



Marketing strategy for fishmarkets at the south baltic sea



European
Regional
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Fund



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145g Fischeinwaage

RAUCH & PFEFFER
BÜCKLINGSFILET

190g Inhalt



Vision & Goals



Vision

Popular fish events as tourist attraction at the South Baltic Sea



Attractive harbors living their touristic potential as „fishing villages“



Strong regional coastal fishery and harbour-related industry



Commercialization of local products based on fish or the maritime industry



Preservation of the historical cultural heritage "coastal fishery"



Promulgation of the fish from the Baltic Sea as culinary heritage



To do's marketing strategy

- Develop marketing and communication ideas for fish events focussing on the project objectives
- Defining realistic target groups
- Develop a marketing mix for different formats, programs, time frames and budgets
- Develop a media plan based on 3 scenarios
- Suggestions for responsibilities, partnerships, sponsoring and others
- Ideas for public relations and social media
- Work out a financial concept for the time after the project ends



Fishmarkets

Enjoy more south baltic sea fish! Locally caught fish and traditional recipes have often been lost in private households and gastronomic enterprises. The most important objective of the fish markets is to recover what is lost and reinstall the love for local fish.

Considering the project objectives modular event sizes have been proposed and every partner can choose one or more event formats according to the location, season etc..

- „S“ Fresh fish from the boat: fishermen direct selling fresh catch
- „M“ fishmarket in harbor: one day market with focus on south baltic sea fish and related products
- „L“ Fish days in harbor/coastal town: two or more days market with entertainment and infotainment program, partnerships with gastronomy and local sellers
- „XL“ Fish festival in south baltic sea region: two weeks or more event with entertainment and infotainment program, partnerships with gastronomy and local sellers

The different events have different target groups: local and tourists, foodies, weekenders. The focus of the marketing strategy will be on the „M fishmarket“ and „L fishdays“



Marketing & Communication Goals

Due to the very diverse project partners in different countries and the foreseeable end of the project in 2019 the marketing goals for the project fishmarkets have to be easy to achieve in short time and instantly measurable.

- Establish 2 fish events in each participating country as attraction for locals and visitors in 2018 and 2019
- Increase tourism during weekend of event by 20 % versus other weekends in same month
- Find 2 communication partners and 2 sponsors for each event





Target Groups



Target groups

As part of the strategic marketing plan for the fishmarkets, the goal was to create a realistic target group segmentation that is comprehensible and approachable for all partners. It is important to concentrate the marketing activities to avoid inconsistency and scattering losses and on the contrary focus resources and develop the success of the planned fishmarkets. The following target groups are the five most important and most likely to be interested:

- Locals: business, shopping & entertainment
- Families: infotainment highlight of vacations
- Foodies: events for fishlovers
- Active people: exploring the baltic sea coast
- Dynamic best agers: cultural getaway

Depending on the country and location of the fishmarket other target groups could be considered, but the marketing activities of the project partners should all focus on the same target groups to be most effective.



Locals

Locals are the most important target group of every event. Do not forget them! Happy locals will promote your event like you never could: in their social media, in their businesses, with friends & families etc... Include them as much as possible during the planning, answer their questions and listen to their worries.

- Age: all ages
- Location: Your town
- Gender: everybody
- Income level: all levels
- Education level: all levels
- Family status: all
- Occupation: all
- Interests: fun, business, safety, culture, food, local history
- Hobbies: all
- Values: community, social justice, family, environment, social responsibility, law and order
- Behaviors: Locals will be the first to support the event if they see the benefits and the first to oppose it if not
- Lifestyle preferences: all lifestyles
- Accommodation: at home



What to offer Locals

How to interest locals:

- Unique food and shopping experiences
- Business opportunities
- Culinary partnerships with local and national chefs
- Partnerships/tandems between Fishermen/Restaurants/Street Food
- Showcooking on stage at harbor
- Culinary events: long tables, family BBQ, fish smoking, „my first herring“ etc..
- Cooperation with regional und national groups, ngo's and other stakeholders
- Cooperation with local institutions, schools, museum, theatre, cinema
- Local history and heritage expositions



Where to reach locals

Where to reach locals:

- Local and national media, news and tv
- Local businesses, restaurants, supermarkets etc..
- Schools, university etc...
- Museums
- Local institutions, public buildings
- Poster advertising
- Local transport



Families

Marketing definition of a family: one or two persons raising one or more children. Like travels with action and fun for all family members. Family friendly holidays include museums, adventure parks, visiting beaches and fun uncomplicated meals, not necessarily with local ingredients.

