

7.–8. nóvember í Hörpu

**Stjórnun  
fiskveiða**

– svo miklu meira en kvóti

# Verðmætaaukning með markaðsaðferðum

Valgeir Magnússon, framkvæmdastjóri SDG/TBWA í Noregi og Scandinavian Design Group



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK  
REYKJAVÍK UNIVERSITY

ICELANDAIR  
CARGO

ISI ICELAND  
SEAFOOD



marel

Pipar \ TBWA



SJÁVARÚTVEGS  
RÁÐSTEFNAN  
2024

Canadian  
Seafood  
Treasures



Valgeir Magnússon

[linkedin.com/in/valgeirm](https://www.linkedin.com/in/valgeirm)

# The great *treasures* from Atlantic Canada

# Brand Strategy

Strategy

# From the Diverse Banks of Atlantic Canada

Many different banks  
unspoiled nature  
purity of wilderness

Strategy

The ocean we owe our catch to,  
our geographical location where  
the qualities of the water affects  
the quality of life and fish

## From the Diverse Banks of Atlantic Canada

The rich ecosystem that  
sustains our fishing grounds  
where the cold and warm  
water meet

Our proud country of origin  
where the people, fishermen,  
and culture make up our home

Strategy

From the Diverse Banks of Atlantic Canada

Brand name

A brand name should be relevant, short, descriptive,  
and - in an ideal world - should tell a story

