



FOMENTO AL CONSUMO DE PRODUCTOS PESQUEROS Y ACUÍCOLAS MEXICANOS

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SAGARPA
SECRETARÍA DE AGRICULTURA,
GANADERÍA, DESARROLLO RURAL,
PECUA Y ALIMENTACIÓN



Karen Galloway

Marketing seafood

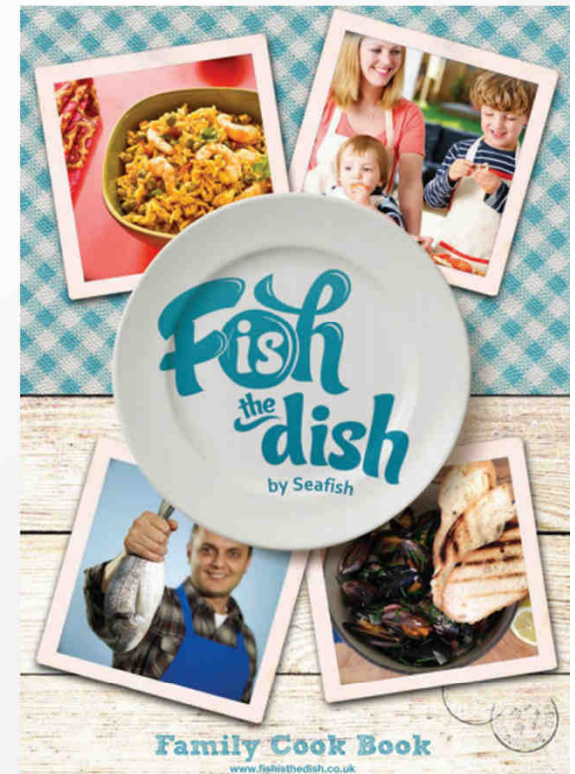


25 years experience in food marketing:

10 years working in seafood and establishing fish and health marketing initiatives:

MBA from Edinburgh University specialising in collaborative marketing:

Mother to two girls who are happy fish eaters !



Trade shows and promotions



Your ASDA



Your Asda Asda.com Groceries Asda Direct George Clothing Store Locator #chosenbyme



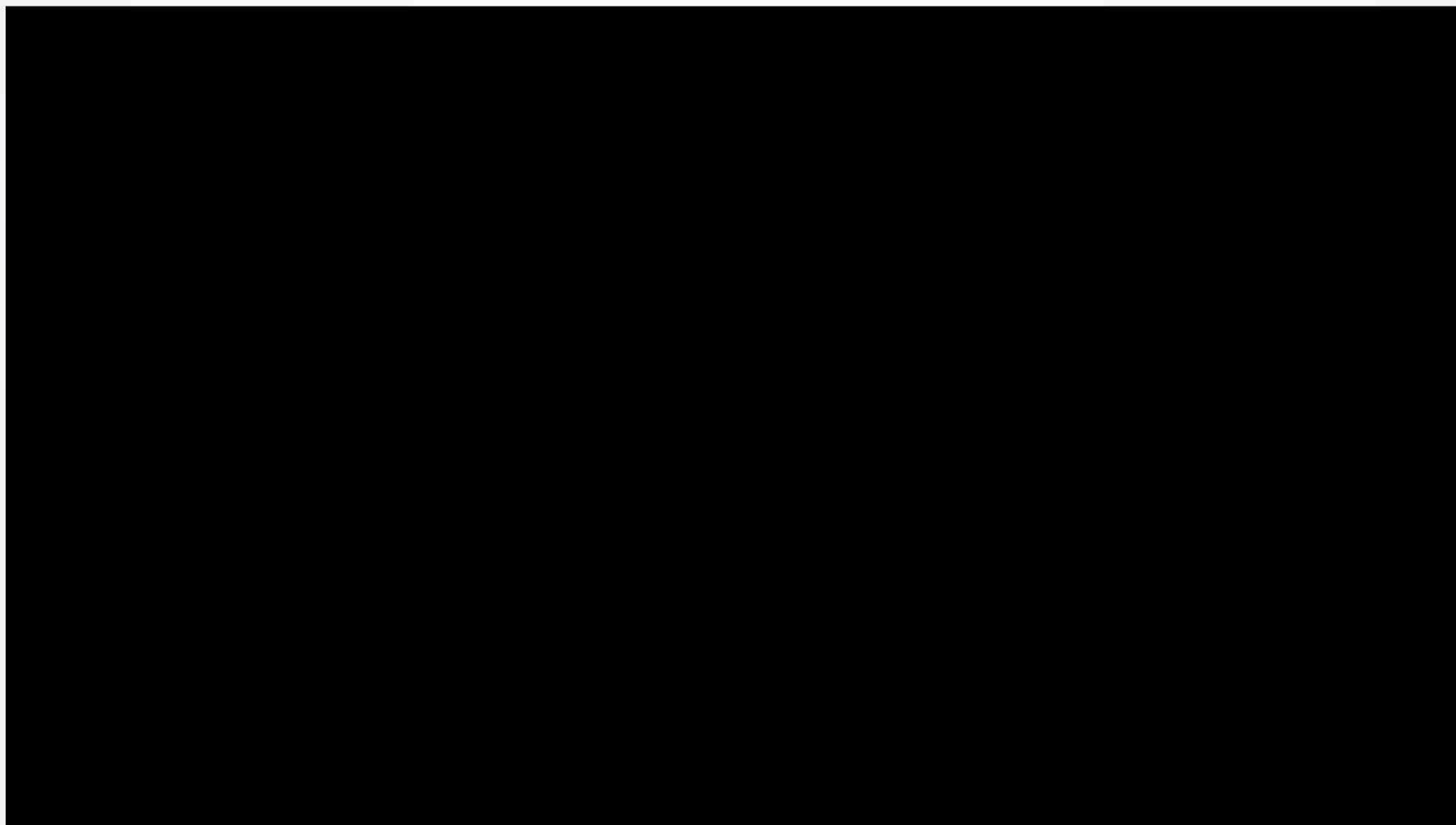
Our new look fish counters make it simple to enjoy the catch of the day

