in Korea drew a U-shaped curve from 2011-2016



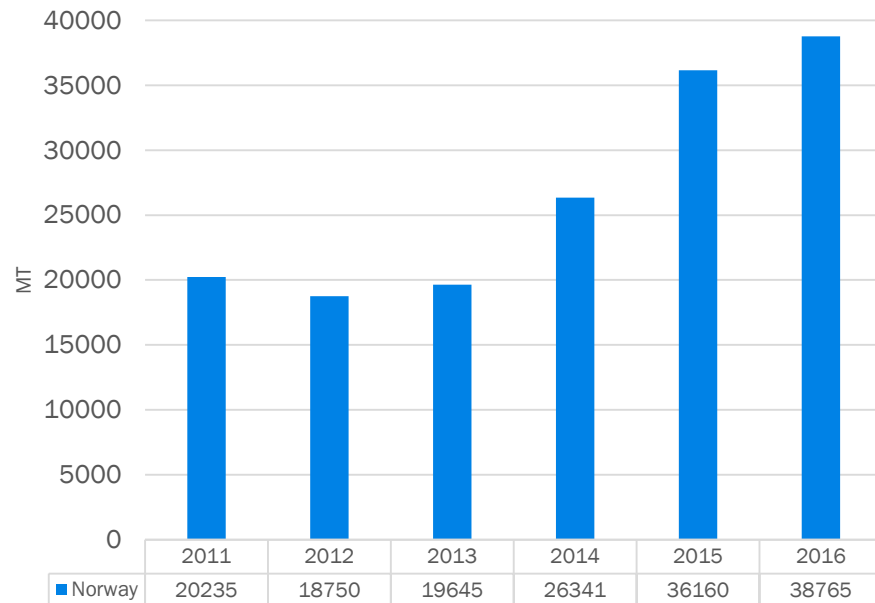
*Estimated

Source: Ministry for Food, Agriculture, Forestry, and Fisheries of Korea, Korea Customs and Trade Development Institute (KCTDI), Fish Flow Information System (FIFIS) of Korea

Norway's supply reached a record high in 2016

- Due to the decrease in large domestic mackerel and mackerel from other supplying countries, the demand for Norwegian mackerel has been high in recent years.

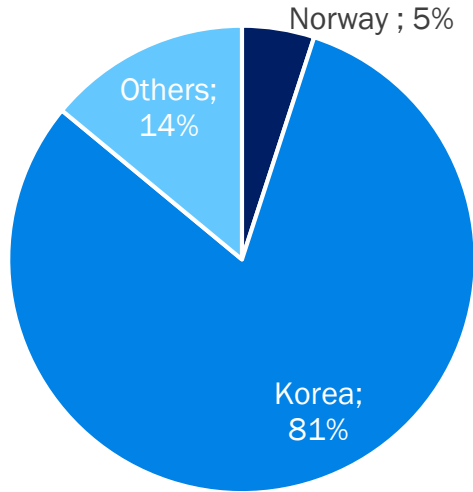
Korea's Import of Norwegian Mackerel



Source: Korea Customs and Trade Development Institute (KCTDI)

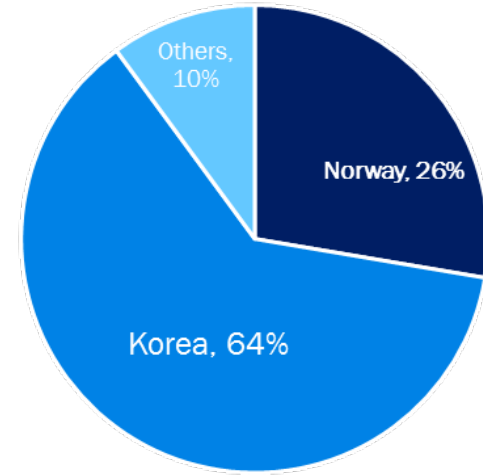
Norway is now the second biggest supplier of mackerel in Korea

2009



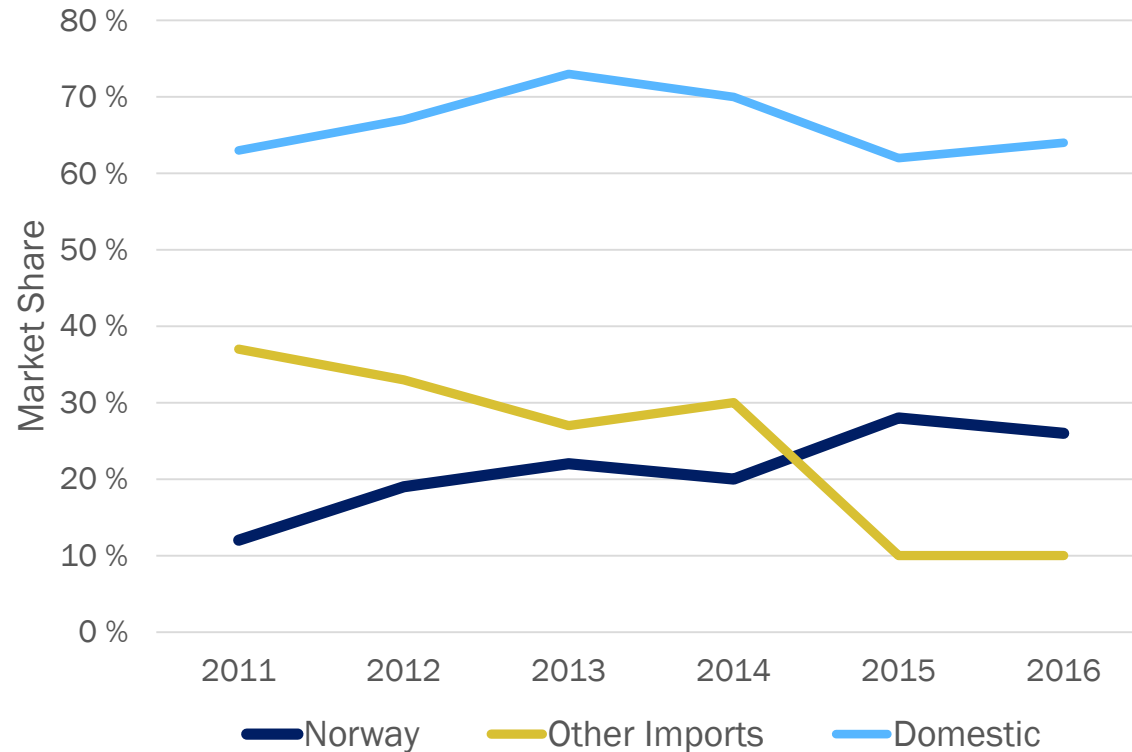
Imported Volume: 152,000 MT

2016

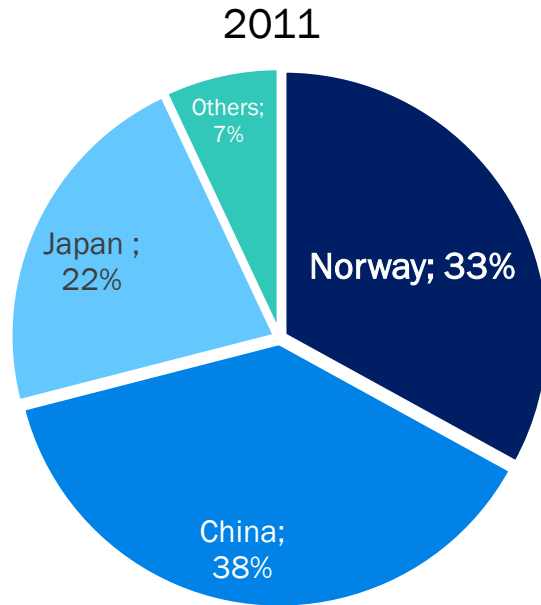


Imported Volume: 150,000 MT

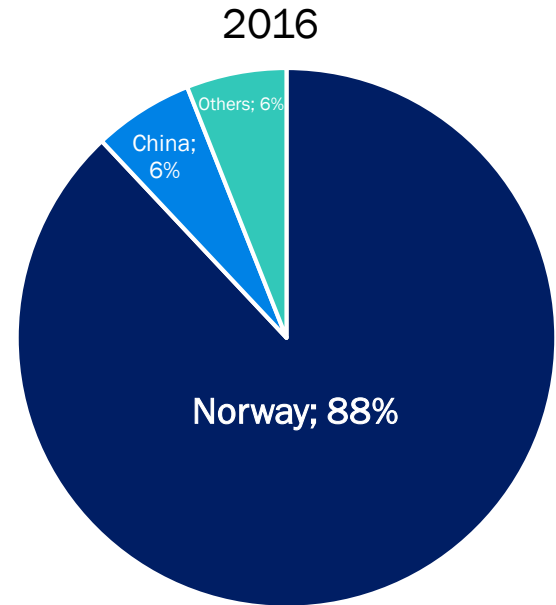
Norway has increased its share over the past few years



Norway is the leading supplying country since 2012. In 2016, its share among the exporting countries reached an all-time high of 88%



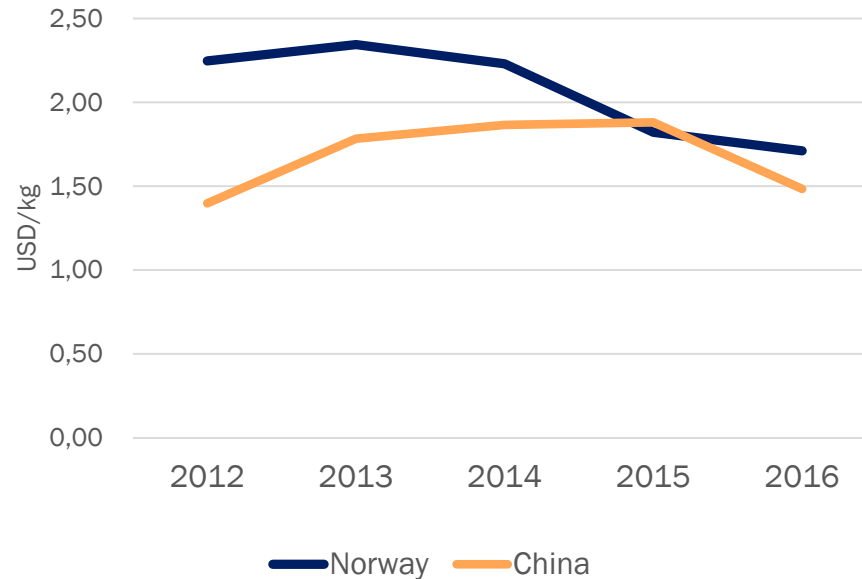
Imported Volume: 61,000 MT



Imported Volume: 44,000 MT

China used to have price advantage over Norwegian mackerel but not anymore

- ♦ The biggest advantage of Chinese mackerel is that it is similar to Korean mackerel.



