



SUBMISSION TITLE

Atlantika Branding

INDUSTRY SECTOR

3570 - Food Producers

CLIENT COMPANY

Ocean Trawlers

DESIGN CONSULTANCY

Carter Wong Design

FOR PUBLICATION
JUNE 2015

**CARTER
WONG**
design

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Our new ATLANTIKA packaging has been a great success. It has been well received by all our customers and has contributed to the successful growth that we have experienced in recent years.

In close to 30 years in the seafood business, I have never had a product in such unique and creative packaging to sell, and never thought that a strong identity and packaging could add so much to our business.

Carter Wong Design understood what we as a business are about, and it was a great experience to work with them on this project; their approach and creativity is very refreshing, they did a fantastic job on this and we are going continue to reap the benefits for years to come!

”

Kristján Hjaltason, Vice President Sales,
Ocean Trawlers Europe

Executive Summary

2.0

Established in 1997, Ocean Trawlers is one of the foremost suppliers of fish to the global restaurant and food industries.

It conducts its fishing in an exemplary way, conforming to industry best practice standards and has the prized Marine Steward Council (MSC) certification for sustainability for its main products, Cod, Haddock and Alaska Pollock.

In an industry that normally trades their products as commodities, this visionary company identified an opportunity to add value to their premium Cod and Haddock products by marketing them under a brand.

The Atlantika brand we created for them established a platform that enabled Ocean Trawlers to effectively communicate their quality statements. In doing so it has transformed a nameless commodity into an 'ask-for' brand.

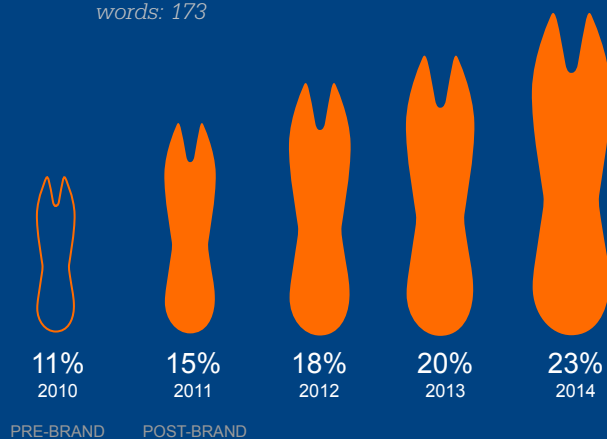
The resulting impact of this branding exercise is evidenced by the following statistics:

An increase in market share of global fish & chip shops of 109% over the four years since the introduction of the brand in 2011.

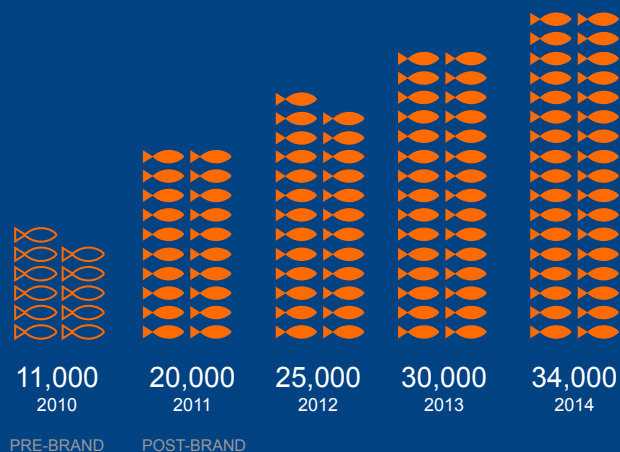
Moreover, the volume sold has increased 209% while sales have increased 277% over the same period.

words: 173

+109%
MARKET SHARE
(Global Fish and Chip Shops)



+209%
GLOBAL VOLUME
(Tonnes)



+277%
GLOBAL SALES
(Value)



OUTLINE OF PROJECT BRIEF

Although Ocean Trawlers' premium UK products were the quality benchmark for the industry, they were not enjoying the competitive advantage that this position should have been delivering. As an indication, the 11% market share of global fish and chip shops that they had at the time was far lower than they should have been able to attain as a major operator.

To become the supplier of choice they identified that they needed an effective platform to get their quality messages over to their customers who range from distributors, supermarkets, food manufacturers and restaurants to fish and chip shops. Importantly,

they recognised that the end customers could assert considerable influence on the choice of supplier.

We were tasked with the creation of a compelling brand to:

- *Add value to premium products by enabling the leveraging of key quality propositions to the customer chain*
- *Deliver sustainable sales growth and increased market share through multi-channel brand building initiatives*

DESCRIPTION

Success in the business of harvesting and supplying fish is dependent on a long list of critical factors. Out at sea Ocean Trawlers are industry leaders with a modern fleet and highly skilled skippers and crews. Onshore, their operations have to guarantee supply and ensure quality of product 24/7. Increasingly, due to customer pressure, issues

such as sustainability and traceability are also important influencing factors.

Ocean Trawlers had four strong propositions that could be effectively leveraged through a recognisable brand platform.

WILD FRESH-FROZEN AT SEA

Ocean Trawlers are able to freeze their catches within six hours, ensuring the best possible quality*.