- Age: adults between 25 and 55, children between 0-16
- Location: everywhere
- Gender: adults traditionally 50% female 50% male, other combinations possible
- Income level: all incomes
- Education level: all educational levels
- Family status: Married or unmarried with children to care
- Occupation: all occupations, child education
- Interests: activities for all family members, health, education, infotainment, recreation
- Hobbies: easy sports, cycling
- Values: sustainability, environment friendly
- Behaviors: group behavior
- Lifestyle: all lifestyles
- Accommodation preferences: family- and budget-friendly places to stay and eat
- Travel inspiration: TV, magazines, internet, travel brochures



What to offer families

How to interest families:

- With infotainment: fish knowledge, maritime traditions, marine biology, environmental aspects
- Painting competition: sea, fish, fishery
- Papier maché Workshops building figures and masks relating to sea life and fishery followed by a children's procession at the beach/harbor
- Building of small wooden fishing boats and a family regatta
- Cooking and fishing classes
- Talks with fishermen, boat tours
- Cooperation with schools and kindergartens for activities
- Special expositions in museums and adventure parks
- Culinary events: long tables, family BBQ, fish smoking, „my first herring“ etc..



Where to reach families

Where to reach families:

- Television: news, family shows
- Radio: music, news, local
- Print media: newspaper, womens magazines, family magazines, city guides
- Advertising print and online
- Internet: fishmarkets website, family blogs, travel blogs, tourism sites
- Supermarkets
- Tourist information
- Social media: mostly Facebook
- Collaboration with schools and museums



Foodies

Foodie: A foodie is a person who has an elevated interest in food and everything related to it. A foodie seeks actively new food experiences as a hobby and will travel to interesting food destinations and events. Foodies build communities focussing on their main interests: baking, ingredients, techniques..

- Age: between 25-35
- Location: Bigger cities
- Gender: 60% female 40% male
- Income level: middle class
- Education level: mostly with university degree
- Family status: Mostly single or couples without children/children out of home
- Occupation:
- Interests: Restaurants, recipes, chefs, farmers markets, food artisans
- Hobbies: Cooking, travelling, eating out, food blogging & photography
- Values: tradition, health, environment,
- Behaviors: photograph and social media
- Lifestyle preferences
- Accommodation: Airbnb, bed&breakfast, country hotels
- Travel inspiration: Social media, tv, blogs



What to offer Foodies

How to interest foodies:

- Offer unique food or shopping experiences
- With information: tips, techniques, skills, ingredients
- Cooking classes with famous chefs
- Collaboration with key influencers like bloggers or instagrammers
- Foodies "feast with their eyes" it is important to be visual with photography and video
- Culinary partnerships with local and national chefs
- Partnerships/tandems between Fishermen/Restaurants/Street Food
- Showcooking on stage at harbor
- Culinary events: long tables, family BBQ, fish smoking, „my first herring“ etc..
- Cooperation with Slow Food/Slow Fish regional und national groups



Where to reach Foodies

Where to reach foodies:

- . Tv program about food, travel
- Radio: music program & spotify
- Focus on social media: Instagram (90%), Facebook (75%), Pinterest (40%) Twitter (30%)
- Food and recipe magazines print and offline
- Food blogs
- Sponsoring & collaboration with food brands to reach their customers
- You Tube



Active nature lovers

Active people embrace an outdoorsy lifestyle. They enjoy walking tours and cycling trips in during their vacation. They explore historic towns, idyllic villages and beautiful nature. This target group always prefers local cuisine and culinary traditions.

