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CEN/CEN WS VeriFish

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Workshop:

Seafood marketing — Recommendations — Consumer and seafood types

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CCMC will prepare and attach the official title page.

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32 **Foreword**

33 This CEN Workshop Agreement (CWA WSSCR001:2026) has been developed in accordance
34 with the CEN-CENELEC Guide 29 “CEN/CENELEC Workshop Agreements – A rapid way to
35 standardization” and with the relevant provisions of CEN/CENELEC Internal Regulations -
36 Part 2. It was approved by the Workshop, CEN/WS VeriFish, the secretariat of which is held
37 by Standard Norway consisting of representatives of interested parties on 2025-06-24, the
38 constitution of which was supported by CEN following the public call for participation made
39 on 2025-05-19. However, this CEN Workshop Agreement does not necessarily include all
40 relevant stakeholders.

41 A CEN Workshop Agreement (CWA) is a consensus-based document, providing good practice
42 recommendations or technical guidance. CWAs are voluntary and non-binding but are made
43 widely available through national standardisation bodies. They can support innovation and
44 policy uptake and sometimes serve as precursors to full European Standards.

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92

93 **Introduction**

94 The VeriFish CWA provides Good Practice recommendations on how to effectively engage and
95 influence different consumer groups to encourage sustainable seafood consumption. Rather than
96 defining concepts such as “local”, “seasonal”, “nutritious”, or “healthy”, this document focuses on
97 how such attributes can be communicated more effectively. The recommendations aim to support
98 the design of targeted seafood communication and marketing campaigns by ensuring that
99 relevant, verifiable content is presented in ways that are more likely to influence purchasing
100 behaviour.

101 The target audience for this CWA includes public and private organisations involved in the design
102 or implementation of seafood communication or promotion campaigns. It is intended to support
103 actors seeking guidance on how to prioritise messages and communication approaches based on
104 specific seafood products and target consumer groups. The initiative responds to an expressed
105 need from seafood stakeholders and communicators across Europe for practical, harmonised
106 guidance in this field.

107 The objective of this CWA is to improve the effectiveness and efficiency of seafood communication
108 and marketing campaigns, enabling them to reach and influence diverse consumer groups within
109 budget constraints and existing legislation. In the longer term, the recommendations aim to
110 contribute to increased consumption, production, and availability of sustainable seafood.

111 By formalizing communication strategies in a CEN Workshop Agreement, it is ensured that the
112 recommendations will not only be widely accessible, but also officially recognized and distributed
113 through national standardization bodies.

114 **1 Scope**

115 This document provides recommendations on how to efficiently communicate with consumers
116 about seafood, and to engage and influence various types of consumers to encourage
117 consumption of sustainable seafood. Seafood as part of a meal also containing non-seafood
118 ingredients, e.g. ready-to-eat meals, is included in this document.

119 This document excludes:

- 120 • food or feed for species other than humans;
- 121 • food items with only a small fraction of seafood;
- 122 • dietary supplements.

123 This document does not differentiate between information elements that are mandatory to share
124 (e.g. because of labelling regulations) and information elements that are voluntary. That is partly
125 because the legally required information elements represent a minimum and need to be
126 communicated regardless of any recommendations, and partly because various labelling
127 regulations exist in different domains. The objective of this CWA is to make these
128 recommendations generally relevant and applicable.

129

130 This document does not go into detail on how claims made in a marketing campaign might be
131 verified, nor does it recommend communicating information elements that are likely to be
132 perceived as negative by the consumer. The reason is that while verification and the ability to
133 substantiate a claim is important, it is not normally part of a marketing campaign (and neither is
134 the highlighting of information that is unlikely to elicit a positive reaction). An exception to this is
135 certification status that can constitute indirect verification of some claims, and which it may be
136 relevant to communicate in some circumstances.

137 **2 Normative references**

138 There are no normative references in this document.

139 **3 Terms and definitions**

140 **3.1**

141 **Seafood**

142 All types of food for humans originating from all types of aquatic environments.

143 **4 Abbreviations**

144	ADI	Acceptable Daily Intake
145	AI	Artificial intelligence
146	CWA	CEN Workshop Agreement
147	GDPR	General Data Protection Regulation
148	LCA	Life Cycle Assessment
149	LLM	Large Language Model
150	QR-code	Quick Response Code, a two-dimensional matrix barcode

151 **5 General principles for seafood marketing**

152 **5.1 Introduction**

153 Effective communication about seafood requires detailed knowledge of consumer segments, product
154 types, and geographical contexts. Understanding the specific needs and perceptions of different
155 consumer groups in particular is essential for fostering a more sustainable seafood market.