TRACEABILITY

Traceability is the key to ensuring quality. Every box of fish is meticulously documented so that the date, vessel and location are traceable - indeed if necessary they can even identify who packed the fillets at sea.

MSC CERTIFICATION

Sustainability is now a major consumer consideration and MSC certification adds tangible value to the products.



RELIABILITY OF SUPPLY - 24/7

Quality is key, but reliability is essential. With their modern fleet fitted with state-of-the-art technology Ocean Trawlers guarantee their deliveries.

From the outset we helped our client identify the media channels and applications that would deliver their objectives for their allocated budget. Through a series of workshops and meetings we arrived at a comprehensive initial launch list that we felt confident would reach and engage their intended audiences.

**In consumer research, Nofima* (the Norwegian Institute of Food, Fishery and Aquaculture) found consumers cannot distinguish between fresh and frozen fillets.*

OVERVIEW OF THE MARKET

Although the global fishing industry is long established, design investment at this leading link of the delivery chain is in its infancy. Therefore in investing in a coordinated branding and communications programme, Ocean Trawlers demonstrated considerable foresight.

Historically, catches were sold to the market unbranded. This market included all onwards-selling customers such as, manufacturers and supermarkets, restaurants and fish & chip outlets. This last category constitutes the largest single market segment for Cod and Haddock, and we reasoned that they could become valuable advocates if they can be influenced by effective communications.

PROJECT LAUNCH

Work began in August 2010 and the new brand was launched in January 2011 when the website became live. Initial roll out was completed by April 2011.

DESIGN BUDGET

Total design cost for the initial launch list was **£90k**

- **£35k Brand creation**
- **£55k** Launch applications - website, branded packaging, sales literature, PowerPoint template and promotional items.

Production cost for launch list was **£46k**.

words: 577



Website homepage design

OUTLINE OF PROJECT BRIEF

The keystone of our design solution is the creation of a compelling brand mark on which to hang the four quality messages. Our logotype evokes the wild seas in which Ocean Trawlers operate to bring you their catch.

The brand colours, blue and orange, were inspired by images of their trawlers at sea - with the dark blue ocean forming a contrasting backdrop to the fluorescent orange souwesters of the trawlermen. This makes the Atlantika brand stand out amongst its competitors, all of which sit in a 'sea of blue'.

Investment in high quality photography of trawlers at work in raging seas injected a suitably emotive vision alluding to freshness. Good product photography also made the most of their range.

The brand mark allowed Ocean Trawlers' key messages to be brought to life through a number of applications. Implemented within three months of launch these were targeted at all their key customers. These applications reinforced the four Atlantika propositions - 'Wild fresh-frozen at sea', traceability, MSC certification and reliability of supply.

The launch list included a website, branded packaging, sales literature, PowerPoint template and a promotional item for fish and chip shops - a major customer group. Later that year we designed an Atlantika stand at Seafood Expo Global, the premier showcase for the industry.

When designing the layout of the product packaging, one important aspect to consider was a means of making the traceability information visually accessible to the end user, so they could convey a strong care and quality statement to end customers.

Since the initial brand launch we have formed a trusted working relationship with Ocean Trawlers and we have continued to create compelling communications that breaks the industry mould.

More recently, we designed the livery of an articulated trailer unit in 2014. This is an industry endorsement of the Atlantika brand - the trailer was donated by a major distributor who was keen for their company to be associated with the brand.

words: 377



Logo design

As part of the launch list we designed an innovative fish fork dispenser to raise brand awareness in fish & chip shops and drive traffic to the new website. Together with sales literature these items have helped create demand in a hitherto exclusively commodity market.



Summary of Results

5.0

Our objectives were to create a brand that would add value to premium products so as to deliver sustainable growth and increase market share. These targets have been comfortably met.

The increase in sales value being greater than the increase in volume is clear evidence of the value added by the brand.

+277%

GLOBAL SALES
(Value) 2010 - 2014

+209%

INCREASE IN VOLUME
(Tonnes) 2010 - 2014

+109%

INCREASE MARKET SHARE
(Global fish & chip shops) 2010 - 2014



*Packaging design
for outer carton*

BRAND EQUITY - EXTERNAL

The increase in market share in global fish & chip shops has been directly attributed to our strategy to build brand advocacy in this key customer base.

The brand has gained positive recognition in the distributor community who view Atlantika as a premium product that is requested by customers across UK, European and US markets. This is supported by a major UK premium distributor, Smales, donating an articulated trailer unit for branding in Atlantika livery.

BRAND EQUITY - INTERNAL

Ocean Trawlers' sales force has enthusiastically embraced the brand because it has created recognition for the premium products and has helped to differentiate Ocean Trawlers from other suppliers.

BRAND UPTAKE

Ocean Trawlers is to extend the Atlantika range with the introduction of premium Alaska Pollock products.

The Atlantika brand has a strong position within the US, UK, European and Polish markets, and other key European markets such as Germany, France and Spain. It has also been recently adopted by the Far East operations of Ocean Trawlers.

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The packaging promotes the perception of quality and added value to its contents which the product certainly deserves. It is streets ahead of any other frozen at sea packaging we have come across.