Source: Fisheries of Korea, Korea Customs and Trade Development Institute (KCTDI), Fish Flow Information System (FIFIS) of Korea

There are primary 3 products in the market: 1) fresh, 2) salted (jaban) and 3) frozen fillets



Norwegian Frozen
Fillets



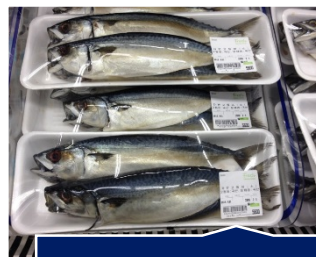
Norwegian Salted
Butterfly



Norwegian *Jaban*



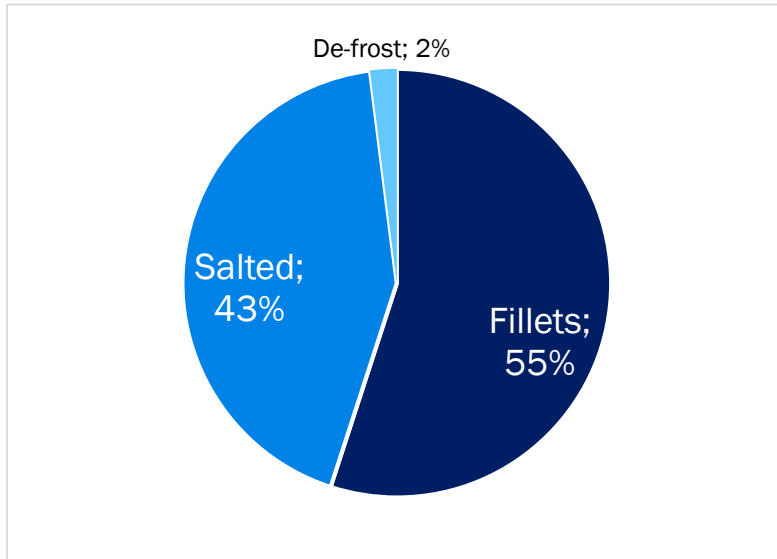
Domestic Fresh



Domestic *Jaban*

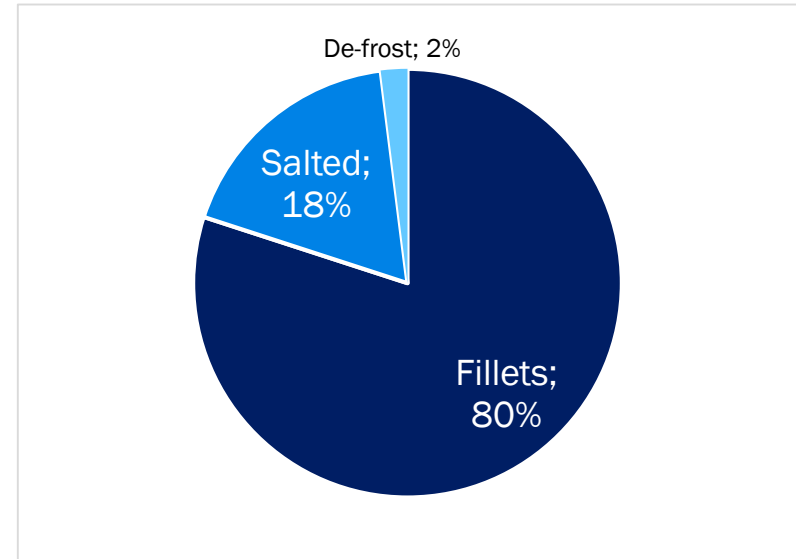
End use of Norwegian mackerel – Fillets increasing

2013



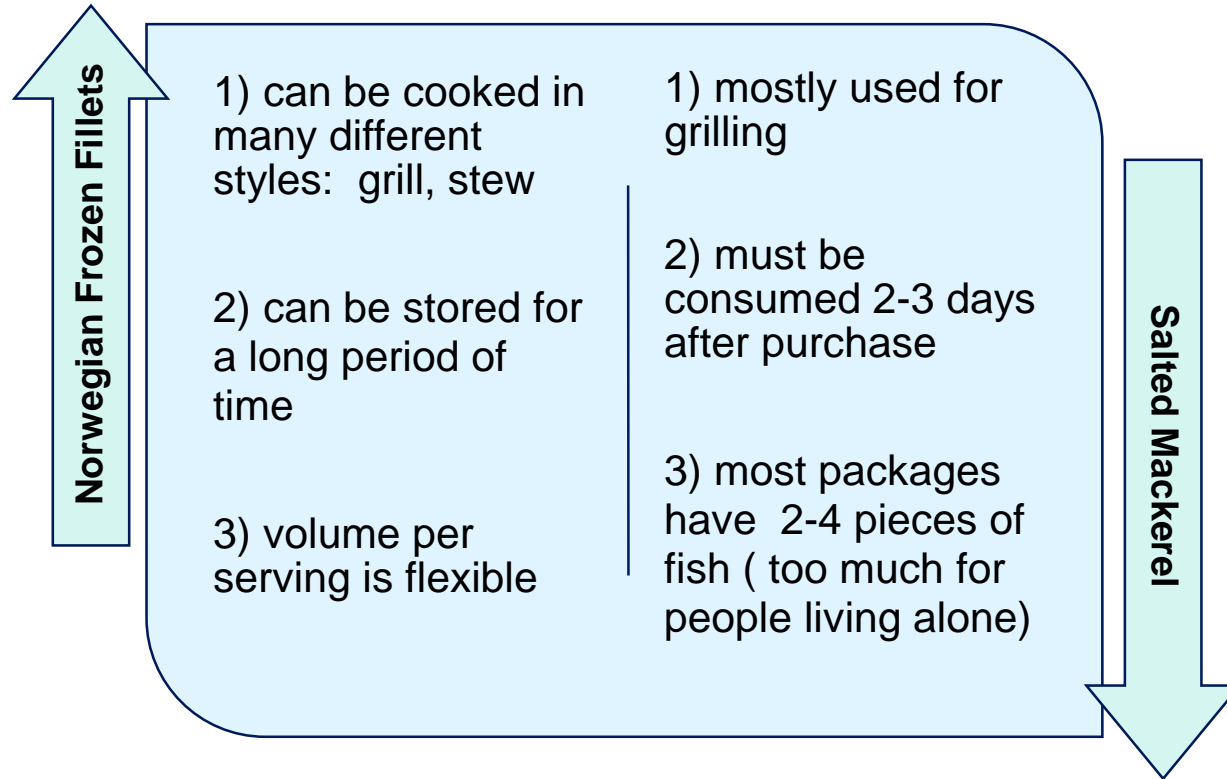
Norwegian Mackerel Volume: 26,000 MT

2016



Norwegian Mackerel Volume: 39,000 MT

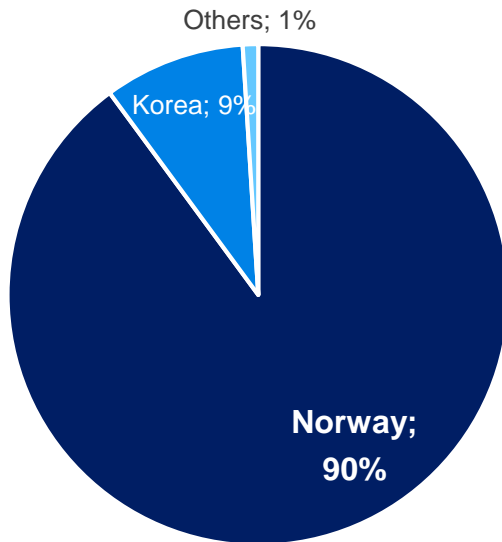
Norwegian mackerel trend: Frozen fillets > Salted mackerel



In 2016, Norway's share in the mackerel fillet sector was 90%.

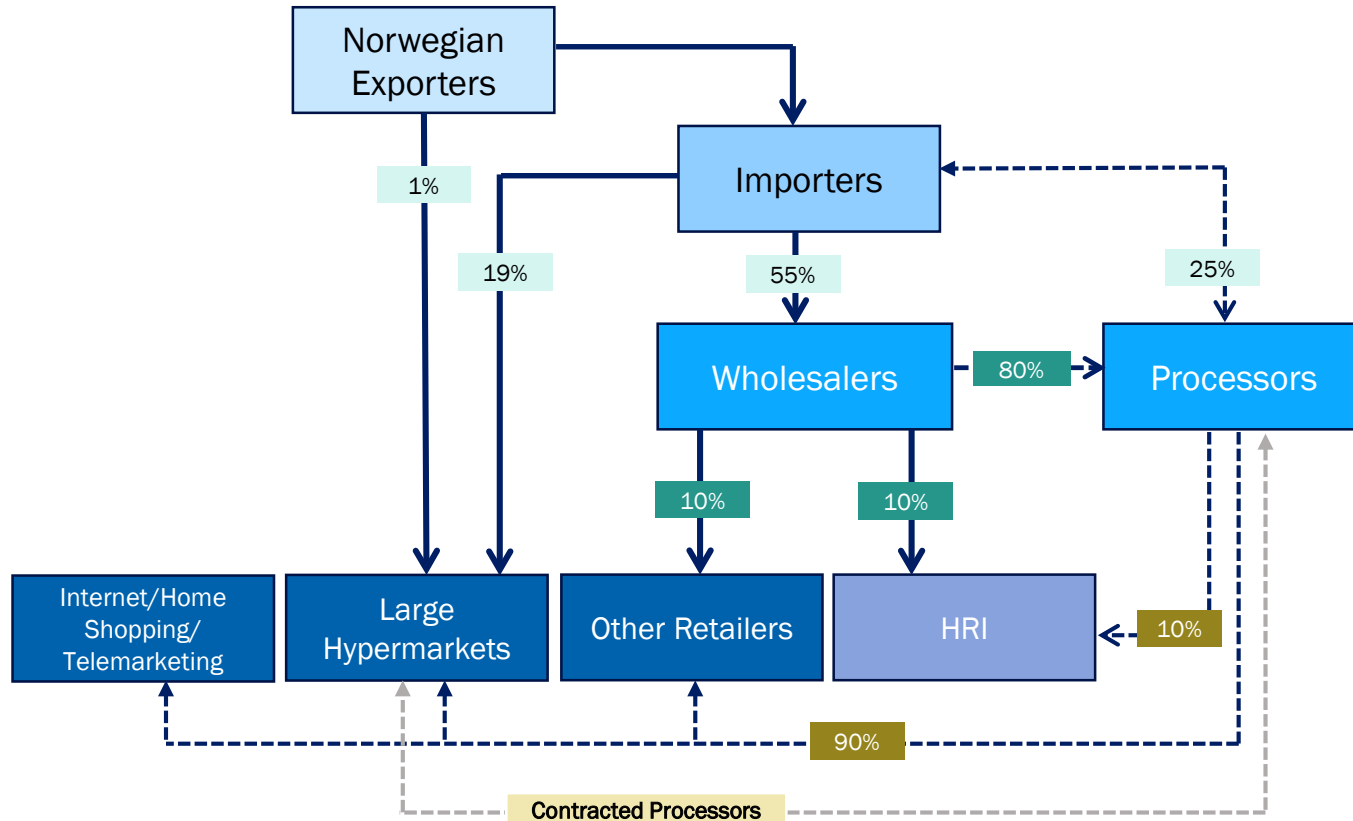
- Due to the lower cost of labor, the majority of mackerel fillets are processed in Korea.

Breakdown of Mackerel Fillets by Country



Source: Promar Consulting

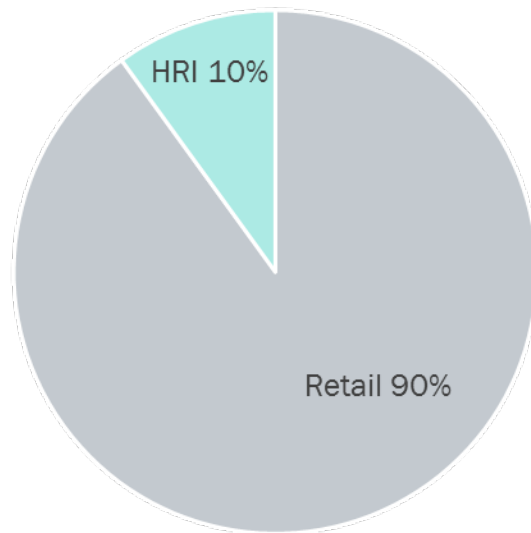
Distribution of Norwegian mackerel



Norwegian mackerel are mostly sold through retail



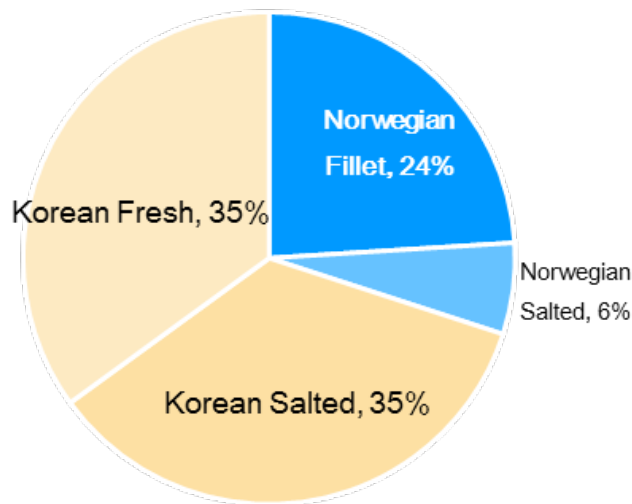
End Channels



Norwegian Mackerel Volume (2016): 39,000 MT

In the retail sector, Norwegian mackerel accounts for 30% of mackerel sales

Breakdown of Product Shares in Korean Retail

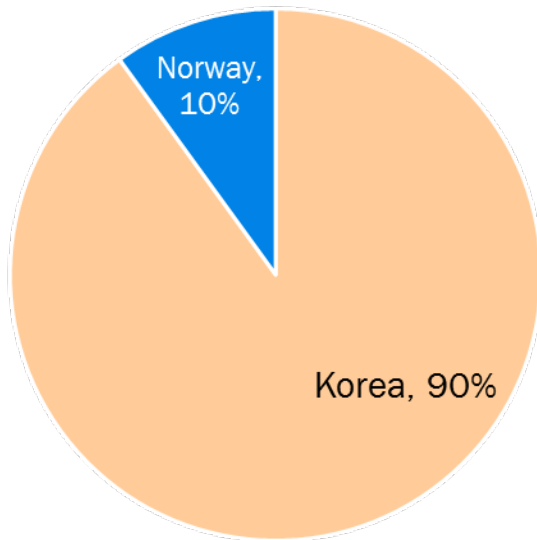


Depending on the season, 2-3% of the Norwegian mackerel is de-frost product

	Fillets	Fresh Mackerel	Salted Mackerel
Trend	↑	→	↓
Main Consumers	Both males and females under 40	Females over 40	