156 **5.2 Intended application and potential users**

157 The recommendations are intended as a practical tool for actors involved in seafood communication
158 and marketing, supporting the design of campaigns that aim to engage consumers more effectively.
159 The CWA is designed to help the seafood industry communicate with consumers about their
160 products. Ultimately, the aim is to support an increase in sustainable seafood consumption.

161 All recommendations are intended to be used by those who comply with national and international
162 legislation regarding procurement, production, labelling, and marketing of seafood products.

163 **5.3 Consumer types**

164 Efficient communication about seafood is complex and will vary across different consumer groups,
165 product types, and regions. To effectively promote sustainable choices, communication strategies
166 should be tailored to specific audiences, considering a wide range of factors.

167 Consumers choose food based on practical needs like cooking skills, taste, dietary preferences, and
168 available time. Understanding these everyday decisions helps in designing messages and campaigns
169 that resonate with different groups. Price also plays a role; affordable options and smart pricing
170 strategies can encourage healthier and more sustainable choices.

171 Consumers may be categorised across multiple dimensions, including demographic characteristics,
172 purchasing channels, and core personal values. While research offers a wide range of segmentation
173 approaches, certain consumer profiles are common across a range of studies. Based on this, three
174 broad consumer types are identified and described below.

- 175 • Health-conscious: Prioritizes the health benefits and nutritional value associated with seafood
176 consumption.
- 177 • Environmentally and ethically motivated: Focuses on sustainability and ethical considerations.
- 178 • Familiarity-driven: Sticks to familiar seafood types and recipes.

179

180

181 **5.4 Seafood types**

182 Effective communication strategies should differentiate seafood in ways that are relevant to
183 consumer preferences and decision-making contexts. In this recommendation, seafood is categorised
184 based on how consumers use products to fulfil specific needs (jobs-to-be-done). This approach aligns
185 with established practices in seafood marketing and consumer research.

186 The four categories are organized on two levels:

187 Level 1 seafood types:

- 188 • Fisheries – For seafood acquired from the wild.
- 189 • Aquaculture – For farmed seafood.

190

191 Level 2 seafood types:

- 192 • In need of preparation – A range composed of raw products, products with a low degree of
193 processing (e.g., fillets, gutted fish), and whole products, etc. Products of this type typically
194 require some preparation and treatment before consumption.
- 195 • Ready-to-eat – A range of products largely ready to eat and/or ready for temperature
196 treatment. Examples include fish gratin, fish cakes, fish sticks, fish burgers, seaweed chips,
197 canned products, caviar, peeled shrimps, etc.

198 Seafood from fisheries and aquaculture share certain characteristics but also differ in ways that have
199 implications for how to efficiently communicate to different types of consumers. Differences in
200 regulatory frameworks, technological needs, inputs like feed, certification schemes etc., mean that
201 the relevant attributes to use in communication vary.

202 There is not a clear line between the level 2 categories “In need of preparation” and “Ready-to-eat”,
203 but there are several distinctions that can be made when communicating to different consumer types.
204 For example, recipes are particularly relevant for the “In need of preparation” products.

205 A single seafood product can simultaneously originate from wild caught and farmed conditions, for
206 example ranched tuna. In this case (e.g. capture-based aquaculture or a product containing a mix of
207 seafood sources), it may be relevant to communicate the most appropriate attributes from both
208 categories.

209

210 **5.5 Communication strategies**

211 An increasingly popular method for communicating to the consumer is the presence of a QR-code
212 (square barcode) on the package, menu, or in the shop. The consumer can scan this and get additional
213 information about the product in question. This is a cheap and versatile way to communicate specific
214 information to consumers who might be interested and willing to invest the effort related to scanning
215 and reading.

216 Different consumer groups access information through different communication channels and
217 formats. Evidence consistently shows generational differences in media consumption habits, with
218 younger consumers relying more heavily on digital platforms, including social media, while older
219 consumers tend to depend more on traditional media such as television and print.

220 Also, a generational division can be found in the use of social media platforms. Even though Facebook
221 remains the most popular media channel, its use has decreased among younger adults that are more
222 likely to use a variety of other platforms, including Instagram, YouTube, TikTok, and Snapchat.