- Age: between 35 and 60
- Location: In big and medium towns
- Gender: 50% female 50% male
- Income level: middle incomes
- Education level: medium to high
- Family status: Singles, Couples without children
- Occupation: office jobs on all levels
- Interests: health, nature, infotainment, recreation, food, culture
- Hobbies: biking, jogging, travelling
- Values: sustainability, environment friendly
- Behaviors: like to travel in groups with friends
- Lifestyle: easygoing, unpretentious, healthy, organic
- Accommodation preferences: Rural hotels, camping, bed & breakfast
- Travel inspiration: TV, magazines, brochures and internet



What to offer active people

How to interest active people:

- Creative, informative entertainment with focus on fish, fishermen and the sea
- Boat trips, meetings with fishermen, fishwatching, visiting harbors
- Fish cooking classes: Filleting, Fish Fry, Soups, traditional & modern recipes, seaweed etc...
- Guided beach tours, foraging, cliff climbing, trekking, bird watching
- Sport competitions, regattas, swimming, beach activities
- Social responsibility: waste collecting, charities, volunteering



Where to reach active people

Where to reach active people:

- Television
- Print media: newspaper, travel magazines, family magazines, city guides
- Advertising in print and online, newsletter
- Internet: fishmarkets website, travel blogs, tourism sites, online magazines
- Organic supermarkets
- Tourist information online and on site
- Social media: mostly Facebook
- Museums



Dynamic best agers

The dynamic best agers like to explore and travel in a relaxed way. They are interested in historic old towns, museums and churches, castles and nature parks, as well as cultural events like festivals and concerts. Wellness and gastronomical highlights

- Age: between 60 and 75
- Location: In big and medium towns
- Gender: 50% female 50% male
- Income level: middle to high incomes
- Education level: medium to high
- Family status: Singles, Couples without children
- Occupation: mostly retired
- Interests: health, food, culture, history, fashion
- Hobbies: reading, cooking,
- Values: social responsibility, environmental friendliness
- Behaviors: like to travel in organized groups, not social media fans
- Lifestyle: healthy, elegant, active, trendy, low prize sensitivity
- Accommodation preferences: Elegant hotels offering quality and wellness
- Travel inspiration: TV, magazines, brochures and internet



What to offer best agers

How to interest dynamic best agers:

- Cultural events focussing on fishing and maritim heritage
- Creative, informative entertainment with focus on fish, fishermen and the sea
- Fish cooking classes: Filleting, Fish Fry, Soups, traditional & modern recipes, seaweed etc...
- Culinary partnerships with local and national chefs
- Showcooking on stage at harbor
- Culinary events: long tables, family BBQ, fish smoking, „my first herring“ etc..
- Special expositions in museums



Where to reach best agers

Where to reach best agers:

- Television: news, tv program about travel, culture, food
- Radio: news, culture, local, classic music, jazz
- Print media: newspaper, travel magazines, women magazines, culture guides
- Advertising print and online
- Internet: fishmarkets website, travel blogs, tourism sites, online magazines
- Tourist information online and on site
- Museums





Marketing Mix



Marketing Mix



Product = fishmarkets

Enjoy more south baltic sea fish! Locally caught fish and traditional recipes have often been lost in private households and gastronomic enterprises. The most important objective of the fish markets is to recover what is lost and reinstall the love for local fish.

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Place = your harbor

In the case of events the place to consider in the marketing mix is the place of the event, meaning the town or harbor where it is organized and the guests visit and stay.