Strategy

From the Diverse Banks of Atlantic Canada

Brand name

Canadian Seafood Treasures

Strategy

From the Diverse Banks of Atlantic Canada

Brand name

**Canadian Seafood Treasures**

Origin / Quality

Category / Service

Value / Storytelling



Strategy

From the Diverse Banks of Atlantic Canada

Brand name

Canadian Seafood Treasures

Communication concept

Where the quality of water effects quality of life

Strategy

From the Diverse Banks of Atlantic Canada

Brand name

Canadian Seafood Treasures

Communication concept

Where the quality of water effects quality of life

Products

Treasures

Strategy

From the Diverse Banks of Atlantic Canada

Brand name

Canadian Seafood Treasures

Communication concept

Where the quality of water effects quality of life

Products

Treasures

Kish  
Redfish

Yellowtail  
Flounder

Silver  
Hake

Atlantic  
Cod

Atlantic  
Halibut

Haddock

+++

Strategy

# From the Diverse Banks of Atlantic Canada

Brand name

## Canadian Seafood Treasures

Communication concept

### Where the quality of water effects quality of life

Products

## Treasures

Kish  
Redfish

Yellowtail  
Flounder

Silver  
Hake

Atlantic  
Cod

Atlantic  
Halibut

Haddock

+++

Producers

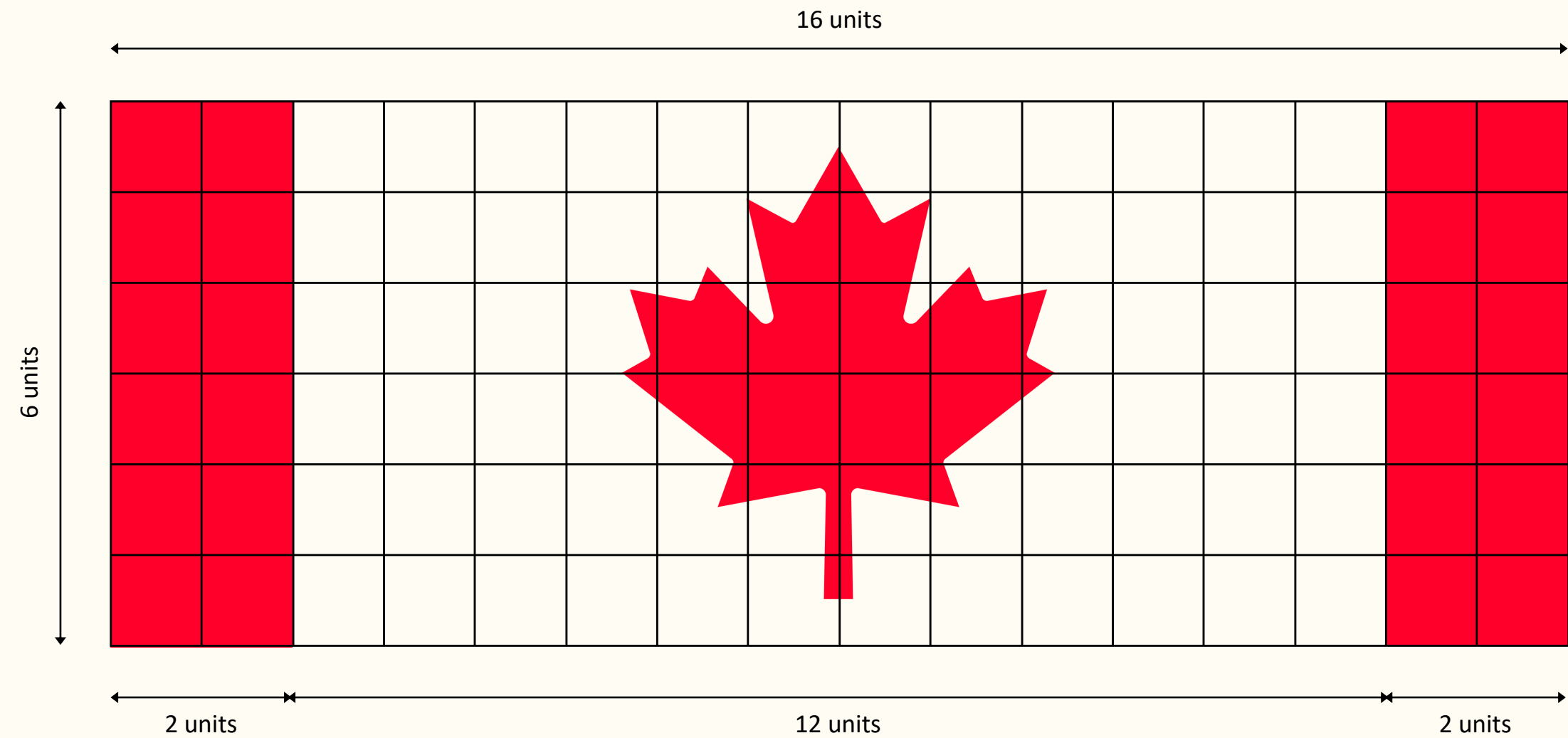


JAMES L. MOOD FISHERIES LTD.

+++

Toolbox







Where the quality of *water*  
affects the quality of *life*





**Canadian  
Seafood  
Treasures**

Brand film



Brand in use

Canadian Seafood Treasures was created by harvesters who believe in a truly sustainable, stable and prosperous groundfish industry for Canada;

One that puts value in the diversity of life found in the Grand Banks of Atlantic Canada, where the cold Labrador current