223 **5.6 Use of Artificial Intelligence / Large Language Models**

224 Generative Artificial Intelligence (Gen AI) offers a potential valuable tool for small and medium-sized
225 businesses to enhance their communication and marketing efforts. It can assist them in reaching a
226 broader audience and get across complex messages about seafood, especially where resources and
227 specialised staff are limited.

228 A range of AI-based tools is currently available to support text generation, content structuring, image
229 creation and data handling. The field is evolving rapidly, and new tools and applications are being
230 released continuously.

231 AI enables small and medium-sized businesses to market their own products cost-effectively with
232 minimal resources, compared to large international players with greater financial power and daily
233 access to such technologies [1]. If properly trained and with appropriate prompts, AI can be used to
234 structure efficient marketing campaigns for a given seafood product, in a given geographical area,
235 aimed at a defined consumer group. In the appendix we have provided an example of this.

236 **6 Recommendations for seafood marketing**

237 **6.1 General**

238 This section provides a structured set of recommendations for communicating the sustainability
239 of seafood products, tailored to specific consumer profiles and seafood categories.

240 **6.2 Communication strategies**

241 When planning a communication strategy, the first, and most important element is to decide *who*
242 the target group is. Different groups interpret and prioritize sustainability in different ways.
243 Communication should be adapted in both tone and content to suit the expectations, knowledge
244 levels, and motivations of each audience segment.

245 Channels for reaching seafood consumers can vary depending on the target group, but examples of
246 possible useful channels include media articles – mass media or specific media, social media,
247 brochures, TV ads, campaigns, posters, events, stands, cooking events with chefs, books, recipes,
248 websites and more as well as information provided directly alongside the product by the seller or on
249 the label.

250 Social media represents an important communication channel across multiple age groups,
251 particularly among younger consumers. For a small business, trying to increase their sale of seafood,
252 social media offers a free, accessible and potentially very engaging channel to promote their seafood.
253 Understanding how the target group interacts, engages and consumes content on each platform is
254 also an important consideration.

255 At the very core of every campaign or communication activity lies the message. The message should
256 focus on the take-home message for the audience in question. The take-home message should take
257 into consideration both the target audience and the chosen channels for the campaign. While
258 “lowering your carbon footprint through eating more sustainable food” makes up for a valid
259 argument for the environmental and ethical consumer, it might not resonate with the price-sensitive
260 consumer.

261 When creating the message of the campaign, you should remember the principle of communication.
262 Messages should not only inform but engage and ideally motivate the target group to change their
263 consumption patterns. e.g. through comments, sharing of web-content, repeated site visits, etc. This
264 could mean aligning sustainability narratives with personal values — health, price, convenience, or
265 environmental impact — depending on the audience.

266 The key message should align with both target audience and chosen channel. Opportunities and
267 constraints in each communication channel needs to be considered in the design of the message.
268 Some platforms favour short, visual formats, while others allow and encourage more detailed
269 contextual information to be presented.

270 Effective campaign design requires consideration of who the target audience is, where they can
271 be reached, and what message and format are most appropriate to convey the intended
272 information.

273

274 Concrete examples of social media campaigns:

275

- 276 • For health-conscious consumers: Cooking and/or preparing a healthy meal short video / reel.
277 Focus on nutrition, vitamins, and minerals and how it benefits your health.
- 278 • For environmental and ethical consumers: From ocean/water to plate visualisations.
- 279 • For familiarity driven consumers: “How to” prepare seafood short reels / videos, traditional
280 dishes, and traditional dishes with a twist.

281

282 **6.3 Recommendation for what information to include to efficiently communicate**
283 **with consumers**

284 Table 1 contains recommended information to highlight regardless of seafood types as outlined
285 in Section 5.4 “Seafood types”. The intention of having the recommendation of information to
286 highlight in a table is to make the combination of chosen consumer types and seafood types
287 visible. In Annex A there are two examples indicating how the table can be used.

288 With respect to the information elements highlighted in the table and used when communicating,
289 it is of course important that these elements give a truthful depiction of the actual situation and
290 that means of verification exist.

291

Table 1 Recommendations for what information to include to efficiently communicate with consumers about seafood

292

Initial recommendations for what information to include to efficiently communicate with consumers about seafood by information that can apply to different consumer types and different seafood types in general (in dark blue cells), and what could be effective to highlight for level 1 seafood types (fisheries and aquaculture), level 2 seafood types (in need of preparation and ready for meal) for three specified consumer types (health-conscious, environmental and ethical, and familiarity driven) respectively.