Make the most of your potential! Think of what numbers of guests you can expect to come and make them feel welcome:

- Attractiveness or aesthetic value: look for the most beautiful place at the sea for the event!
- Accessibility: is it easy to get there? Organize parking places, shuttles etc..
- Facilities: Places to sit, toilets for everybody, enough food & drinks..
- Accommodation: Is there enough room in hotels of every category, camping places etc..
- Activities: show off your harbor/town. Organize guided tours to the important attractions



Price = friendly pricing

Usually the visitor of a fishmarket will not be obliged to pay an entrance fee. But there are international food festivals that let their guests pay for certain offers/features/events. This could be:

- Cooking classes
- Cook shows with tasting
- Boat tours
- Toilets
- Special, exclusive sponsor areas with free drinks
- Parking

Some festivals introduce an inexpensive ticketing system to control the number of visitors in buildings, markets etc.. to avoid overcrowding.

In any case think of a friendly pricing!



Promotion = reach the people

Promotion is intended to inform the customers about the products, create an image about the product, and position the products in the market. There are various effective ways of promoting touristic events, some of them expensive, some of them better for a small budget:

- Fishmarkets project website
- Advertising on television commercials, newspapers, radio stations and in the internet
- Local advertising in harbor, municipality, local fairs etc..
- Public relations
- Social Media
- Cooperation with local/national tourism board (online and print)
- Programs for sponsors & partners
- Distributing promotional material/merchandising

In the following we will focus on the options for smaller budgets.



Fishmarkets website

Nowadays a project is non existent if it cannot be found in the internet. A website is the basis of every other marketing activity in the internet. It does not have to be big or fancy but informative and easy to use. It will need the following features:

- Project overview: Goals and partners of project in the south baltic sea
- Event finder and calender describing basics of event and eventually directing visitor to the more specific event website
- Map of the baltic sea cost: how to find partners and events
- Display photos and videos of partners and events
- English as main language and polish, german and lithuanian version

It would be best, if the page could generate a newsletter, but in the shortness of time there will be no possibility to implement one and to build a community

General domain: www.myfish-southbaltic.com

Local domains could be : myfish-ostsee, myfish-poland etc...



Advertising

Advertising can be very costly and can have a high wastage regarding the target groups:

- NO: television commercials: for tv appearance we should rely on public relations rather than expensive advertising. Invite local and national tv magazines about local news, nature, travel etc.. to talk with the fishermen and take a boat trip with them.
- NO: ads in national newspapers: too expensive and too much wastage
- MAYBE: Ads in special magazines: focusing on travel and food magazines (depending on budget)
- MAYBE: Radio stations: local radio advertising is not so expensive and usually they have good statistics and demograpghics. Choose a local favorite.
- MAYBE: Internet: Placing ads for example with Google (adwords) is easy, on target and budget friendly, but only effective if there is a functioning website interested people can visit
- MAYBE: Facebook: Placing ads on facebook is easy, on target and budget friendly but only effective if there is a informative and active facebook site



Local advertising

Local advertising can be very effective and budget friendly

- Use your municipalities channels to announce the fishmarkets: website, facebook, newspapers etc..
- Print beautiful and informative posters announcing your event: hang them 4-2 weeks in advance of the market:
 - — all over the town especially the harbor/seaside/special billboards
 - — in schools, museums municipality buildings
 - — local businesses (participating or near the market) like restaurants, hotels etc..
- Use other local marketing channels: advertising on busses, trains, train-stations



Print: General Ideas

To spread the message with printed materials is effective, flexible and mostly budget friendly. If you are going to include any images then be sure that they are high quality.

- Use printed flyers for mail drops, inserts in publications, placement on counters in bars, retail outlets or at events or just handed out.
- Roll Up Banners are an important resource for any exhibitor if you plan to stand out at a trade show. They can also be used to make a big impact in shops or place of business. Keep your logo at the top and think left to right. Only include relevant information and keep words to a minimum. The name and date of the event should be a central message
- Creating poster campaigns that work. When it comes to running an effective print advertising campaign, you cannot beat poster power! But here are a great many messages fighting for our attention, so you need to ensure the poster campaign gets noticed among the other multiple promotions!
- Creative postcards are colorful, engaging and short on words. They provide a great opportunity to effectively increase sales without breaking the bank and a well-executed postcard campaign with creative content will consistently get high response rates.