If you love fish but are reluctant to prepare and cook it at home pop along to one of our fresh fish counters and discover Fish Made Simple.

Our friendly fishmongers will help you choose your fish, select a marinade, sauce or topping, and pack it up ready to be popped in the oven or microwave. Asda fishmonger Darren Wrend shows you in our new TV ad:



You'll find a fantastic choice on our fish counters – but we know a lot of people can find the idea of handling and preparing fish a bit daunting, or they just don't know what to do with different varieties of fish.



- 1** Know your consumers
- 2** Consider your influence
- 3** Inspire, in their space, on their terms

1 Know your consumers



1 Know your consumers



2 Consider your influence



2 Consider your influence



How shoppers are using social media

All numbers are percentages agreeing with the statement

I am a member of a social media website **69.0%**

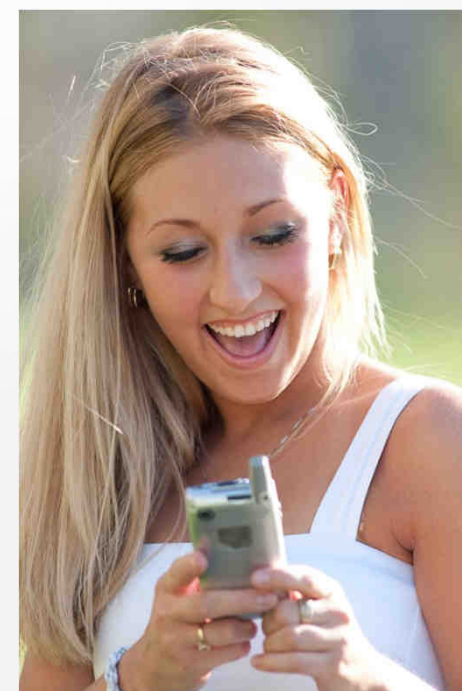
I have interacted with a retailer on a social media website **48.6%**

I base my purchasing decisions on customer reviews **34.5%**

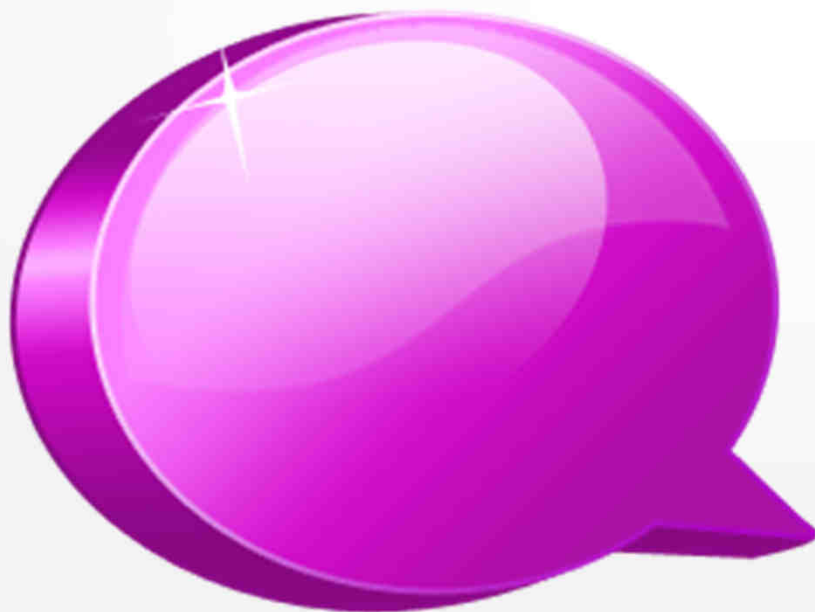
I use social media sites for shopping at least sometimes **20.9%**

