Welcome!
Credibility is Everything
Creating Influential Brands

Topics for Today
Topics for Today

Essential Elements of Credibility
Topics for Today

Essential Elements of Credibility

Taking a Strategic Approach
Topics for Today

Essential Elements of Credibility
Taking a Strategic Approach
Tactical Considerations
Topics for Today

Essential Elements of Credibility
Taking a Strategic Approach
Tactical Considerations
Effective and Impactful Solutions
It’s About Food
Tastes Good
Feels Good
Living Well
The Buyer
The Buyer
It’s About Credibility
Question
Can a potato be used to make electricity?

Hypothesis
My hypothesis is that a potato can be used to make electricity by making a battery out of it.

Results
The voltage meter displays 0.336 Volts of electricity. I was correct because that shows that potatoes can make electricity! I thought it was enough to power a light bulb, but 0.336 Volts is not enough for that.

Conclusion
I learned that potatoes can make electricity. But we may need many more potatoes to power up a light bulb. I liked the way the experiment went. And I wouldn’t want to change the experiment in any other way.
It's About Credibility
CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS

Branding v Credibility
Essential Elements of Branding
Essential Elements of Branding

Intangible
Essential Elements of Branding

Intangible

Experiential
Essential Elements of Branding

Intangible
Experiential
Memorable
Essential Elements of Branding

Intangible
Experiential
Memorable
Trusted
Essential Elements of Branding

Intangible
Experiential
Memorable
Trusted
Preferred
Enduring Brands
Essential Elements of Credibility
Essential Elements of Credibility

Appealing
Essential Elements of Credibility

Appealing

Easy to understand
Essential Elements of Credibility

Appealing
Easy to understand
Relevant
Essential Elements of Credibility

Appealing
Easy to understand
Relevant
Competitive
Essential Elements of Credibility

Appealing
Easy to understand
Relevant
Competitive
Competent
Essential Elements of Credibility

Appealing
Easy to understand
Relevant
Competitive
Competent
Immediate
Commonalities
Commonalities

Clearly understood.
Commonalities

Clearly understood.

Distinctive character & attributes.
Commonalities

Clearly understood.
Distinctive character & attributes.
Trusted.
Effective Credibility & Branding are Intertwined.
Building Credibility

Exploit emotional triggers.
Lust
Mystique
Alarm
Prestige
Power
Vice
Trust
Make ’em drool.
Credibility: An Informed Approach
CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS

DEFINE GOAL
Business Objectives (Measurable)

RESEARCH
SWOT
Competitive Landscape
Industry Dynamics

EVALUATION
Effectiveness
ROI
Disappointments

STRATEGY
Marketing Objectives
Key Audiences
Tactics

TRACKING
Inquiries
Sales
Web Visitors

TACTICS
Branding
Package Design
Interactive
Trade Shows etc...

Inquiries
Sales
Web Visitors

Branding
Package Design
Interactive
Trade Shows etc...

Seafood Expo
NORTH AMERICA

Seafood Expo
NORTH AMERICA
Credibility: An Informed Approach

Conduct thorough research.
Credibility: An Informed Approach

Conduct thorough research.
Identify competitive challenges.
Credibility: An Informed Approach

Conduct thorough research.
Identify competitive challenges.
Identify key buyers.
Credibility: An Informed Approach

Conduct thorough research.
Identify competitive challenges.
Identify key buyers.

Appeal to the senses.
Credibility: An Informed Approach

Conduct thorough research.
Identify competitive challenges.
Identify key buyers.
Appeal to the senses.
Tell a great story.
Decision Making Made Simpler
Selin Atalay,
Assistant Professor, Marketing department

HEC Paris
Case Study: Seafood Expo North America
Case Study: Salmon
Competitive Landscape
155 Exhibitors
Competitive Landscape

Unique Selling Proposition
“...its focus on top quality, optimum and efficient production, documentation, traceability and sustainability.”

“...One of North America's largest and most trusted producers...”

“...one of the leading providers of frozen Norwegian salmon portions and sashimi grade products...”

“Boutique origin for salmon.”

“...value and appreciate our people, our surroundings and our community...”

“...The gourmet's choice.”

“...with every delivery we have one goal - earning your trust every single day...”

“...high-quality brand by applying strict management and exquisite technology.”