V.A. Whitley, a distributor to the Fish & Chips trade for more than 100 years

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“

In our opinion the redesigned Atlantika logo and packaging has created a positive perception of the product within the UK Fish & Chip sector.

Smales, Atlantika's biggest distributor to the Fish & Chips market in the UK

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“

I first came across Atlantika at a trade show before opening our fish and chip shop. In a large show where everything was new to me, their company left a lasting impression. I learned a lot at their simple but effective orange and blue stand and came away with some of their wooden forks in their wonderful trawler-shaped box. Some months later as we began sourcing haddock and cod I immediately recognised the colour scheme and design of the packaging.

Georgina Perkins, co-owner of Shap Chippy, Best Newcomer, UK Fish and Chip Awards 2015

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COMPETITION

Over the period of assessment, the supply of fish to market has increased worldwide. Meanwhile, the competition at sea has also intensified with more 'frozen-at-sea' vessels being commissioned by rival fishing fleets. Therefore, the results Ocean Trawlers have managed to achieve are against a backdrop of greater supply and increased competition.

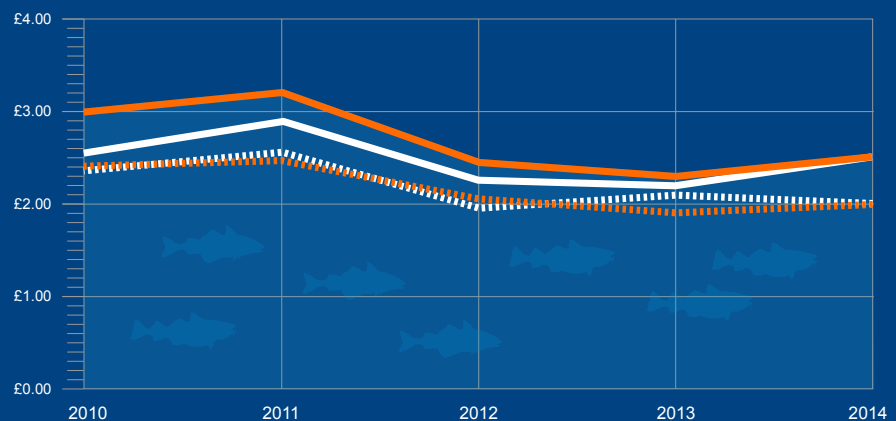
FISH PRICE

Statistics for global average prices are not available. However, over the period of assessment, UK fish prices have remained fairly constant and indeed are lower in 2014 than they were in 2010.

UK COD AND HADDOCK PRICES

Rounded 2010-2014

- Average Cod Large
- - - Average Cod Med
- Average Haddock Large
- - - Average Haddock Med



Source: Grimsby Fish Market

ON-GOING MARKETING ACTIVITIES

Since the launch of the Atlantika brand, Ocean Trawlers have continued to invest in marketing its premium products and these investments, designed by us, have naturally affected performance figures. However, it was the creation of the brand that created the platform for these activities to happen.

RESEARCH RESOURCES

In house data Ocean Trawlers

Nofima (the Norwegian Institute of Food, Fishery and Aquaculture)

Grimsby Fish Market



Fish fork - Promotional item



Exhibition stand



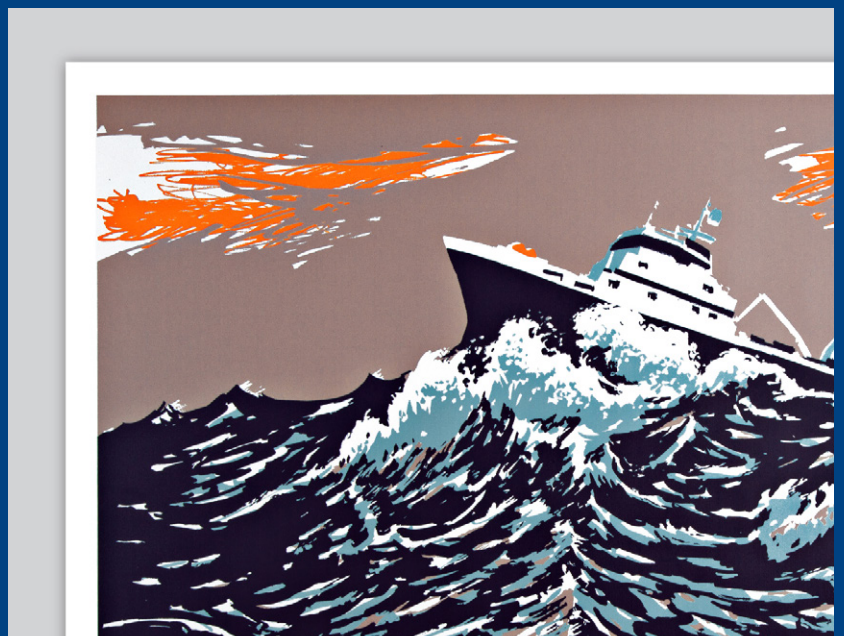
Packaging warehouse stand out



Packaging brand blocking



Product Literature



Poster design