Print: the message

When developing print material for the marketing strategy getting the right information and design is very important when it comes to generating an impact.

The primary message is clear:

Visit the fishmarket and enjoy a very special event about local fish at your harbour

The arguments are:



- Local fish is delicious and healthy
- Support the local fishermen
- Become an expert on local fish
- Learn more about local fishery and it's traditions
- Savor traditional and modern fish cuisine
-





Print: Roll Ups and Flyer


www.hiddenseer-kutterfisch.de

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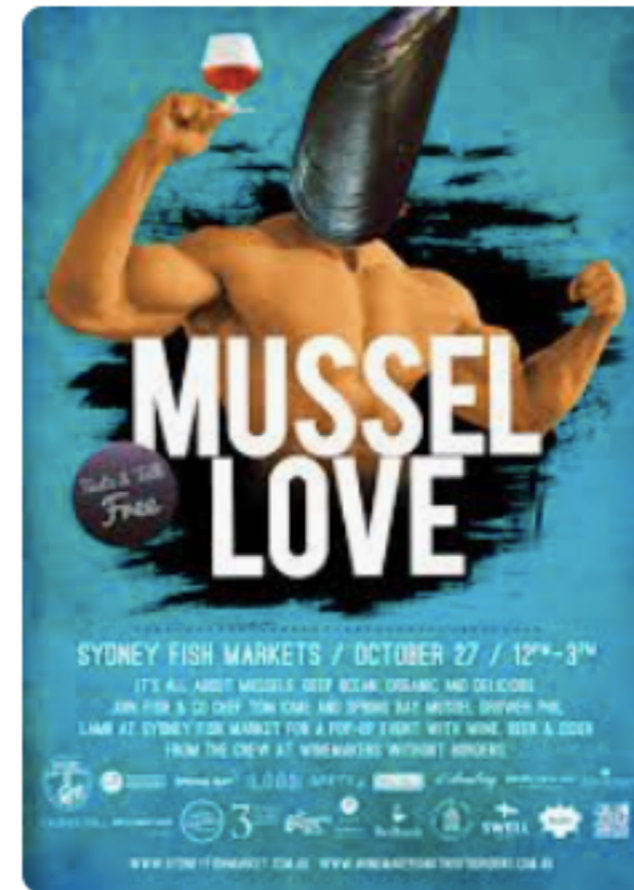




Print: Posters to remember

Do not be BORING! For designing fishmarkets posters that everybody will remember work with you local artists and also the schools. Organise a poster competition to get even more attention from the locals.

The more locals you involve everybody in the planning of the event the better!



Print: Postcards to send



Public Relations

With a tight marketing budget a good public relation work is very important. Every journalist is looking for new content, you have to make them interested in your event and your message! Rather than send anonymous press releases, look for meaningful partnerships

You have three important assets: 1. the fish, 2. the fishermen, 3. your harbor/town. USE THEM!

Plan features before the event to interest visitors and during the event to promote the event for next year:

- Local and national TV news and other formats: Invite them to talk with the fishermen about local fish, plan a feature about fishermen heritage, present cooperations with museums etc..
- Food tv shows and magazines: Invite them to talk about heritage recipes and local fish, organize a recipe competition with the readers, invite popular chefs to be in the jury and the festival
- Travel magazines and travel sections of local/national newspapers: Invite them to feature the coast, the town and the festival
- Local and regional radio: Present local businesses involved, local and/or famous chefs invite to talks with fishermen, present the program



Social Media

Facebook

- Set up facebook page myfisheu in english for all markets/events
- Set up facebook events (myfishkolobrzeg) for single events in partners language
- Keep the page alive and post at least once a week: photos, recipes, news about fishes and fishermen, news about partners, sponsoring and program. other fish markets etc..
- **Facebook will change the news feed algorithm and it might be necessary to advertise!**

Instagram

- Set up local instagram pages for example: myfishkolobrzeg
- create and promote hashtags for the events #myfisheu #myfishkolobrzeg
- organize foto contests for instagram

As the target groups are not all reached by twitter, pinterest, you tube etc.. social media activities should be limited to the above



Blogger & Influencer

Blogger & Influencer Relations can be a good way to promote your event, even on a small budget. Usually very professional bloggers or influencers ask for a fee and/or a cost free invitation. But with a recipe or foto competition and some attractive prizes you will get the blogger community to follow and it can be more rewarding than advertising.