“...sources and distributes some of the most delicious seafood on the planet.”
Competitive Landscape
Brand Imagery
Random sampling – 10% of all Salmon companies
Competitive Landscape
Online Experiences
Valoramos y agradecemos a nuestra gente, nuestro entorno y nuestra comunidad por hacer de AquaChile una empresa de clase mundial.
Random sampling – 10% of all Salmon companies

The Faroe Islands Origin
The Faroese aquaculture industry has a long and proud history with roots dating back to 1967. This heritage, combined with ideal natural conditions and a commitment to sustainability and quality has resulted in Faroe Islands Salmon being internationally renowned for its high quality.

Read more

Boutique origin for salmon
The Faroe Islands is the perfect location for salmon. Its remote location is complemented by pristine clear waters, cool steady sea temperatures and strong currents.

Read more

Market Announcements
04.01.2016 12:00
Bakkafrost: Q4 2015 Trading Update
22.12.2015 11:00
Bakkafrost: Changes in license tax on salmon
CleanFish sources and distributes some of the most delicious seafood on the planet, which happens to come from small-scale producers committed to sustainable and humane rearing, harvesting and distribution of their products.
Welcome to our site!

Create High-quality Brand by Applying Strict Management and Exquisite Technology

About Us

Dalian Senke Foods Co., Ltd. is located in the beautiful coastal city of Dalian and was established in 2003. Our company has a comprehensive office building with an area of 2850 square meters and our storage ability of the freezer is 3000 tons. With an area of 4300 square meters of workshop, we have advanced processing apparatuses. Our main products... Read more

Seafood Expo, March 6-8

Don't miss North America's largest seafood trade event. Learn More!

Product Show
Please Join Us At The Boston Seafood Show
Booth 1415
March 15th 16th 17th 2015
*** New ***
Introducing Icelandic Sea Trout

Dockside Fresh™
European Salmon
The Gourmet's Choice
- Delicious Flavor
- Consistent Quality
- Deep Red Color
- Year Round Availability

Insist On The Finest Salmon From European Waters
We at Eastern Fish guard our reputation for integrity and trust as determinedly as we guard the quality of the shrimp, scallops, crab, lobster and fish we deliver to you. We source, import and provide more than 72-million pounds of shrimp per year from 14 different countries. And with every delivery we have one goal - earning your trust every single day.
Random sampling – 10% of all Salmon companies
Scotland's Finest
Producing sea loch fresh Scottish salmon with pride and passion

Visit our Pride section and discover Scotland's Finest sea loch fresh salmon, our new and exclusive Native Hebridean Salmon and much more.

Go to our Passion section to learn about our commitment to animal husbandry, to our supply chain, our customers and to our farming environments.

Check out our Provenance section to see our role in supporting and sustaining the rural Scottish communities where we live and work.

News
The Scottish Salmon Company MD receives honorary black belt
Monday, 18 January, 2016
Craig Anderson, Managing Director of leading premium salmon producer The Scottish Salmon Company, has been presented with an honorary black belt in recognition of the company's ongoing commitment and support of Judo in Scotland. In a presentation at the company's headquarters in Edinburgh, Craig received the prestigious martial arts belt from Consul General of Japan, […]
Read more...

Scottish Salmon Company supports ‘2016 Scotland Food & Drink Excellence Awards’
Skagerak Salmon A/S

The company has its focus on top quality, optimum and efficient production, documentation, traceability and sustainability.

THE COMPANY

Skagerak Salmon A/S is uniquely positioned with its modern state-of-the-art factory and a geographical location in Hirtshals, in northern Denmark, with easy access to raw materials from Norway and to the key markets in continental Europe, which can be reached within 24 hours.

The company focuses on top quality, optimum and efficient production, documentation, traceability and sustainability. Our organisation builds on a group of loyal customers and, according to a recently adopted strategy, our key success factors are: quality, flexibility and speed - both internally in the organisation and in relation to the surrounding world.

FACILITIES

Skagerak Salmon A/S’ factory is state of the art with heavy investments being made over the years, most recently in 2008 when the company gained a technical leadership position in its industry. As part of the investment, the latest machinery was installed and a fully automated robotic salmon trimming system replaced manual trimming.

Skagerak Salmon A/S can handle 10,000 tonnes of salmon a year under normal working shifts.