I find retailers' social media sites informative and useful **19.0%**

webloyalty



3 Inspire, in their space, on their terms



3 Inspire, in their space, on their terms



Fish is the Dish shared a link
about an hour ago

Need some inspiration for healthy and delicious dinners? Our brilliant Fish is the Dish family cookbook is available for free download and is packed full of simple recipes for everyone to enjoy
<http://www.fishisthedish.co.uk/recipes/family-cookbook>



Family cookbook
www.fishisthedish.co.uk

Look through our fantastic family cookbook, full of delicious fish recipes for people of all capabilities. You can also download the cookbook for free!



Fish is the Dish shared a link
11 November

Sprinkle any white fish with garlicky herby breadcrumbs and simply pop in the oven for an easy and scrumptious fishy feast
<http://www.fishisthedish.co.uk/recipes/main-meals/953-haddock-with-a-crispy-garlic-topping>



Haddock with a Crispy Garlic Topping
www.fishisthedish.co.uk

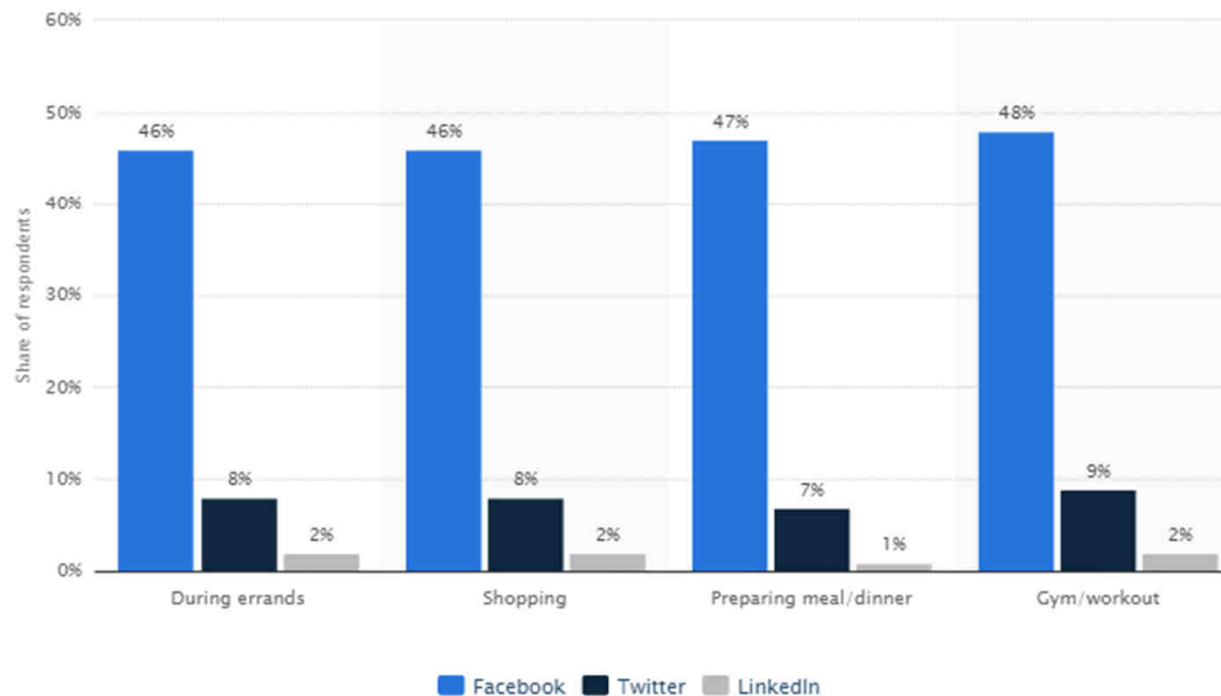
Great recipe for haddock with a crispy crust and mellow garlic flavours. Or why not spice

3

Inspire, in their space, on their terms

Social media usage during everyday activities by smartphone users in the United States as of March 2013

This statistic gives information on the social media usage during everyday activities by U.S. smartphone users as of March 2013. During the survey, it was found that 47 percent of smartphone users accessed Facebook during meal or dinner preparations.



A Conversation



Khalid Albaih

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Thank you

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CONSULTING

Strategy - Insight - Marketing