293

294

Consumer type → Seafood type ↓		Applies to most consumer types	Health-conscious	Environmental and Ethical	Familiarity driven
Applies to most seafood types		+Species +Nutrition declaration +Certification status +CO ₂ eq/kg + Production method, i.e. whether the origin is from aquaculture or fisheries +Provenance	+Nutritional claims (e.g. Omega 3, high-quality protein, micronutrients, low sodium) +Health claims (e.g. cardiovascular health, immune function) +Recommended acceptable daily intake (ADI)	+Climate change adaptation +Animal welfare measures +Fair trade practices	+Link with region / location +Link to local history, tradition, or culture
L e v e l 1	Fishery	+Harvest method / gear type +Catch area		+Stock status +Country of origin, flag state +Participation in Fishery Improvement Projects +Habitat impact +Bait use	+Stock status +Country of origin, flag state
	Aquaculture	+Feed type +Non-fed	+Production system +Feed +Medication (antibiotics)	+Production system (interaction with environment) +Management compliance (areal, quantity limitations, work conditions)	+Social licence to operate (esp. visual impact)

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	Consumer type → Seafood type ↓	Applies to most consumer types	Health-conscious	Environmental and Ethical	Familiarity driven
L e v e l 2	“In need of preparation”	+Seafood preparation instruction videos +Preparation method (simple and quick)	+Healthy recipes	+Sustainable recipes	+Recipes with new species +Traditional recipes
	“Ready for meal”		+Seafood percentage +Nutritional claims (added ingredients) +Suggestions for healthy side dishes +Allergens	+Suggestions for sustainable side dishes +Information on packaging sustainability	+Suggestions for other species that taste similarly

296

297

298 **6.4 Artificial Intelligence / Large Language Models**

299 If choosing to use an AI tool, it is important to consider known weaknesses, such as the possibility that
300 text or sustainability claims may be fabricated or contain factual inaccuracies. Incorrect facts or
301 misleading claims in seafood marketing may be subject to legislation and might be illegal. Therefore,
302 having updated knowledge and a reliable knowledge base is crucial. The European Commission provides
303 an online resource that compiles knowledge across five key areas: Organisation of the Sector, Marketing
304 Standards, Consumer Information, Competition Rules, and Market Intelligence [2]. It is also important to
305 take in to account the EU general data protection regulation (GDPR).

306 AI tools can support marketing efforts in a cost-effective way, by helping with campaign planning, suggesting
307 target segments, generating promotional materials, images, websites, and social media content in multiple
308 languages. It also supports translations, budget estimations, and much more.

309 Note that generative AI can produce inaccurate or misleading content; outputs must be carefully reviewed,
310 verified, and corrected before use.

Annex A
(informative)
Examples of how to use Table 1

311
312
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314

This section contains two examples on how the recommendations table (Table 1) can be used by seafood companies.

A.1 Example 1: Cod fillet products from fishery for health-conscious consumers

We want to communicate and promote consumption of cod fillet products. In this example, the target audience is people with a low seafood consumption who are interested in consuming healthy protein rich food from the sea. We therefore focus on the health-conscious consumer type. Having cod fillets from fisheries, we then take the dark blue recommendations as a starting point and provide information about the species, nutrition declaration, certifications, catch location and CO₂ emissions. We also provide information about nutritional claims, health claims and recommended acceptable daily intake. The product type needs preparation, so we also provide healthy recipes. The media types that fit this type of promotion could be visual representation of nutrition facts, health claims, low on fat – fact sheets and more, ideal for social media (SoMe), product pages, and web site posters from the producer.

When crafting campaigns for cod fillet products for the health-conscious consumer type, your channel and message should be adapted to the target group; the health-conscious consumer type. Successful campaigns by the Norwegian Seafood Council have shown influencers demonstrating how to cook and prepare fish fillet in short, entertaining social media videos. As the health-conscious consumer is particularly interested in nutritional value, the benefits of the nutrients of the cod can be added during the cooking of the cod.

In all communication campaigns, it is important to address the target group either directly or indirectly. When creating social media videos this can be done through referring to issues or problems that the target group can relate to. For the health-conscious consumer, a concern could be to include sufficient protein in their diet and increase their uptake of Omega-3 which can reduce inflammation. Adding information like this, presented as a problem or concern that the target group can relate to will increase their engagement in your campaign. One way to do this is to ask questions like “do you struggle with getting enough lean protein in your diet”.