PRODUCTS
Your source for the finest value added salmon

Welcome to Storm Seafood. We are one of the leading providers of frozen Norwegian salmon portions and sashimi grade products to the US food service industry. We supply smoked salmon to some of the major US supermarket chains.
Truly Fresher Salmon

True North is one of North America's largest and most trusted producers of fresh North Atlantic Salmon, and Trout, as well as a variety of smoked and specialty seafood.

From ocean to plate in record time.

Top 5 reasons to eat salmon

1. Delicious any way you serve it.
2. Easy to cook - ready in minutes!
3. A great source of omega-3 fatty acids.
4. Helps maintain healthy heart function.
5. Maintains healthy brain activity.

Feature recipe

Maple BBQ Salmon - Your family or guests will rave about this dish. It's a sophisticated meal made simple... View recipe

Naturally Grown

Raised in their natural environment of the Atlantic Ocean, True North salmon is hormone and antibiotic free... More
Did anything make you hungry?
Do these companies look like category leaders?
Did anything provoke your curiosity?
It’s not easy.
Tactical Solutions
Tactical Solutions

Distinctive brand attributes.
Barn Buster
Hay Burner
Hell Raiser
Rip Snorter
Tactical Solutions

Disrupt the category.
Tactical Solutions

Concepts that leave favorable and lasting impressions.
SAVE THE SALMON

SAVE IT SO OUR CHILDREN CAN WITNESS THE GRACE AND BEAUTY OF THIS NOBLE FISH.

OR, JUST SAVE IT SO WE CAN SAUTÉ IT WITH OUR FABULOUS LEMON CHIVE BUTTER SAUCE.
SAVE THE WHALES
EAT THE
LOBSTERS

Original MAINE STYLE Lobster Roll
Tactical Solutions

Employ engaging online experiences.
CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS
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CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS

back to nature

A WHOLE LOT OF DELICIOUS
Check out all of our scrumptious granolas>

Seafood Expo North America
Spear
CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS

Back to Nature

Fall in Love

Add Some Flavor

Enjoy the Ride

Say 'I love you' without all the unnecessary ingredients. #simplysweet
BeeWell and You Will Be Rewarded

Healthy living is its own reward—but we thought we’d sweeten the deal. Join our Bee Bucks™ Loyalty Program to earn exclusive Bumble Bee® gear and win big in our sweepstakes!

Earn Rewards

Our Products

It’s no wonder everyone loves Bumble Bee®. After all, America has enjoyed the great taste of our premium seafood products for more than one hundred years. Yum!

Connect With Us
CREDIBILITY IS EVERYTHING – CREATING INFLUENTIAL BRANDS

Learn about Valentine’s Day shipping...

A LITTLE SWEET TALK GOES A LONG WAY

View the entire Recchiuti Valentine’s Collection!

TASTE RECCHIUTI

Seafood Expo North America
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Recchiuti Confections
Candy Store

4,518 people like this
52 people have been here
Invite friends to like this Page
4.6 of 5 stars • 27 reviews

Timeline About Get Delicious News Reviews More

Status Photo / Video

Write something on this Page...

Recchiuti Confections
16 hrs • San Francisco, CA •
There are still a few hours left to place your ground + 2-Day order for delivery before Valentine's Day! Place your 2-Day or Ground order TODAY, Feb. 9 Place your Overnight order by Wednesday, Feb 10... See More

ABOUT

FINANCIAL DISTRICT
San Francisco, CA

Ask for Recchiuti Confections's address
(800) 500-3396
http://www.recchiuti.com/

REVIEW

4.6 of 5 stars

Create Page

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Chat (2)
Tactical Solutions

Obtain third party recommendations.
Hire the Best Talent
Hire the Best Talent

Impressive Portfolio
Hire the Best Talent

Impressive Portfolio

Proven Track Record
Hire the Best Talent

Impressive Portfolio
Proven Track Record
Category Experience
Hire the Best Talent

Impressive Portfolio
Proven Track Record
Category Experience
Referrals
Things to Remember
Invest in Thorough Research

You don’t need a map if you don’t care where you end up.
Innovative Design Attracts Buyers.

Disrupt the category.
Know Your Buyer

What’s in it for me?
It’s About Food

Create memorable and lasting impressions.
30-second Fried Shrimp
Additional Information

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Thank You!