In high-end retail, domestic is still the more popular choice

Mackerel Sales in High-end Retail



Branded Domestic Mackerel - Andong

Photo Credit: Andong Salted Mackerel Homepage

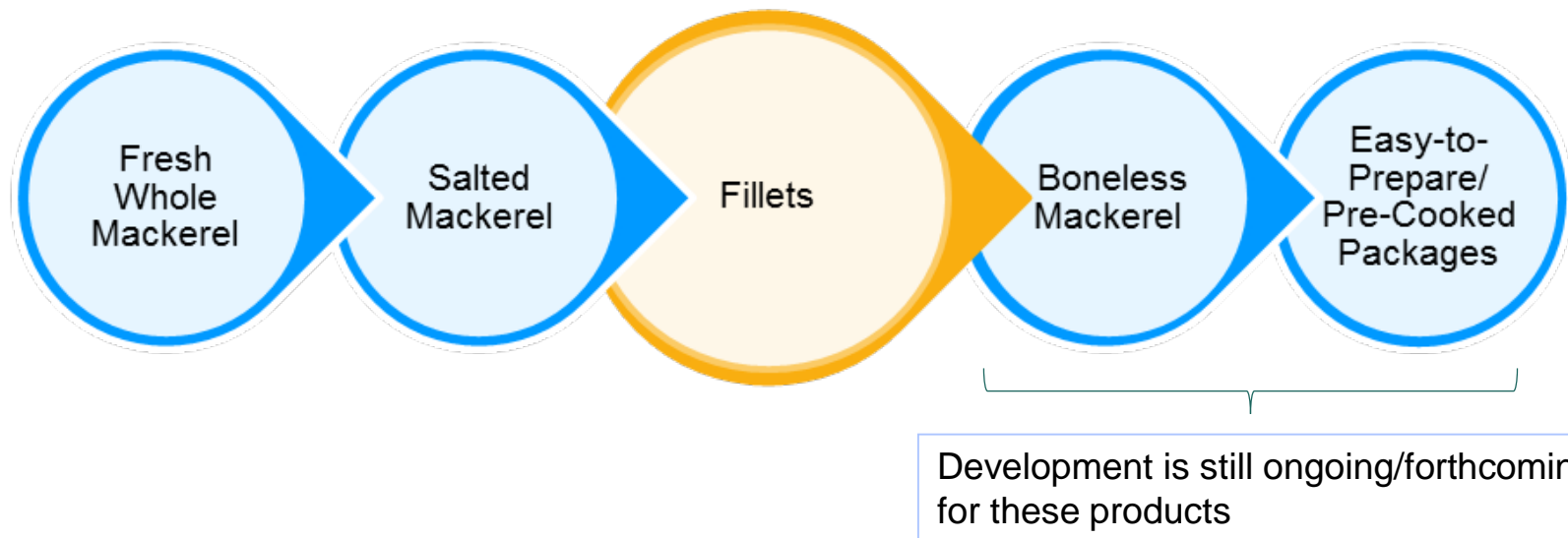
In retail, Korean mackerel are generally higher priced than Norwegian mackerel

Mackerel Retail Prices in 2017

Country	Product Type	Price (KRW/100 g)
Korea	Branded Mackerel from Andong	2,000-3,000
Korea	Fresh (headless)	1,200-1,900
Korea	Salted	800- 1,100
Norway	Fillets	1,000-1,200
Norway	Salted	1,000

Fillets are the main product for Norwegian mackerel, but there may be room to develop more value-added products.

Evolution of Mackerel Products in Korea



Strengths of Norwegian mackerel

- ♦ Norwegian mackerel is the only product that has consistent quality and supply, especially for large size mackerel.
- ♦ The image of the country of origin is very favorable (Norway is known for its clean ocean).
- ♦ NSC is the only seafood industry organization that is promoting mackerel in Korea.
- ♦ Many processors prefer Norwegian mackerel because of its larger size.
- ♦ Some consumers, especially at retail, are recognizing that Norwegian mackerel has better taste than mackerel of other origin.
- ♦ New products such as “boneless mackerel” are processed from Norwegian mackerel

OPPORTUNITIES for Norwegian mackerel

- ♦ Many retail buyers and processors prefer Norwegian mackerel due to lack of large domestic mackerel in the past few years
- ♦ There is continuous demand for frozen fillets, in which Norway has a dominating presence
- ♦ Higher-value products such as boneless mackerel which emerged in the market recently are expected to be popular among young and elderly consumers.

NORWEGIAN SEAFOOD COUNCIL





Task force team & marketing practices

Jan Eirik Johnsen, Norwegian Seafood Council
Marketing Manager Small Pelagics and Shellfish

The Norwegian Seafood Council

- Established in 1991
- Owned by the Ministry of Trade and Fisheries
- Financed by the Norwegian seafood industry
- Working together with and on behalf of the Norwegian seafood industry
- Conducted marketing in Korea since 2000

The Norwegian Seafood Council

Marketing



Market information



Communication





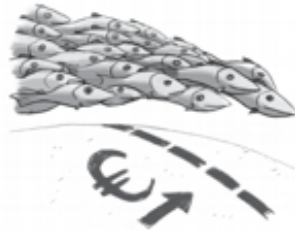
The Norwegian Model



Marketing



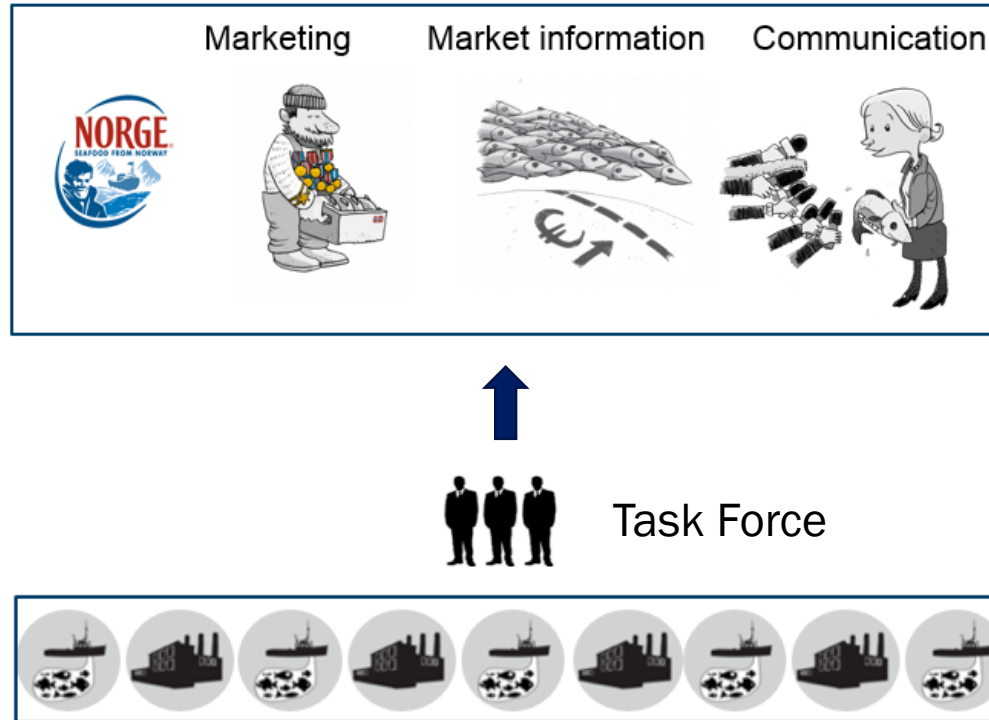
Market information



Communication



The Industry and The Seafood Council



Norwegian Seafood in Korea

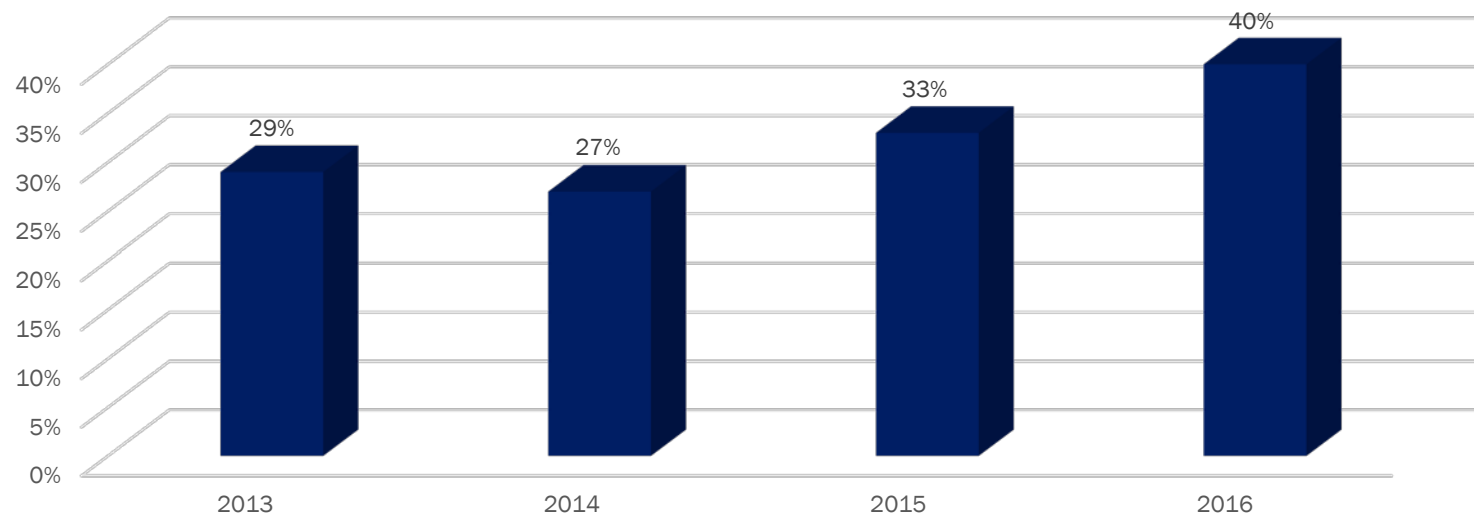
- ◆ Mission: Increase the value from sales of Norwegian Seafood
- ◆ How?
 - ◆ Knowledge
 - ◆ Preference
 - ◆ Visibility and branding in stores