Canadian  
Seafood  
Treasures



*Treasures  
beyond  
imagination*

Seafood  
Expo

Barcelona  
2024

Canadian  
Seafood  
Treasures



*Where  
the quality  
of water*

Seafood  
Expo

Barcelona  
2024

Canadian  
Seafood  
Treasures



*Affects  
the quality  
of life*

Seafood  
Expo

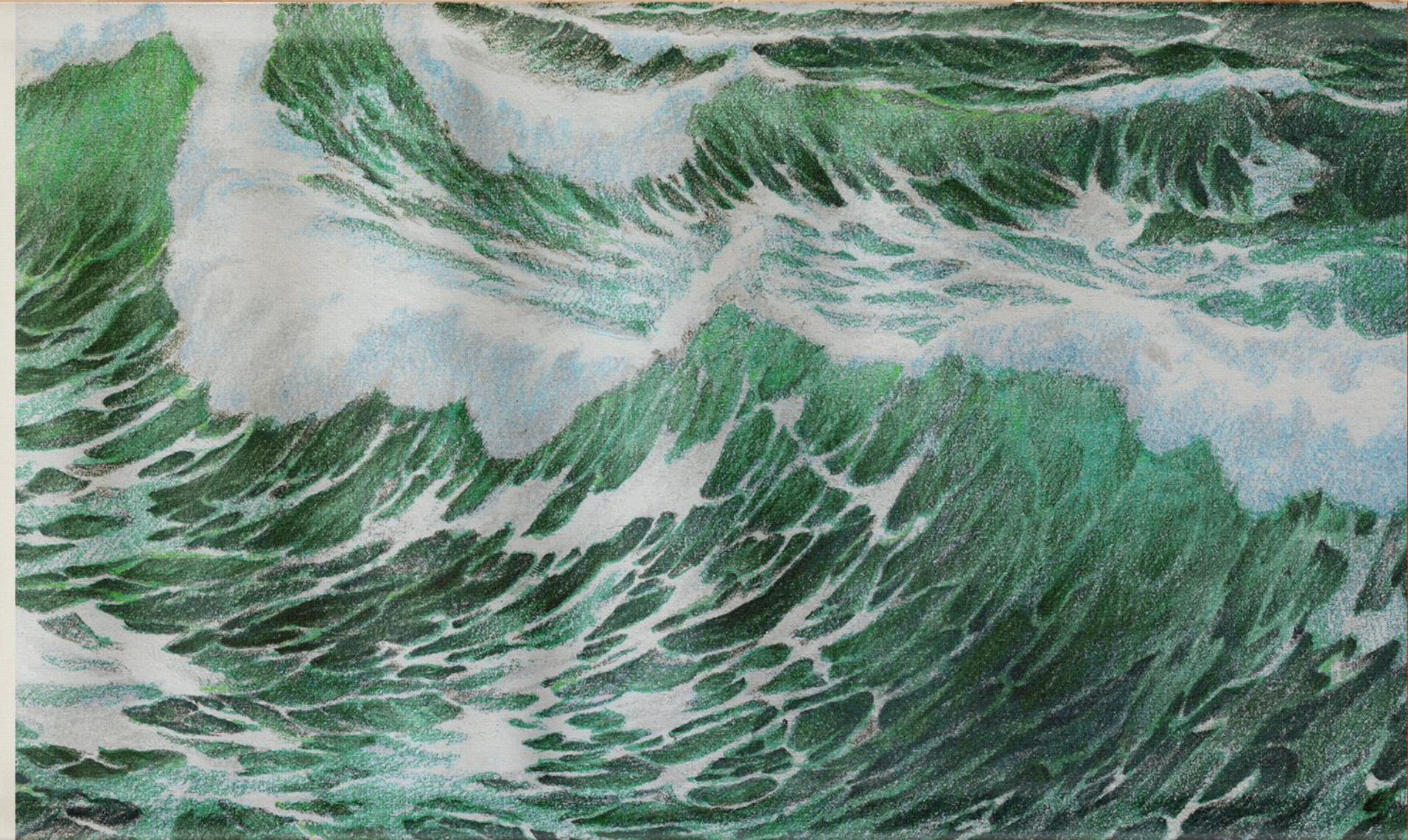
Barcelona  
2024

Canadian  
Seafood  
Treasures

*Treasures from  
the Atlantic  
Ocean*

Seafood Expo

Barcelona 2024



Canadian  
Seafood  
Treasures

Delicate, tender  
and sweet *tasting*  
Silver Hake



Barcelona 2024

Seafood Expo





Canadian  
Seafood  
Treasures

Treasures beyond  
imagination

Haddock  
*Aeglefinus*



The haddock has the elongated, tapering body shape typical of members of the cod family. It has a relatively small mouth which does not extend to below the eye, with the lower profile of the face being straight.

Kish Redfish  
*Sebastes marinus*



Redfish, also known as Ocean Perch, are found in deep basins and along the edge of the continental shelf off the Atlantic coast. Redfish is harvested year-round and is quickly processed and frozen to preserve freshness.

Silver Hake  
*Merluccius bilinearis*



The silver hake is a long, thin species with a protruding lower jaw and two dorsal fins. This hake is named as such for its silvery coloring, while darker dorsally. They typically grow to be about 37 cm, and a maximum length of 76 cm.

Halibut  
*Hippoglossus*



The Atlantic halibut is the world's largest flatfish (6). The IGFA record was apparently broken off the waters of Norway in July 2013 by a 234-kilogram (515-pound), 2.62-metre (8-foot-7-inch) fish.

Cod  
*Gadus morhua*



The two most common species of cod are the Atlantic cod, which lives in the colder waters and deeper sea regions throughout the North Atlantic, and the Pacific cod, found in both eastern and western regions of the northern Pacific.