A.2 Example 2: Seabass from aquaculture for familiarity-driven consumers

In the case of promoting farmed seabass to consumers, we can focus on the familiarity driven consumer type, that would mostly consume cod or salmon, depending on their location. We then start from the dark blue recommendations and provide information about the species, nutrition declaration, fed/non-fed, certifications (if present) and CO₂ emissions if a LCA has been conducted. Additionally, we provide information about the link of the product with the region it comes from and how this could influence the local economy, tradition and potential history-based storytelling about the area it comes from, preferably linked to local or regional culture (e.g. fishing tradition).

Since it is farmed fish, information on connection and contribution to local community could be particularly beneficial, and recipes that promote the taste of this new species, close to some traditional ones, would be positive elements to consider. Social media is a channel well suited to introduce new species, evoke curiosity and explain in an educational and entertaining manner how to prepare these species. Short and catchy films could be an entertaining format for inspiring these consumers, suited to combine both the familiar (known recipes) with unfamiliar species. Short films are also a format that works well to present delicious and tasty dishes. Several social media platforms' algorithms will help promote your content, if the format, the tags and your engagement hit the target group, showing tasty food films to hungry consumers.

355 **Annex B**
356 **(informative)**
357 **Examples of how to use Large Language Models (LLMs)**
358

359 This section contains an example of how Large Language Models can be used as an assisting tool in
360 targeted seafood campaigns. Users of LLMs must remember to fact-check any proposals and make sure
361 that the recommendations do not clash with regulations.

362 The example concerns shrimp and “räkfrossa” in the Swedish market.

363 **B.1 Example 3: Shrimp and “räkfrossa” in the Swedish market**

364 The use of ChatGPT 4.0 app from OpenAI was tested as a tool to plan and execute a marketing campaign for
365 a seafood product as a case. The purpose was to assess the quality and documentation of the AI-generated
366 output. The overall framework was as follows:

- 367
- 368 • create a marketing campaign for shrimp in the Swedish market;
 - 369 • producer is a small company with 15 employees and an administrative staff of 3, including one person
370 responsible for marketing;
 - 371 • the budget is €5000, and costs should be distributed across the recommended activities;
 - 372 • the tool should propose market segments and campaign activities;
 - 373 • the message must be health-oriented, legally compliant, and based on environmentally friendly and
374 certified stock.

374 **Marketing Campaign Plan: Shrimp & 'Räkfrossa' in the Swedish Market**

375 **Prompt**

376 “I need to create a targeted marketing campaign for shrimp in the Swedish market related to the tradition
377 “Räkfrossa”. Please provide a complete campaign plan that includes audience segmentation, recommended
378 activities, messaging, and budget distribution.

379 The following information was included:

380 **Producer Profile:**

- 381 • a small seafood company with 15 employees;
- 382 • administration team of 3 people, including one marketing responsible;
- 383 • preference for low administrative workload.

384 **Budget:**

- 385 • total marketing budget: €5000;
- 386 • distribute costs across the proposed activities with clear breakdown.

387 **Campaign Objective and Message:**

- 388 • promote fresh shrimp that are:
 - 389 • environmentally friendly caught;
 - 390 • from a certified stock;
 - 391 • known for health benefits (e.g. high in protein, low in fat);
 - 392 • in line with food safety regulations.
- 393 • the message must be truthful, engaging, and trust-building.

394

395 **What I need from you:**

- 396 • Suggested consumer segments to target in Sweden

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- 397 • Recommended marketing activities and channels (e.g. social media, local ads, retailer partnerships)
- 398 • A core campaign message and optional slogan
- 399 • Budget breakdown by activity
- 400 • Use of free or low-cost European tools where appropriate

401 **Producer Profile**

- 402 • A small seafood company with 15 employees.
- 403 • Administration team of 3 people, including one marketing responsible.
- 404 • Preference for low administrative workload.

405 **Budget Overview**

- 406 • Total marketing budget: €5000.
- 407 • Costs are distributed across the proposed activities with a clear breakdown”.