Norwegian Seafood in South Korea

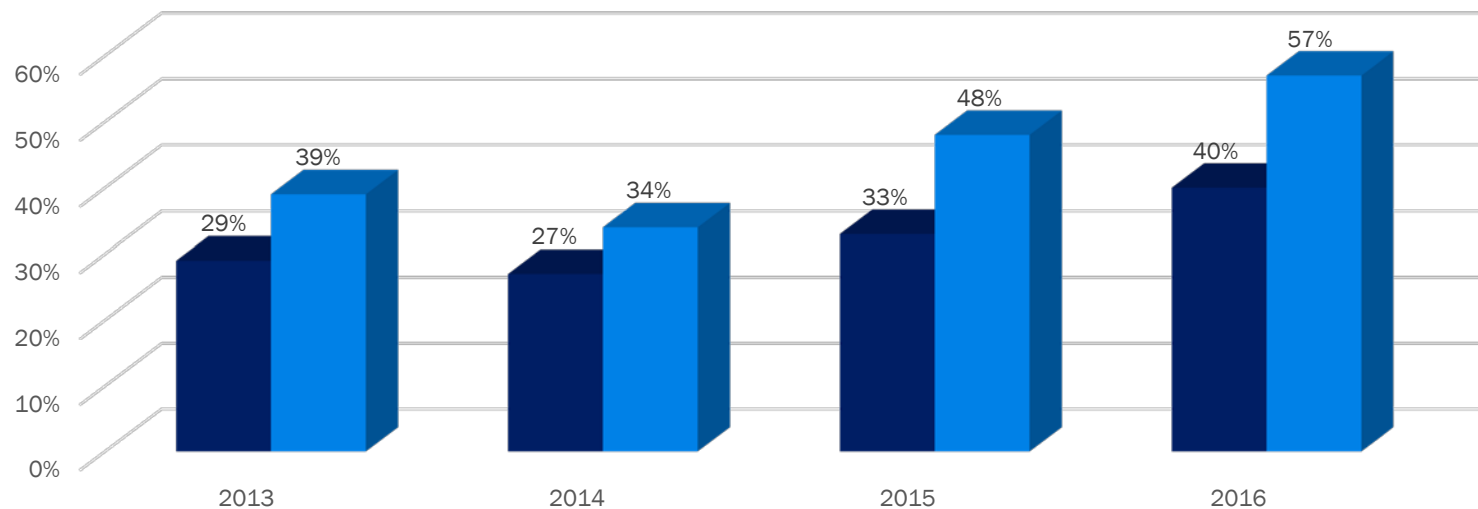


Output from online survey conducted in february 2017 with TNS Kantar. Assosiations to Norway

Knowledge – Norway – all population

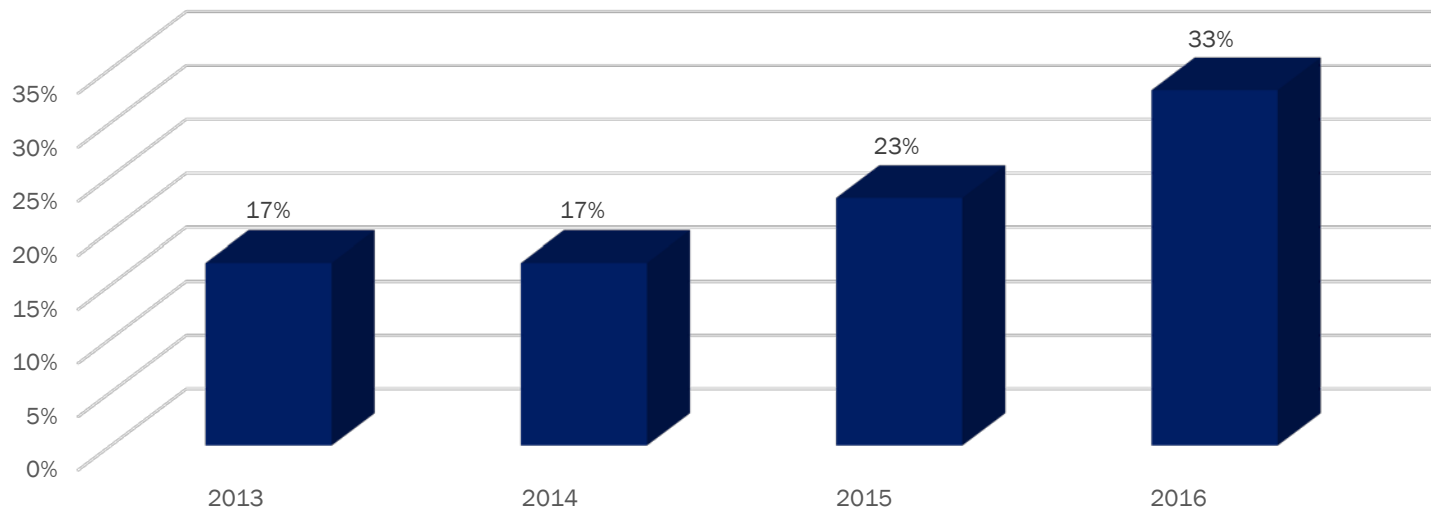


Knowledge – Norway – Target Group



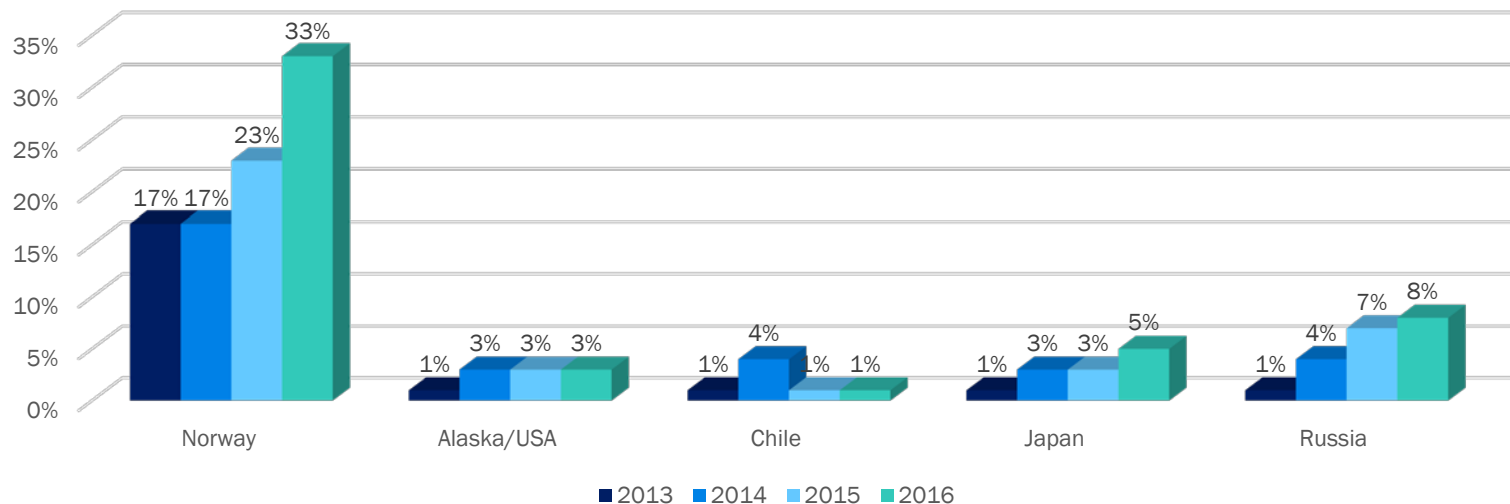
Target Group: Females between 30 and 50 years of age with children living at home and with an average or above average (subjective) household income.

Preference – Target Group



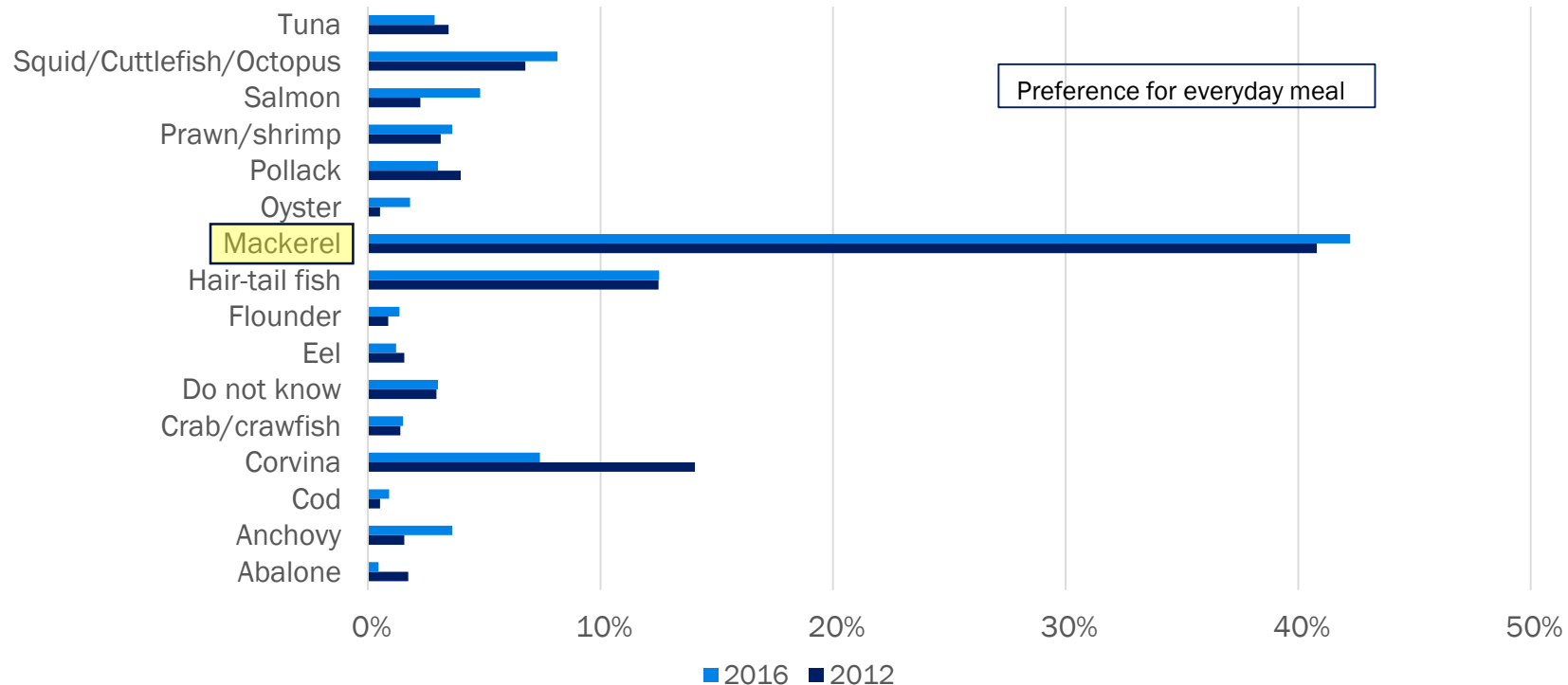
Target Group: Females between 30 and 50 years of age with children living at home and with an average or above average (subjective) household income.

Preference for Imported Mackerel – Target Group

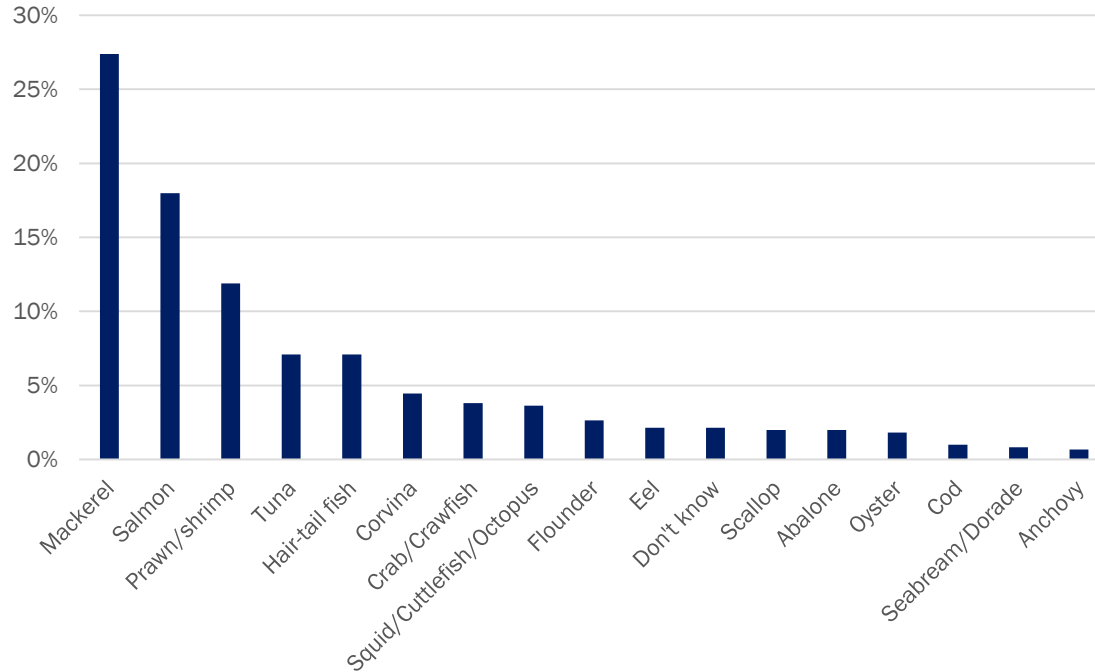


Target Group: Females between 30 and 50 years of age with children living at home and with an average or above average (subjective) household income.