- Contact your countries interesting food, travel and environmental bloggers & influencers
- Organize blogger contests on facebook and instagram before event: like fish cooking/best recipe/best fish foto (send fresh or smoked fish to bloggers)
- Invite winning and/or important bloggers to event and meeting with fishermen, guided tours/boat tours
- Food Bloggers could be part of the showcooking program
- Contest for best stories about fishing/fishermen/the sea etc..



Tourism Agency

Blogger & Influencer Relations can be a good way to promote your event, even on a small budget. Usually very professional bloggers or influencers ask for a fee and/or a cost free invitation. But with a recipe or foto competition and some attractive prizes you will get the blogger community to follow and it can be more rewarding than advertising.

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- Food Bloggers could be part of the showcooking program
- Contest for best stories about fishing/fishermen/the sea etc..



Cooperations

Possible cooperations and partnerships

- Ministries and administrations: business, agriculture, environment, tourism etc..
- Environmental agencies and institutions
- B7 Network der baltic sea islands
- Museums for local crafts, art, nature etc..
- Universities, schools, kindergartens for activities, workshops etc..
- Restaurants, cooking schools and other gastronomic institutions
- NGOs like Slow Food, WWF etc..
- Press, radio, TV



Sponsoring

Think local! Sponsoring partners should match the events in image, size and sustainability standards. The events will need different kind of support:

- Sparkassen
- Local breweries, beverages producers
- Staff agencies
- Equipment rental or supply for glasses, packaging etc..
- Stages and technics for shows
- Tends and parasols
- Hotels, car rentals, travel agencies
- T-Shirts, aprons etc..



Merchandising

Merchandising for the fishmarkets should be selected carefully, be made in the baltic sea region or at least somewhere in Europe and not involve plastic, sweat shop work etc... It should be given away in small amounts, used for prizes in competitions and be mostly sold at the markets. Therefore it should be as attractive as possible!

Examples from www.hiddenseer-kutterfisch.de include enamel cups, childrens colouring books, attractive bags, t-shirts, wooden cutting boards and pinafores



Merchandising examples

It would be great if every country could be represented with at least one merchandising product.
For example:

Linnen kitchen towels and pinafores with logo from Lithuania: <https://www.linentalles.com/en/kitchen.html>

Wooden cutting boards with logo from Poland: <http://www.rybaolpiny.com.pl/index.php?lang=en>

Enamel cups or plates with logo from Germany <http://www.muender-email.com>





Media Plan



Basic Mediaplan low cost

Time before event	6 month before	4 month before	2 month before	1 month before	2 week before	On event
Local Radio						
Local Poster/ Billboard			1,500 €	1500 €		
Travel Magazin						
Food Magazin						
Facebook Advertising				1500,00 €	1500,00 €	
Google Adword						
Tourism Agency Flyer/Rollup	3000,00 €					
Photographer	2000,00 €					1500,00 €
Filmmaker						1500,00 €
Total Budget						14,000,00 €

Mediaplan regional

Time before event	6 month before	4 month before	2 month before	1 month before	2 week before	On event
Local Radio						
Local Poster/ Billboard			1500,00 €	1500,00 €		
Travel Magazin			1000 €	1000 €		
Food Magazin			1000 €	1000 €		
Facebook Advertising			1000 €	1000 €	1000 €	
Google Adword				1000 €	1000 €	
Tourism Agency Flyer/Rollup	3000,00 €					
Photographer	2000,00 €					1500,00 €
Filmmaker						1500,00 €
Total Budget						20,000,00 €