408 **Result given by Chat GPT - Campaign Objective and Message**

409 This campaign aims to promote fresh shrimp aligned with the Swedish summer tradition of 'Räkfrossa'. The
410 shrimp are:

- 411 • Environmentally friendly caught
- 412 • From a certified stock
- 413 • Known for health benefits (e.g. high in protein, low in fat)
- 414 • In line with food safety regulations

415 The message must be truthful, engaging, and trust-building.

416 **Target Consumer Segments**

- 417 • Summer Vacationers & Cottage Owners (Ages 30–65):
 - 418 • Looking for seasonal, social food experiences in coastal areas
- 419 • Restaurants & Caterers:
 - 420 • Require fresh, high-quality, certified shrimp for seafood events
- 421 • Young Food Enthusiasts (Ages 25–40):
 - 422 • Trend-aware and interested in sustainability
 - 423 • Highly active on social media

424 **Recommended Marketing Activities & Channels**

425 Social Media Campaign: 'Räkfrossa inspiration' via Instagram and Facebook (recipes, feast images, UGC (User
426 Generated Content, like Photos, Video, Text and more) contest)

- 427 • Meta Ads: Location-based ads promoting shrimp freshness and eco-certification.
- 428 • Shrimp Feast Packs: Bundle deals with shrimp and Räkfrossa-themed items.
- 429 • Restaurant Collaboration: Posters, branded menus for seafood events.
- 430 • Email Campaign: Tips, recipes, shrimp sustainability info (Brevo or MailerLite).
- 431 • Instagram Contest: Share your shrimp feast – Win a shrimp pack

432 **Core Campaign Message & Slogan**

433 Core Message:

434 “Nothing says Swedish summer like a shrimp feast. Enjoy fresh, certified shrimp – good for your health, good
435 for the sea.”

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436 Slogan Options:

- 437 • Taste the Summer – The Shrimp Feast Starts Here.
- 438 • Shrimp That Do Good – For You and the Sea.
- 439 • Fresh. Real. Certified.

440 **Budget Breakdown (€5000)**

- 441 • Meta Ads: €1200 – Targeted for 3 weeks in coastal towns.
- 442 • Social Content & Contest: €600 – Design + prize (shrimp pack).
- 443 • Restaurant Materials (Flyers/Posters): €400 – Distributed to 10 partners.
- 444 • Email Campaign: €250 – Brevo or MailerLite setup + content creation.
- 445 • Influencer Collaboration: €900 – 1-2 micro-influencers (Instagram).
- 446 • Design & Content Production: €550 – Canva Pro, freelance support.
- 447 • Contingency/Boosting: €1100 – Flexible budget for performance-based spend.

448 **Suggested Free/Low-Cost European Tools**

- 449 • Canva (EU-based data storage available): Visual design.
- 450 • Brevo (EU-based, formerly Sendinblue): Email campaigns.
- 451 • MailerLite (EU/GDPR compliant): Email marketing and automation.
- 452 • Meta Ads Manager: Facebook/Instagram ad targeting.
- 453 • Freepik / Pexels (EU-supported): Royalty-free imagery.
- 454 • Typeform (Spain-based): Forms for contests or product sign-ups.

455 **Summary**

456 This campaign connects the traditional Swedish Råkfrossa with sustainably caught, health-forward shrimp.
457 It empowers a small seafood producer to reach consumers through culturally relevant, digital-first strategies
458 using cost-efficient tools, with seasonal storytelling and targeted advertising at its core.

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ANNEX C
(informative)
Consumer types

The communication of sustainability in seafood consumption is a multifaceted issue that varies significantly across different consumer segments, product types, and geographical areas in Europe. Understanding these variations is crucial for developing effective strategies to promote sustainable seafood consumption and thus designing communication material. Successful campaigns will take these variations into consideration by designing communication that targets consumer segments, taking cultural differences into account.

To effectively market seafood to consumers in Europe, it is essential to tailor the messaging based on geographical areas, cultural contexts, and whether consumers live inland or by the coast.

Defining food categories and their organisation can become a long and complicated endeavour. One way of organising food categories is for what they offer to the consumer in terms of day-to-day solutions. The "Jobs to be Done" (JTBD) framework [3] analyses consumer behaviour in supermarkets by positing that consumers "hire" products to fulfil specific tasks or solve problems in their daily lives. This framework highlights that consumers engage in sub-goals or "job steps" when shopping, such as selecting ingredients for a warm dinner based on cooking skills, dietary preferences, and time constraints. Bettencourt et al. emphasize defining the job independently of the means to avoid myopia in assisting consumers. Diderich [4] discusses value creation in demand-driven markets, stressing the importance of understanding customer segments and their specific jobs. Price sensitivity influences consumer choices, with research showing that pricing strategies can stimulate healthier food choices [5] [6] [7]. Note that the effects of price promotions vary across product categories, influenced by relationships between items. Aligning product offerings with consumer jobs enhances satisfaction, optimizes pricing strategies, and creates effective promotional campaigns.

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