Position of mackerel in Korea



Mackerel is the children's favorite



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Norwegian Mackerel 2017 Marketing Plan

Presented by Hahm Shout

CONTENT

- ◆ 2016 Review
- ◆ 2017 Plan
 - ◆ Marketing Programs - B2C
 - ◆ Marketing Programs - B2B
 - ◆ Media Programs
 - ◆ Online Programs

Review - Media Activities

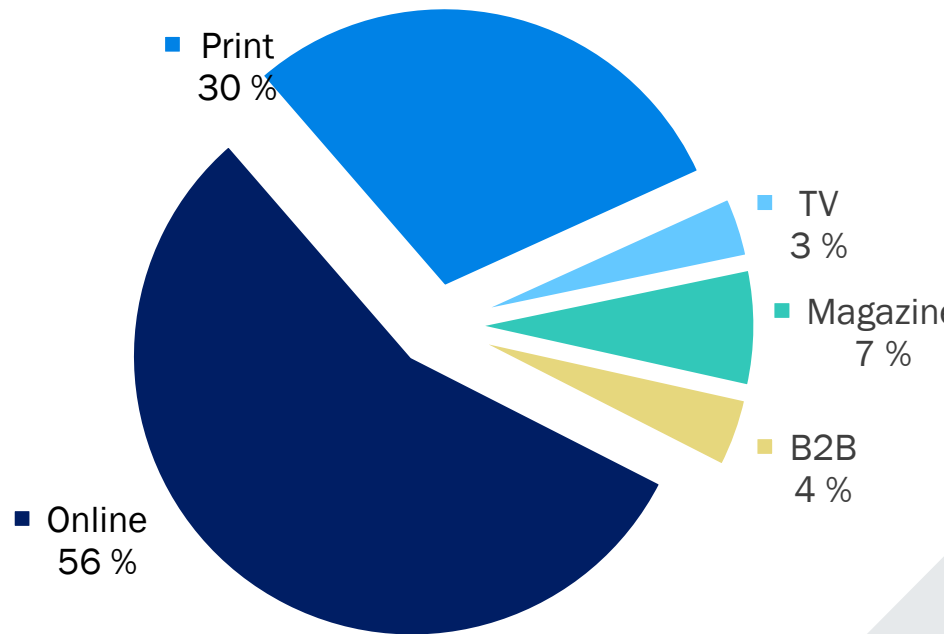
Total Coverages for 2016

335

estimate AD Value for 2016

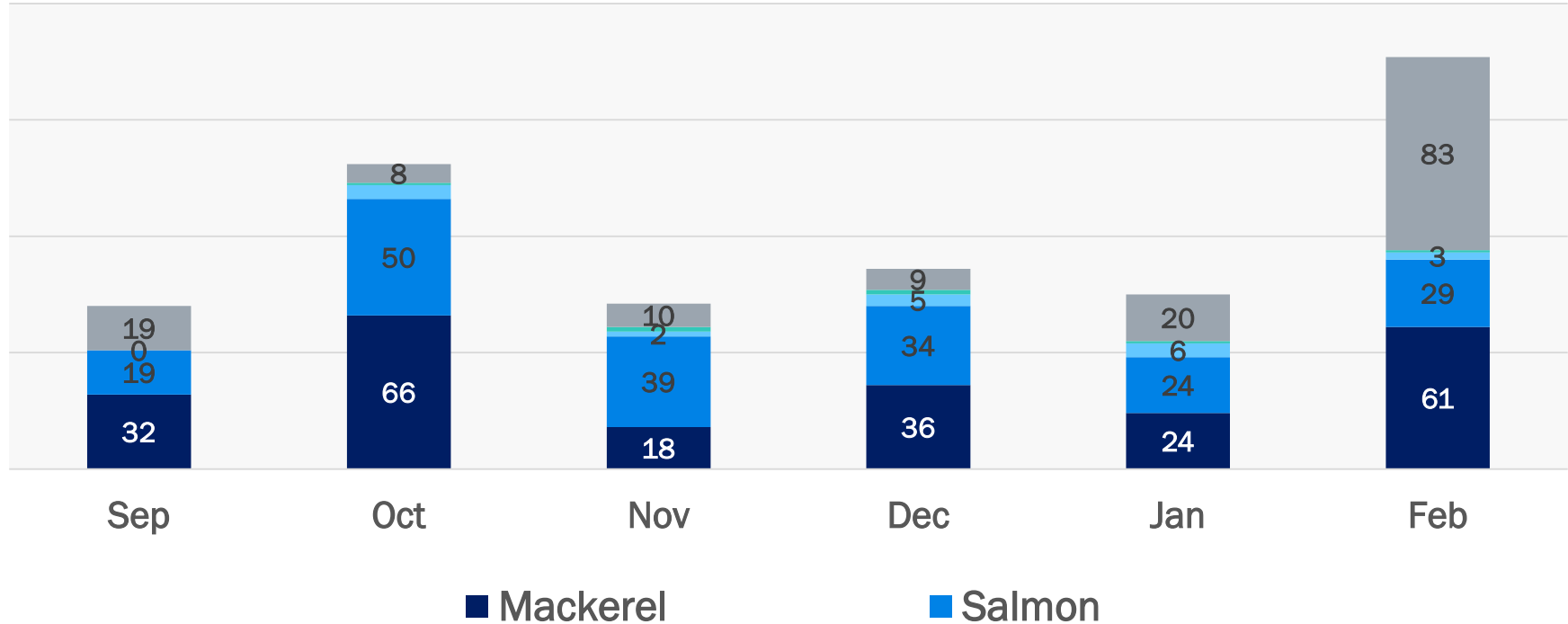
1.66 Billion KRW

Utilized Media Channels



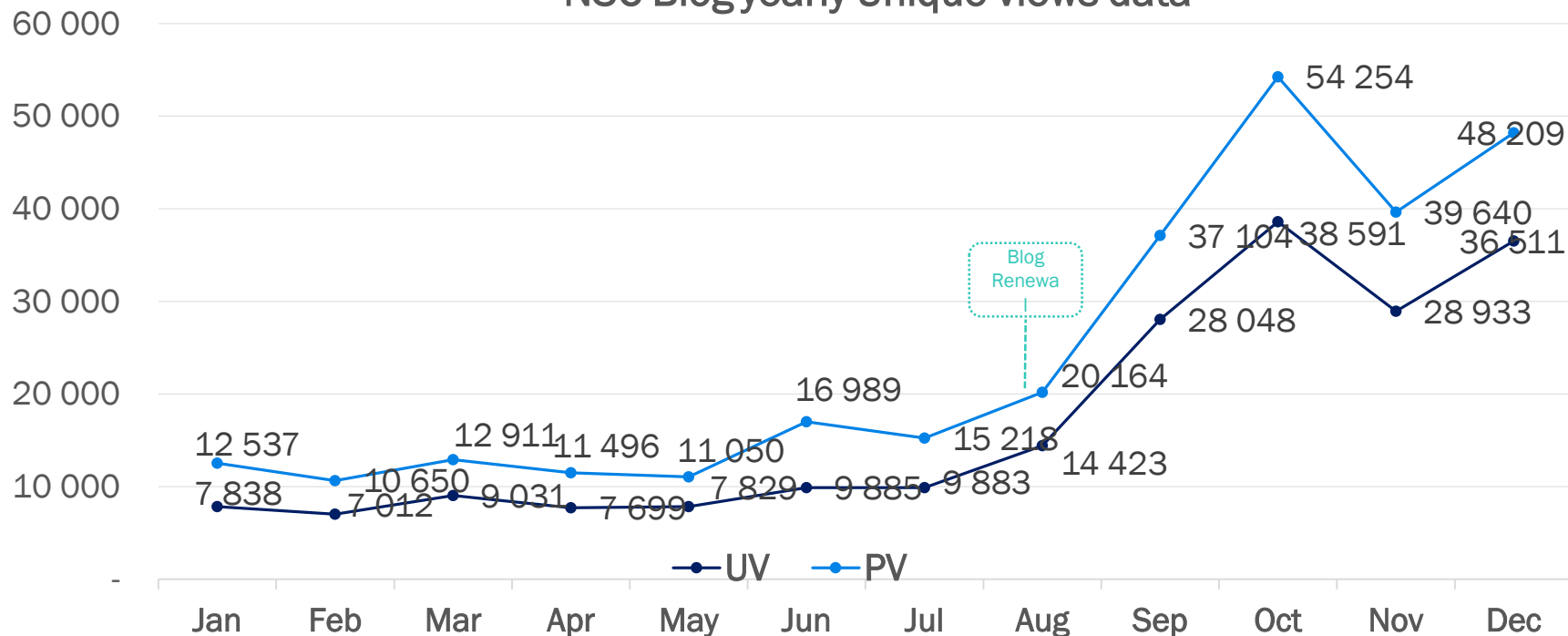
Review - Media Activities

Coverage of Each Fish Type (Last 6 months)

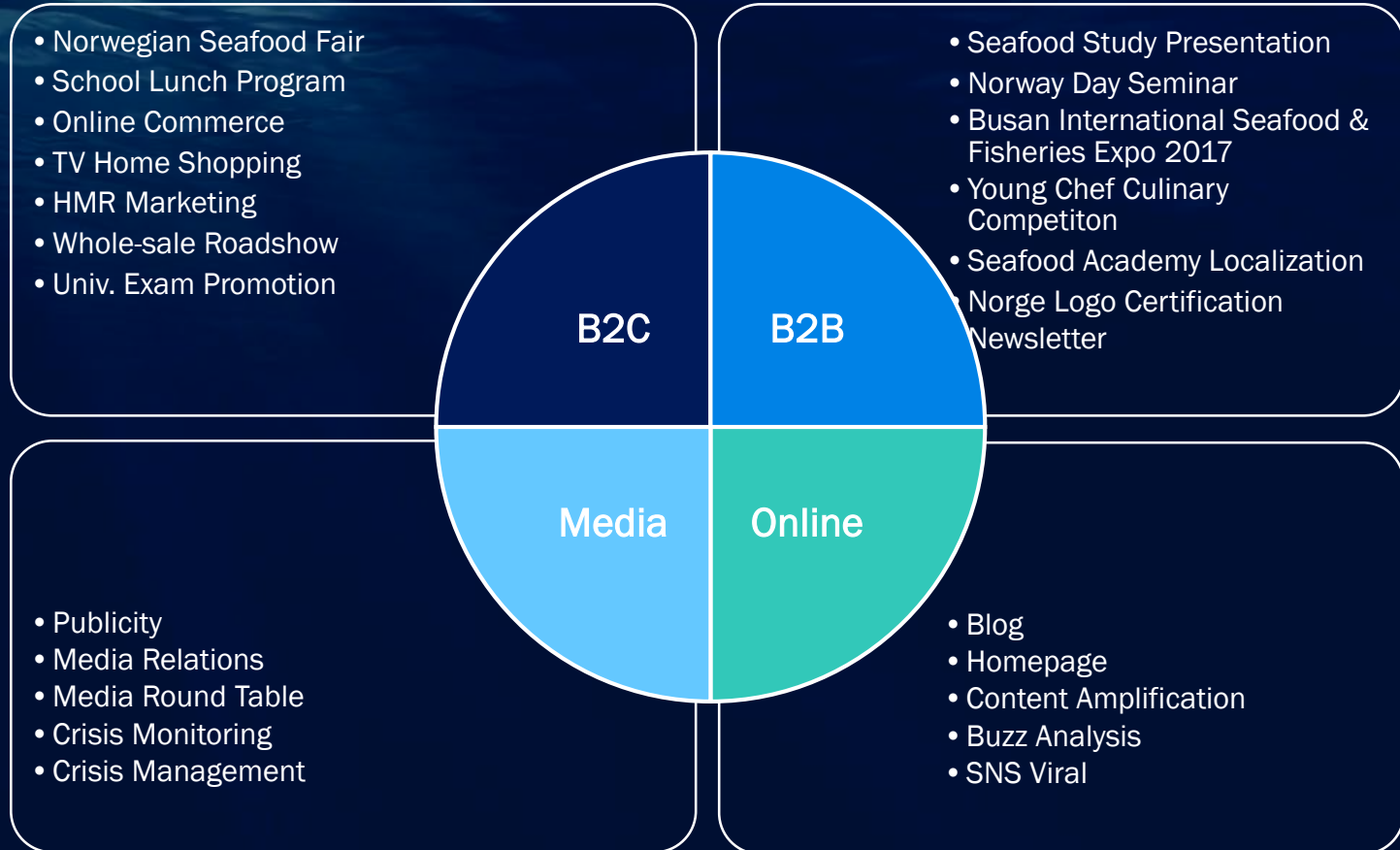


Review - Online Activities 2016

NSC Blog yearly Unique views data



2017 Program Overview



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Marketing – B2C



Norwegian Seafood Fair



- Objectives
 - To conduct a major, large scale promotion for Norwegian seafood to consumers.
 - To increase awareness and preference of overall Norwegian seafood to consumers.
 - To increase sales and build relationship with retailers
- Details
 - Collaboration with major hyper-marts
 - Large scale booth installation for consumer sampling
 - Photo Event & Press Release