Mediaplan national

Time before event	6 month before	4 month before	2 month before	1 month before	2 week before	On event
Regional Radio					20.000	
Regional Poster/ Billboard			1500,00 €	1500,00 €	3000,00 €	
Travel Magazin		1000 €	1000 €	1000 €		
Food Magazin		1000 €	1000 €	1000 €		
Facebook Advertising			1000 €	1000 €	1000 €	
Google Adword			1000 €	1000 €	1000 €	
Tourism Agency Flyer/Rollup	5000 €					
Photographer	2000 €					1500,00 €
Filmmaker	2000 €					1500,00 €
Total Budget						50,000,00 €

Social media plan

Time before event	6 month before	4 month before	2 month before	1 month before	2 week before	On event
Facebook Account	Start Feed regularly with photos/info fishermen, harbor	Start recipe competition	Post recipes	Present all businesses and persons involved in market	Inform about program, start event on facebook	Post fun pictures of fishmarket
Instagram Account	Start eventually If you have an instagrammer #myfish	Feed regularly with photo and build community	Present food and travel blogs			Post fun pictures of fishmarket
Travel Blogs	Make list of interesting 10-20 local and national blogs		Invite for photo competition about baltic sea, coast etc..			
Food Blogs	Make list of interesting 10-20 local and national blogs	Invite for recipe competition			Invite winner to fishmarket/ cooking class	



Financial Concept



Financial Concept - To do's

After the end of the project the following tasks should be taken care of:

- Events should continue to take place
- Website/Websites must be maintained
- Social Media should continue
- Flyers and other printed materials must be created, designed and printed
- Merchandising must be produced
- Public relations should be taken charge of

Responsibilities must be found between the partners and a financial plan must be made for the coming 3/5/10 years.



Financial Responsibilities

Recommendation to distribute organisational and financial responsibilities for the different tasks:

- Events: Organisers like in project, must be financially self supporting with cooperations and sponsoring
- Website/Websites must be maintained by tourism associations and municipalities
- Social Media should also be continued by tourism associations and municipalities
- Flyers and other printed materials must be created, designed and printed by tourism associations and municipalities
- Merchandising must be produced by organisers of events, tourism associations and municipalities and should be mostly sold
- Public relations should be taken charge of by the specialists at the tourism associations and municipalities



Research

Information for this marketing strategy was gained at the following sources:

- <http://www.balticseatourism.net>
- <http://www.tourismusanalyse.de>
- <https://www.poland.travel>
- <http://www.lithuania.travel/en-gb/>
- <https://www.auf-nach-mv.de>





Culinary consultant & food writer

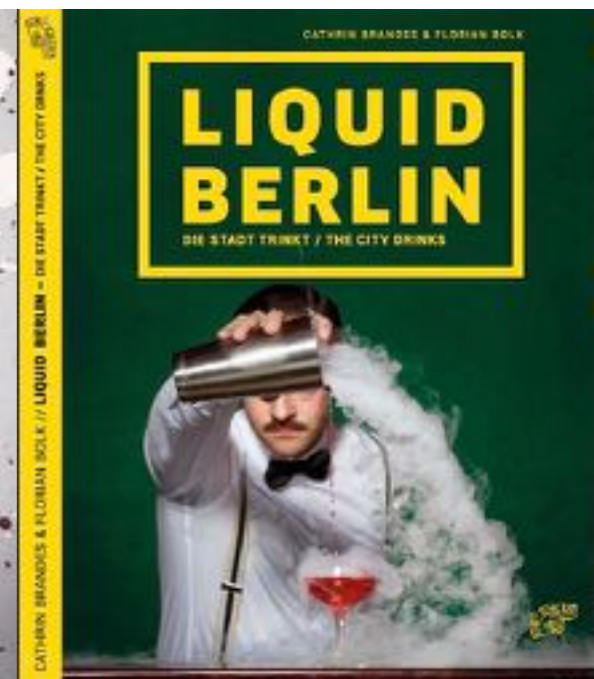


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