



**Rhode Island Seafood Marketing
Collaborative & Advisory Council
November 14, 2014
Meeting Minutes**

In attendance:

Collaborative:

Janet Coit, DEM Director
Ken Ayars, DEM Chief of Agriculture
Bob Ballou, DEM Assistant to the Director
Laurie Pivarnik, URI Cels
Dave Beutel, CRMC Aquaculture Coordinator

Advisory Council:

Perry Raso, Matunuk Oyster Farm
Mike McGiveney, RISA
John DelGado, Dave's Market Place
Ann Cook, The Local Catch

Others:

Larry Mouradjian, DEM Associate Director for Natural Resources
Rayna Maguire, DEM Assistant to the Director
Dan Costa, DEM Port Manager
Azure Cygler, RI Sea Grant
David Monti, RDW Group
Sarah Johnson, RDW Group
Colleen Libby, RDW Group
Katrina White, Katrina White Tours, Consulting, Events
Mike Ryan, DEM Division of Agriculture
Steve Katz, Commerce RI
Andrea McHugh, Discover Newport
Michael Roderick, Town Dock Director of Purchasing
Jesse Rye, Farm Fresh RI
Lucie Searle, Farm Fresh RI

Introductions & Updates

The meeting started at 2:00 p.m. with the participants introducing themselves.

Director Coit turned the meeting over to Dave Monti for start RDW's presentation.

RDW Campaign Presentation

Monti described how we got to this point? RDW conducted focus group meeting during this past summer to examine comprehension of and reactions to five advertising campaigns intended to generate awareness of the RI Seafood brand. The study gauged the creative *work* on four dimensions: attention-value, comprehension, relevance and likeliness to respond. Unlike more rigid quantitative surveys, in-depth qualitative research with a sufficient number of qualified participants gives us invaluable advice in determining what messages will be effective in real-life exposure. The interactive, free-flowing nature of qualitative research helps us detect problems as well as the critical subtleties and nuances that can make a significant difference in the effectiveness of messages.

Results:

- Participants easily understood the purpose of the RI Seafood brand and what it stood for.
- Some wanted to know if it guaranteed freshness, did it mean the seafood was not frozen. This may lead to future targeted messaging.
- No one commented on the appropriateness or inappropriateness of the brand logo itself.
- In general consumers liked simple, easy to understand ads that were straightforward.
- In general consumers liked fishermen... they felt they were real people, hardworking and deserving of support.
- Each of the campaigns resonated with consumers, 6.6 was lowest score.
- Most felt the copy should be kept simple.
- Most felt we should incorporate real people and stories into the final direction.
- Large images or photos were preferred to multiple images

The "Big image" campaign was the clear first choice and with two modifications:

- Work in real people and places when possible such as fishermen, restaurants and fish markets names/people with links
- Enhance the brand seal a bit and explain it a bit more in body copy so they know what it is, many did not understand what the seal meant

The "If you want this campaign" was a strong second choice that most could live with including industry leaders. Enhancements to explore include:

- Need to explain payoff line a bit more as some did not understand it i.e. “You Want This’ label”
- RI seafood depicted (no sushi/fresh water fish, depict common quahogs). RDW will send the participants specifications for photos and ask for a photos to be sent to them.
- Add RI fisheries factoids to body copy if/when appropriate i.e. 85% of RI fish shipped out of State
- Work people/places into advertisements, such as fishermen, restaurants, retailers, etc.

The RDW group then went through the proposed campaign advertisements.

Director Coit indicated that this meeting should provide RDW

Feedback
Elements of next phase, i.e. web site, post cards
Flushing out the major campaign.

The presentation was open to participants for comment.

Comments were taken and under consideration.