School Lunch Program



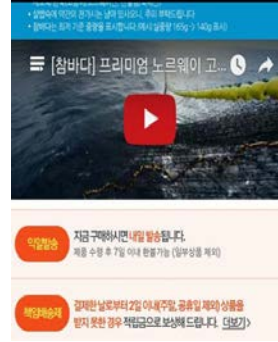
■ Objectives

- To position Norwegian mackerel in school lunch, which takes biggest part of overall institutional lunch market (Average 6.14 million students consume 1 school per day)
- To create a foundation for Norwegian mackerel in school lunch by consistently conducting activities that will enhance recognition among dieticians and major influential factors
- To emphasize the superiority of Norwegian mackerel to the dieticians & government

■ Details

- Norwegian mackerel daily sampling for schools
- Conduct One-day samplings & Cooking session for dieticians
- Additional samplings and viral for parents to expand positive recognition
- Governmental support discussion if needed

Online Commerce



- Objectives
 - To maximize consumer sales impacts through an Online Commerce channel (42.7% of Korean Consumers purchase fresh food through Online & Mobile – and increasing continuously)
 - To increase consumer awareness of Norwegian mackerel Norge logo & mackerel key messages
 - To create viral effects of consumer purchase reviews
- Details
 - Conduct co-marketing programs with partners selling Norwegian mackerel on online commerce channels
 - Exposure of Norwegian mackerel to consumers through various online sources (PC, mobile, etc.)
 - Amplification of review content from consumers
 - Review event conducted on the NSC blog for amplification of viral content

TV Home Shopping



- Objectives
 - To boost consumer sales of Norwegian Mackerel through TV Home Shopping Sales
 - To give exposure to the Norge Logo and Mackerel video to consumers
- Details
 - Implement Co-marketing & Co-branding programs with TV home shopping and partners
 - Focused sales of Norwegian mackerel
 - Giveaways and encouragement of online reviews

HMR Marketing



- Objectives
 - To enter the growing HMR market and generate consumer awareness and sales (Started from convenience store and expanded to hyper-marts / Expected market volume is 3 trillion KRW in 2017)
 - To secure the growing convenience store market as a sales channel
 - To work with a major stakeholder in the HMR market for relationship building
- Details
 - Conduct a marketing programs for HMR products on the retail level to reinforce branding and sales
 - HMR product co-marketing through online channels and convenience stores

Wholesale Roadshow



- Objectives
 - To raise brand awareness of Norwegian seafood products to wholesale consumers & food service providers
 - To offer consumers a trial experience of Norwegian salmon and mackerel through sampling
 - To enhance and develop relations with wholesale market partners and importers

- Details
 - To be Conducted in 5~7 branches for 1 week each
 - Installation of a branded booth to gain consumer attention
 - Collaboration with the retailer and BJI for the maximization of PR and consumer sampling effects

University Exam Promotion



- Objectives
 - To conduct a major, large scale promotion for Norwegian seafood to consumers.
 - To increase awareness of the benefits of mackerel to parents and university exam takers
 - To take advantage of the university exam period to conduct a “brain food” promotion
- Details
 - Collaboration with major hyper-marts
 - Large scale booth installation for consumer sampling
 - Norwegian seafood food truck sampling for online buzz
 - Photo Event & Press Release
 - Additional Online Event

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Marketing – B2B



Seafood Study Presentation



- Objectives
 - Through the participation of a high ranking Norwegian government official, increased media interest
 - To inform the media and stakeholders of market trends and consumption patterns related to seafood
 - To offer tactical insight into the seafood market and industry
 - Distribution of the 'Seafood Insight Brochure'
- Details
 - Invitation of media, seafood related government agencies, industry stakeholders, etc.
 - Announcement of market analysis and Focus Group results to the major media and stakeholders
 - To be conducted in cooperation with KMI(Korea Maritime Institute) as a Co-sponsor
 - PR & DPR activities

Norway Day Seminar



■ Objectives

- To introduce NSC and NSC's goals and objectives
- To update overall NSC activities and results throughout 2017
- Share the market insight with Korean stakeholders and conduct open discussions to facilitate collective growth

■ Details

- To be conducted in late Oct. (TBD)
- Presentation on 2017 Marketing activities / In-store activities / NSC's future outlook (globally & Korea)

Busan International Seafood & Fisheries Expo



- Objectives
 - To have a presence at one of the largest seafood expo in Korea
 - To improve awareness Norwegian seafood to industry stakeholders

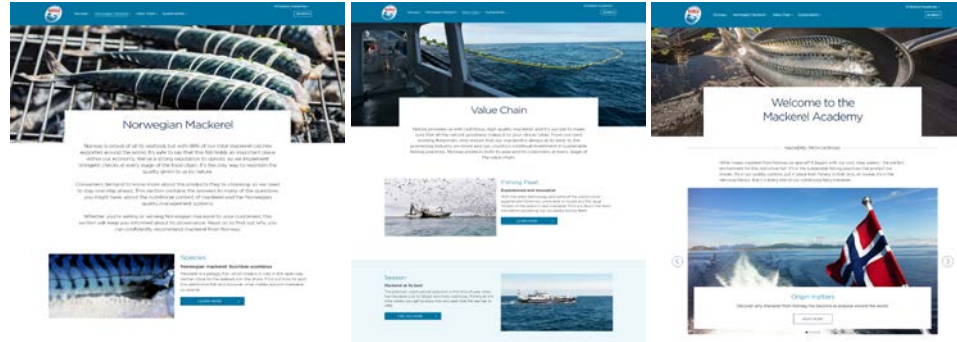
- Details
 - To be conducted Nov. 8~10
 - Operation of a NSC branded booth
 - Conduct sampling of Norwegian seafood products (collaboration with BJ)

Young Chef Culinary Competiton



- Objectives
 - To have a presence at one of the largest B2B seafood expo in Korea
 - To improve awareness Norwegian seafood to B2B Partners
 - To build a relationship with local chefs & processors
- Details
 - To be conducted in May 16~19
 - Distribution of Norge Logo and onsite branding
 - NSC participates as one of the competition judges
 - Amplify online contents through Power Bloggers
 - Press release & interviews

Seafood Academy Localization



- Objectives
 - To provide domestic stakeholders with localized information on related species
- Details
 - Systematic translation and localization of all Seafood Academy content relevant to Korea
 - Delivery of localized text content to NSC
 - Creation and uploading of all localized Seafood Academy content by NSC

Norge Logo Certification



- Objectives
 - To maintain stakeholder relations & reliability through Norge Logo certification
 - To support marketing for certified Norge logo stakeholders
 - To reinforce the key message that Norwegian seafood is superior
- Details
 - Conduct communication for application process between stakeholders and NSC
 - Support coordination of facility audits of stakeholders
 - Provide Norge Logo certification

Newsletter



- Objectives
 - To maintain stakeholder relations & reliability
 - To support marketing for certified Norge logo stakeholders
 - To reinforce the key message that Norwegian seafood is superior
- Details
 - Over 300 receivers with 97% reach
 - Informs B2B partners of NSC activities
 - Provides insight into domestic and global seafood industry trends

NORWEGIAN SEAFOOD COUNCIL

Media



Media PR

Focus on exposure of the superiority of Norwegian seafood

- Increased interest in sustainability
- Through showing the advanced Norwegian seafood industry, reinforcement of the positioning of Norwegian seafood as “the best” in quality and enhanced media interest

Emphasis that Norwegian seafood works with the seafood industry

- Need to consistently relay the positive message that Norwegian seafood works with the domestic seafood industry; not competing against it to minimize risk

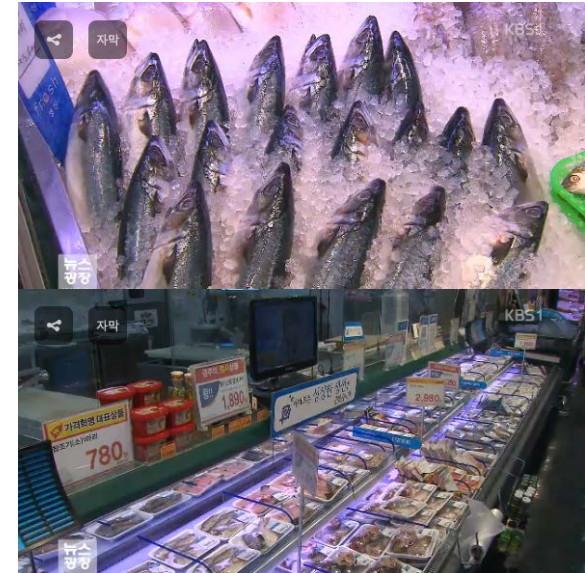
Reinforcement of exposure of key messages during collaborations (government agencies)

- Expected increase in media exposure for seafood (especially government driven) for domestic seafood industry policies
- Key message exposure through the development of strategic material and collaborations with agencies

Media PR



▲ <TVN, Wednesday Talk Show
'Famous Grilled Mackerel Restaurant'>



▲ <KBS News, Press Release
Norwegian Seafood Export Growth Rate to South Korea
Recorded
at 73% ; Total 32 articles >



Norwegian Seafood Council seeks to boost choices for Korean consumers

Top mackerel exporter to help increase supplies of protein sources amid food shortages

By Gunvar Wie
The Norwegian Seafood Council is seeking to boost choices for Korean consumers by increasing the supply of mackerel, a popular protein source. The council, which represents the interests of Norwegian seafood exporters, is currently working to increase the supply of mackerel to Korean consumers.

Why is this?
The council is seeking to boost choices for Korean consumers by increasing the supply of mackerel, a popular protein source. The council, which represents the interests of Norwegian seafood exporters, is currently working to increase the supply of mackerel to Korean consumers.

How is this being done?
The council is seeking to boost choices for Korean consumers by increasing the supply of mackerel, a popular protein source. The council, which represents the interests of Norwegian seafood exporters, is currently working to increase the supply of mackerel to Korean consumers.

What are the benefits?
The council is seeking to boost choices for Korean consumers by increasing the supply of mackerel, a popular protein source. The council, which represents the interests of Norwegian seafood exporters, is currently working to increase the supply of mackerel to Korean consumers.



▲ <Korea Times, Director Gunvar Wie Interview
Norwegian Seafood Council seeks to boost choices for Korean consumers>



▲ <Health Chosun, Card News
Nutritious Mackerel, The gift from blue sea>

고기 좋고 맛도 좋은 우리아이가 영양 도시락

입력 2017-02-08 11:00:44 | 수정 2017-02-08 11:00:44 | *뉴스라인: 1644-0940

아이 간식이나 도시락 메뉴가 늘 비숙해 고민중인 엄마라면 좀 더 다양한 레시피로 맛 뿐 아니라 아이에게 꼭 필요한 영양까지 챙겨 보자.

차고 깨끗한 바다에서 자란 노르웨이 고등어와 연어에는 오메가3 지방산, 단백질 등 영양이 가득하다.

비주얼만으로도 맛도 영양도 훌륭한 <고등어 밥 샌드위치>, <연어 갈릭 강정>, <새콤 고소 청고마비> 레시피를 소개한다.



자료제공 : 노르웨이수산물위원회(NSC)

◆ 고등어 밥 샌드위치

재료: 고등어, 김밥용 김, 밥, 양배추 깃털, 마요네즈, 와사비, 소금, 후추, 미림, 참기름, 깨소금

-만드는 방법-

1. 고등어를 소금과 후추를 간 후 오븐이나 프라이팬에 구워주세요.

▲ <The Korea Economic Daily,
Nutritious Lunch Utilizing Norwegian Mackerel>

Media Round Table



- Objectives
 - To enhance media relations
 - To increase awareness of Norwegian seafood among major influential media

- Details
 - Conducted on March 7th at the Norwegian ambassador's residence
 - Invitation & participation by major media
 - Introduction of superiority of Norwegian seafood & system, 2017 plans, Korean market insights

NORWEGIAN SEAFOOD COUNCIL

Online



Digital PR

Owned Channels

- Optimize SEO at local portal sites to consistently expose Norwegian mackerel contents at upper pages and to increase visits

Mobile Channels

- Strengthen planning of the contents and strategy to maximize exposure in mobile devices

SNS Channels

- Create and expand online buzz through efficient utilization of online influencers

Owned Channel - Blog



- Objectives
 - 2017 KPI with visits over 50,000 and page views over 65,000 (Monthly Average, ▲150%)
 - Expand contents that are exposed in first pages when Norwegian seafood and mackerel related keywords are searched
 - Exposure of the contents in first pages through utilization of SEO (Search-Engine Optimization) strategy
- Details
 - Combining of recipes, seasonal themes, and informative contents regarding seafood to increase popularity and enhance public confidence
 - Manage online program that are connected to NSC marketing projects to create synergy

Mobile Channel - Post

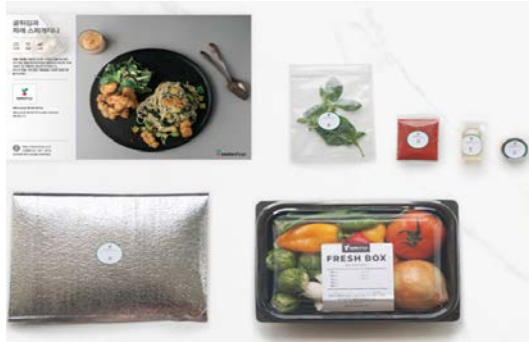


✂ Naver Post?

Mobile version blog of Naver, which is Korea's top portal site. Its structure is highly optimized for searching and reading from mobile devices

- Objectives
 - 2017 KPI with monthly visits over 6,500 and page views over 8,000 (Monthly Average, ▲ 130%)
 - Plan and make strategy in creating contents to maximize exposure in mobile devices
- Details
 - By targeting mobile users, plan design and contents that are suitable for mobile environment
 - Publish contents that can attract customers such as recipe and tips for cooking seafood

SNS Channel - Content Amplification



Objectives

- To further amplify the content on the NSC blog through other SNS channels
- To emphasize the superior quality of Norwegian seafood to consumers

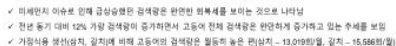
Details

- Delivery of recipe cards for easy to prepare recipes for single households and people alone
- Utilization of Power SNS users (especially Instagrammers) for online buzz effects
- Use of different recipe themes for different seasons for power SNS users to upload content
- Spring: “Picnic Basket”, “Single Lunch Box” / Summer: “Diet Box”
Fall: “Camping Box” / Winter: “New Year’s Box”

- Objectives

- To understand the consumption behavior of Korean consumers by evaluating online data
- To utilize analyzed data for application to future activities and strategies

- Reporting to be conducted quarterly
- Analysis of online buzz, keyword searches, related word searches, SNS trends, etc.
- Judge and evaluate NSC's online activity
- Find search trend and give direction of NSC's marketing plan



NORWEGIAN SEAFOOD COUNCIL 2017-03-18 Høyre Sævi

2017-08-18 Henry Sauer

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- 고통에 연관검색어로 노르웨이 고통어가 여전히 상위에 노출
- 간접간 고통어는 지속적인 홍보 캠페인으로 연관키워드 상위
- 고통어 미세한지 키워드는 연관키워드에서 사라지면서 미세한
부정 이슈는 가려왔을 것으로 보임

NORWEGIAN SEAFOOD COUNCIL 2017-08-18 Håkons Skjott

are 50 out

1

- ✓ 고령자 구어, 조형 등 쉽게 만들 수 있는 가정식용 맛있게 찍은 사진에 대한 반응이 좋음
- ✓ 소비자가 직접 요리한 레시피 등 아이를 위한 레시피는 상대적으로 부족

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Results of In-store promotion 2016

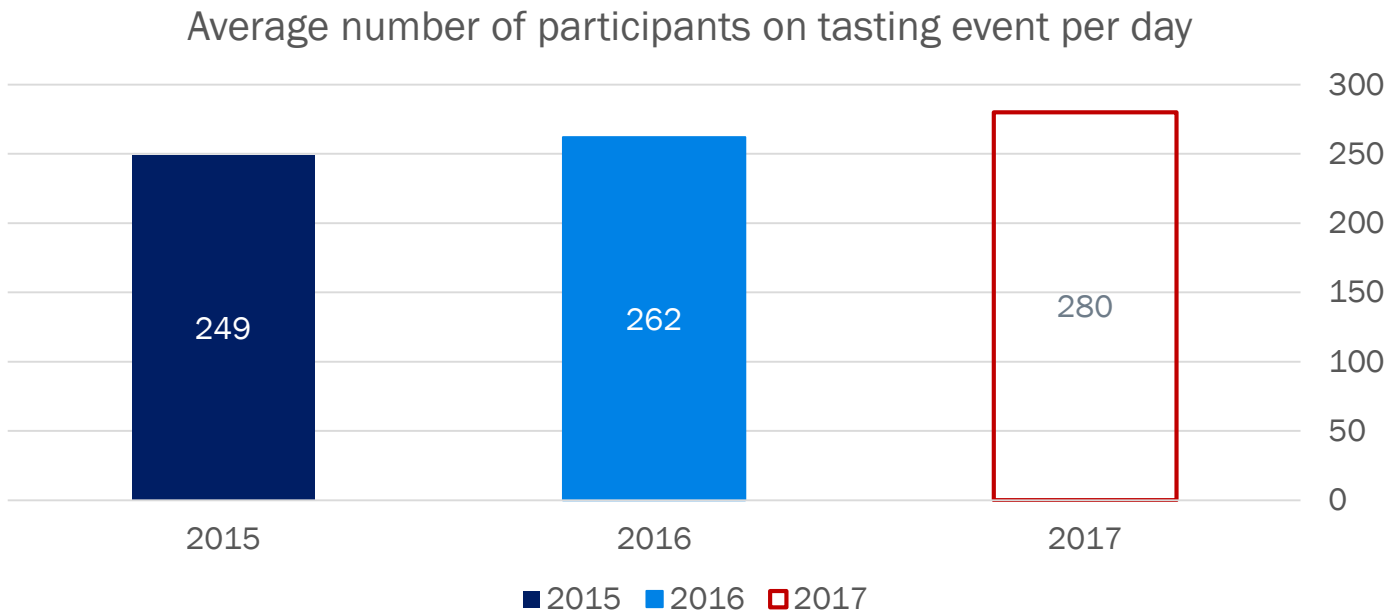
In-store plan for 2017

BJ International



Results of In-store promotion in 2016

Instore Demonstration



POP Materials



Logo stickers



Recipe leaflets



Standing banner



Table cloth

POP Materials – Key message

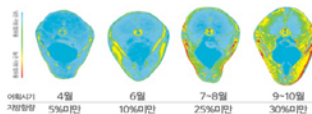
노르웨이 고등어는?

차고 깨끗한 바다에서 3년 이상 자라
가을 제철에 어획한 노르웨이 고등어는

오메가3, DHA 등
몸에 좋은 지방이 고르게 분포되어
늘 촉촉한 식감을 제공합니다

철저한 자동화 시스템으로
신선도가 유지 되는
노르웨이 고등어의 원산지 인증 마크

노르게 로고를 확인하세요



▲ 제철(9월-10월)에만 잡는 노르웨이 고등어의 지방함량



노르웨이수산물위원회

노르웨이 고등어 Q&A



☞ 노르게 로고가 무엇인가요?

노르게 로고는 차고 깨끗한 청정 바다에서 온 맛있고 안전한 노르웨이 수산물의 원산지 인증마크입니다.

☞ 노르웨이 고등어는 왜 더 맛있나요?

노르웨이 고등어는 제철인 9~10월에만 어획하여 지방함량이 최대 30%에 가깝기 때문에 더욱 촉촉하고 맛있습니니다.

☞ 노르웨이 고등어는 어떻게 다른가요?

노르웨이 고등어는 지방함량이 높을 뿐 아니라, 지방질이 근육 안쪽까지 고르게 분포되어 조리 시에도 유실 되지 않기 때문에 언제나 촉촉한 식감이 유지됩니다.

☞ 노르웨이 고등어는 어떤 영양소를 갖고 있나요?

오메가3, DHA 등을 포함한 몸에 좋은 불포화지방산을 함유하고 있습니다.

☞ 노르웨이 고등어는 어떻게 잡히나요?

어획 즉시 영하 1도~영상 5도 수준의 물탱크에서 보관되어 해안으로 옮겨지며, 배에서 내리자마자 세척·냉동·포장의 전 과정이 자동화시스템으로 이루어져 사람 손을 거치지 않기 때문에 최상급의 품질이 유지됩니다.

☞ 노르웨이 고등어의 특징은 무엇인가요?

국내산 고등어와 비교하여 선명한 타이거 무늬가 있고, 몸 형태가 더 통통하며 길쭉합니다.



노르웨이수산물위원회

Sampling events



Fillet Mackerel



Salted Mackerel



Thawing Mackerel



HMR – Marinated

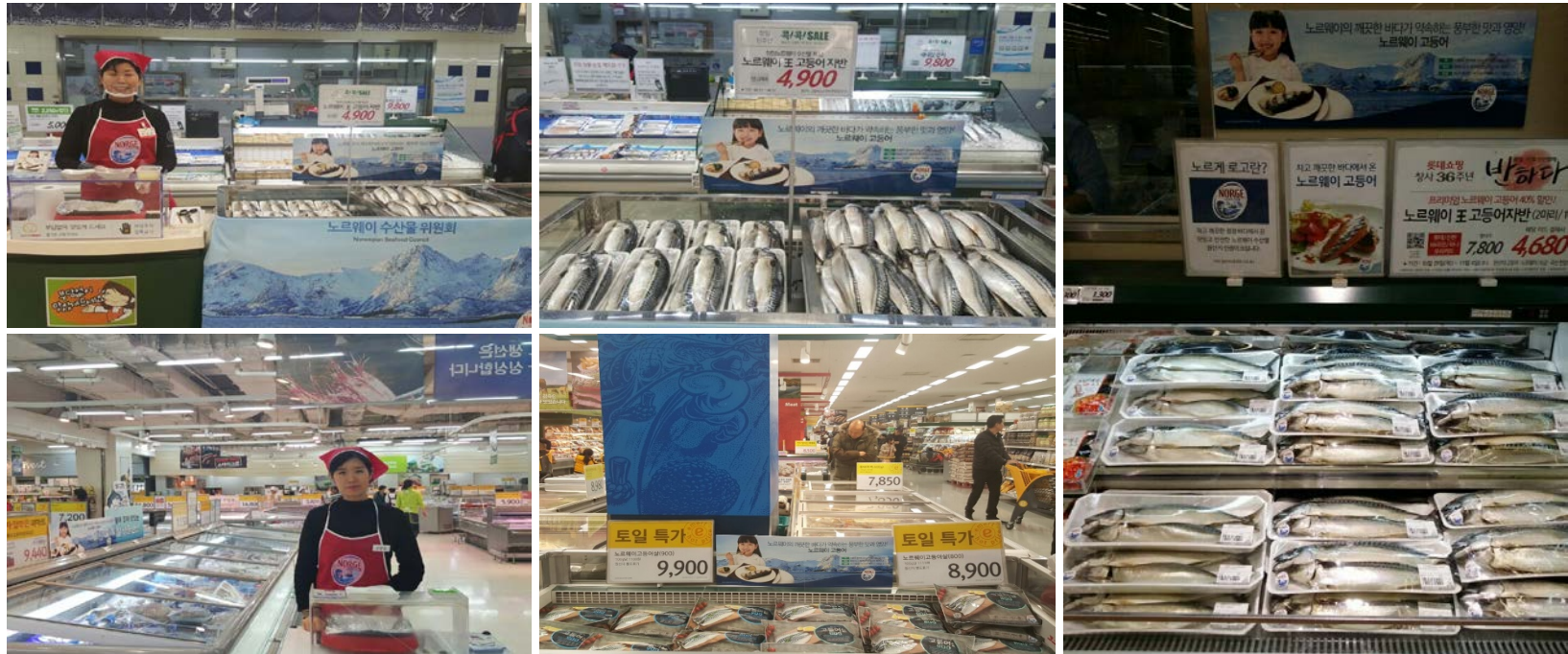


HMR – Smoked



HMR – Grilled

Sampling events



Tasting events and products on display

Sampling events



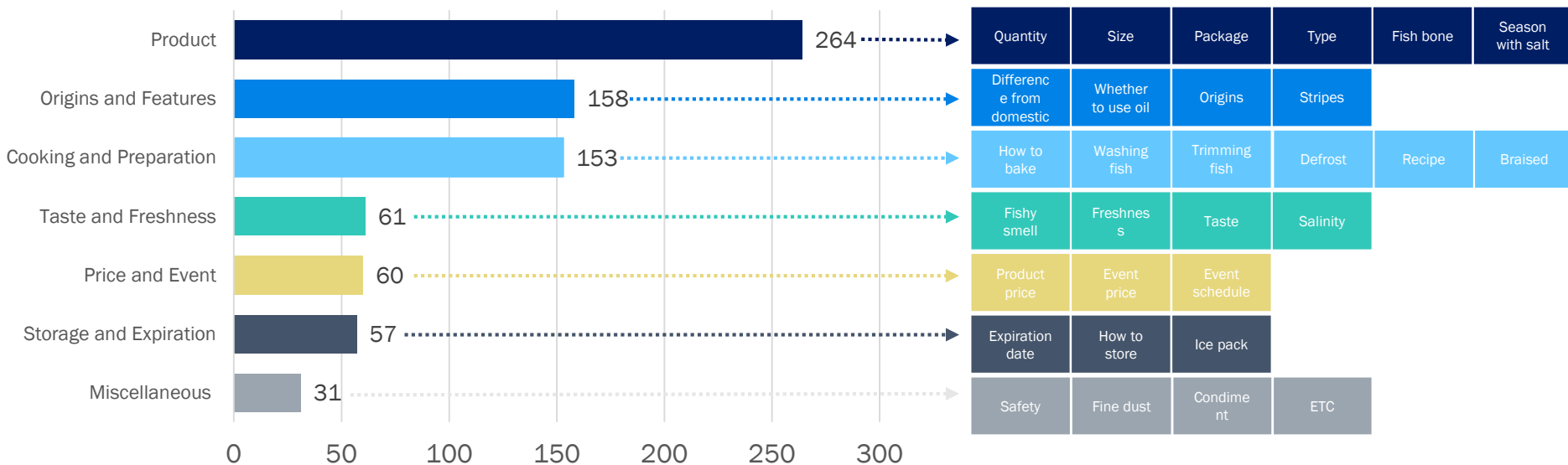
Norwegian Seafood Roadshow



Busan International Seafood & Fisheries EXPO

Customers Insight on the sites

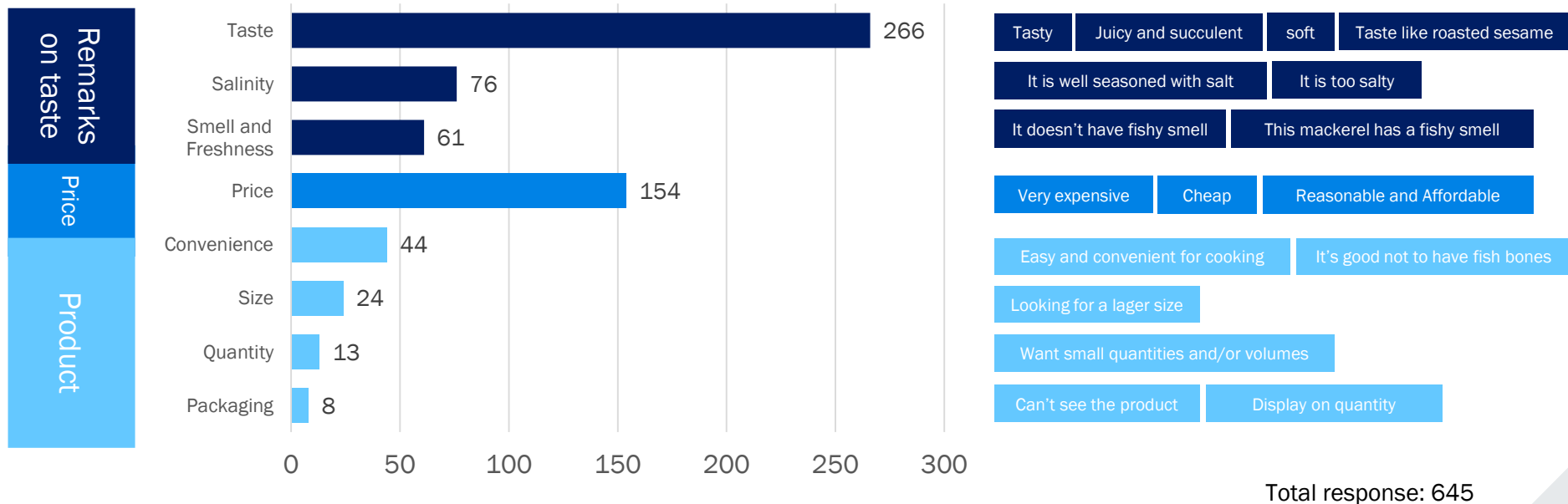
Frequently asked questions from customers during the events



Total questions : 784

Customers Insight on the sites

Main responses from customers on the tasting events



2016 Reflections

Market potentials depending on type of mackerel.

- Fillet mackerel: growth is expected due to the convenience factor.
- Salted & refreshed mackerel: Growth potential due to taste and features of Norwegian mackerel.

According to the growth of the HMR market, more promotion activities for HMR product and improvements for existing products are required at hypermarket.

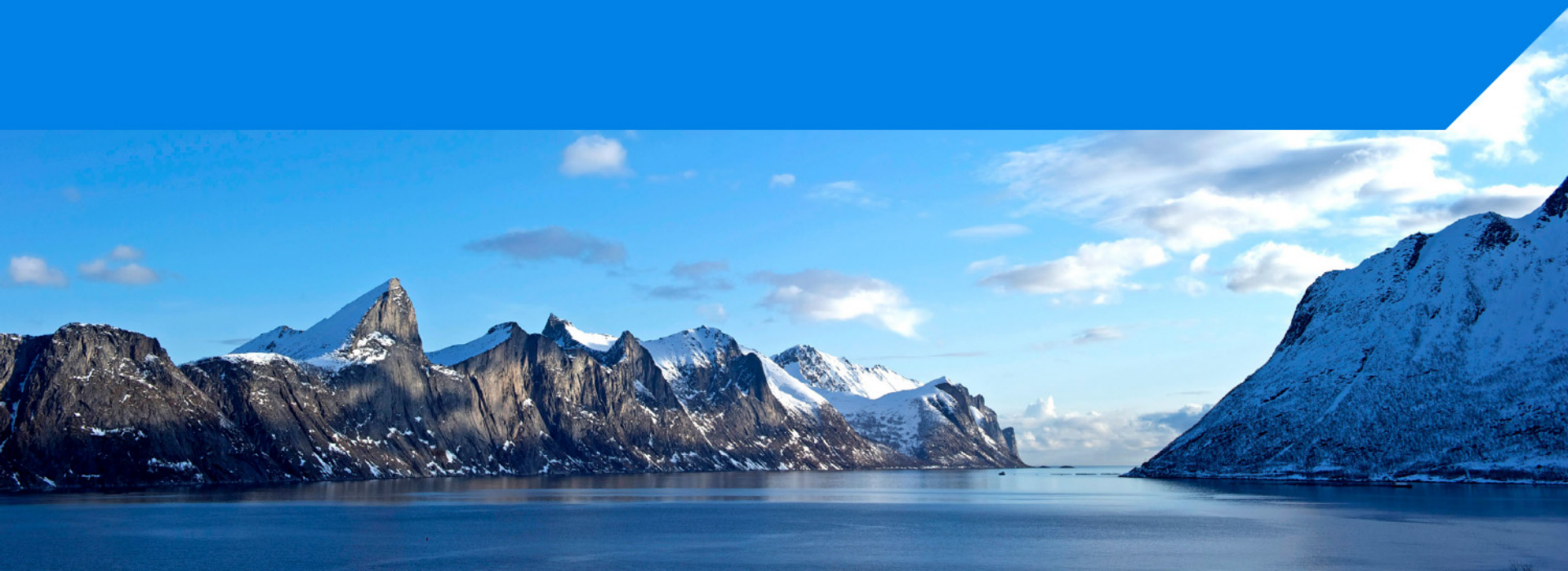
Opportunity for low-priced gift wrapping products after proposing anti-graft law in Korea.

- opportunity to develop Norwegian mackerel gift sets less than 50,000 won.

New In-store promotion strategy will be needed.

- Collaborative events to further attract customers' attention are needed.
- Need to expand promotion activities at warehouse-type stores and Mega complex shopping mall.
- Necessity to produce promotional materials suitable for neighborhood type mart.


In-store promotion plan for 2017



Main initiatives for Mackerel in 2017

Brand promise	Always the most succulent mackerel
Objective	To promote the taste and quality of Norwegian mackerel. Explain the nutritional benefits of Norwegian mackerel.
Key message	Premium season catch, juicy and healthy mackerel from the cold and clear waters of Norway.
Target	Women (25-50) with families who visit to marts (Hypermarket and Supermarket)
Total number of promotion days	1,900 days
Average number of participants on tasting event per day	280 customers per day

In-store promotion schedule for Mackerel in 2017

Product	Focusing on Seoul and Busan	Main promotion activities	Other activities
<ul style="list-style-type: none">• Fillet• Salted• Refreshed• HMR	 <p>A map of South Korea with two red circles highlighting the target areas for promotion. The first circle is around the Seoul metropolitan area, including Incheon, Seoul, and Gyeonggi-do. The second circle is around the Busan metropolitan area, including Busan, Ulsan, and Gyeonggi-sangnam-do. Other regions labeled on the map include Gangwon-do, Chungcheongbuk-do, Chungcheongsangbuk-do, Chungcheongsangsang-do, Jeollabuk-do, Gwangju, Jeollanam-do, and Jeju-do.</p>	<ul style="list-style-type: none">• Sampling events• POP materials• Joint events	<ul style="list-style-type: none">• Promotion activities at small and medium size marts (SSM and Food SM)• Promotional supplies when there is a request

In-store promotion schedule for Mackerel in 2017

- Schedule below is tentative, branch and promotion date are decided by discussion with store.
- Selected stores based on store interests and sales activities.
- 2~3 days running promotion at a store per promotion. But, it can be extended up to 3~5 days depending on the store activity.
- Low promotion during Korean holiday: Lunar new year (Feb) and Chuseok (Sep).
- Extended promotion in April / May when there is a “closed period” for mackerel fishing in Korea.

Mackerel	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Retail A												
Retail B												
Retail C												
Retail D												
Retail E												
Retail F												
Retail G												
The other events												

NORWEGIAN SEAFOOD COUNCIL





Task Force Team, presentation and Q & A

- Jan Otto Hoddevik
- Bernt Strand
- Ole Kristoffer Nore