Yellowtail flounder  
*Limanda ferruginea*



Canadian  
Seafood  
Treasures

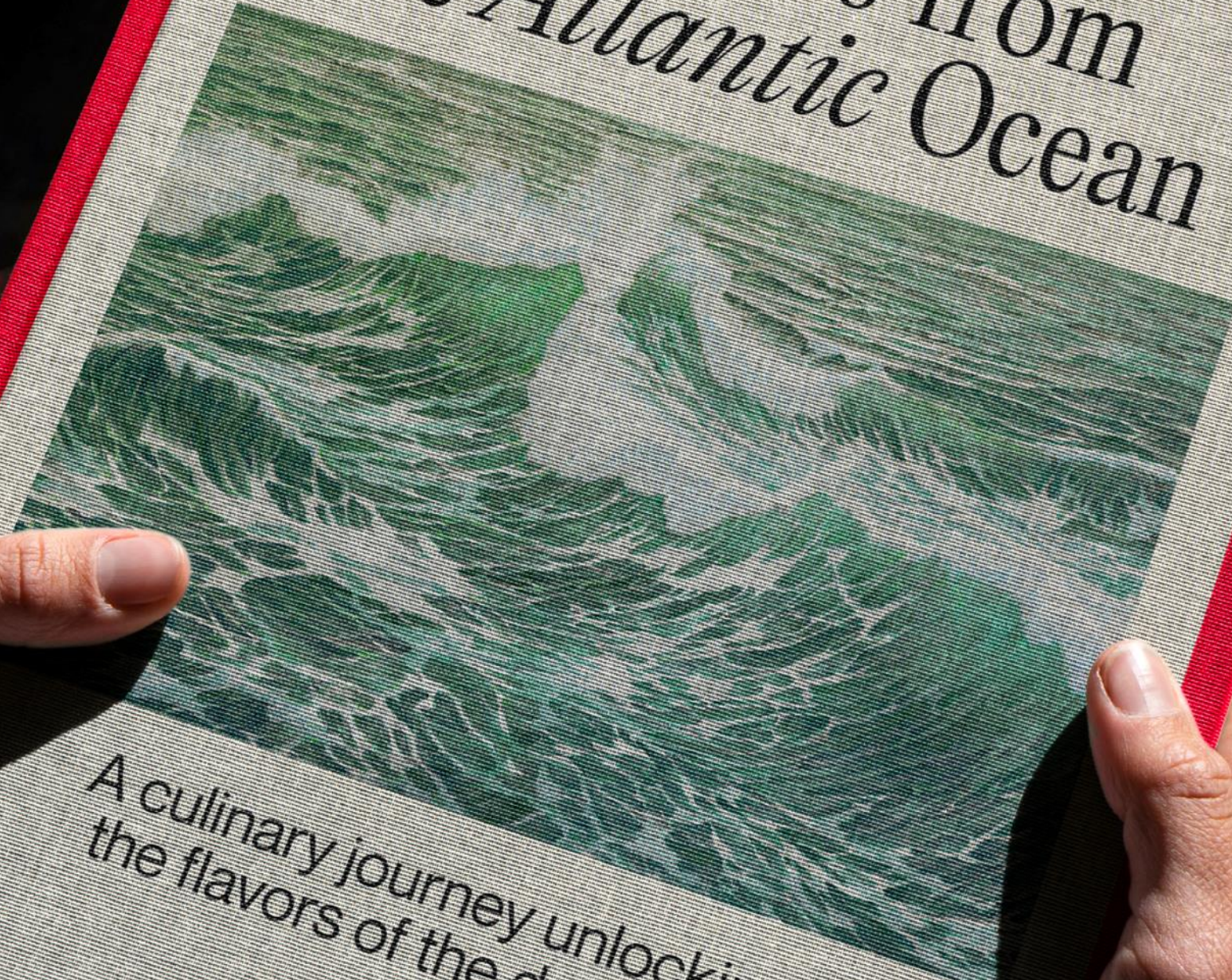






Canadian  
Seafood  
Treasures

*Treasures from  
the Atlantic Ocean*



A culinary journey unlocking  
the flavors of the deep blue

45°14'7.80" N - 50°59'12.71" W

DIFFICULTY  
Medium

PREP TIME  
15 min

COOK TIME  
1 hour

SERVINGS  
4 portions



# Linguine with Yellowtail Flounder, Cherry Tomatoes, and Fresh Chili

## Ingredients

- 320 g linguine pasta
- 4 yellowtail flounder fillets
- 20 cherry tomatoes
- 2 garlic cloves
- 1 glass white wine
- 1 red chili
- parsley
- extra virgin olive oil and salt

## Directions

### The filling

1. Wash and pat dry holy basil leaves.
2. Peel and thinly slice the ripe mango.
3. Julienne the carrots into thin strips. Save 10 strips for the sauce.
4. Thinly slice the red chili.
5. Pick fresh cilantro leaves.
6. Rinse bean sprouts and set aside.
7. Slice the cucumber thinly.
8. Pour some of the vinegar sauce over the carrots, cucumber, mango, and beansprouts and let marinate for 15 minutes.
9. Heat oil in a frying pan and season the Small Redfish fillets with salt and pepper. Fry the fish until golden brown and crispy. Drain on paper towels and set aside.

### The rolls

1. Fill a shallow dish with warm water.
2. Dip a rice paper sheet into the water for a few seconds until it softens.
3. Place the softened rice paper on a clean surface.
4. Layer holy basil leaves on the rice paper.
5. Add slices of mango, julienned carrots, red chili, cilantro, bean sprouts, cucumber, and a piece of crispy fried Small Redfish.
6. Fold the sides of the rice paper over the filling.
7. Roll from the bottom, tucking the filling tightly.
8. Continue rolling until you have a neat and secure summer roll.
9. Sprinkle the rolls with sesame seeds.

Sorry,

Canadian  
Seafood  
Treasures





BRAND IN USE / Employees



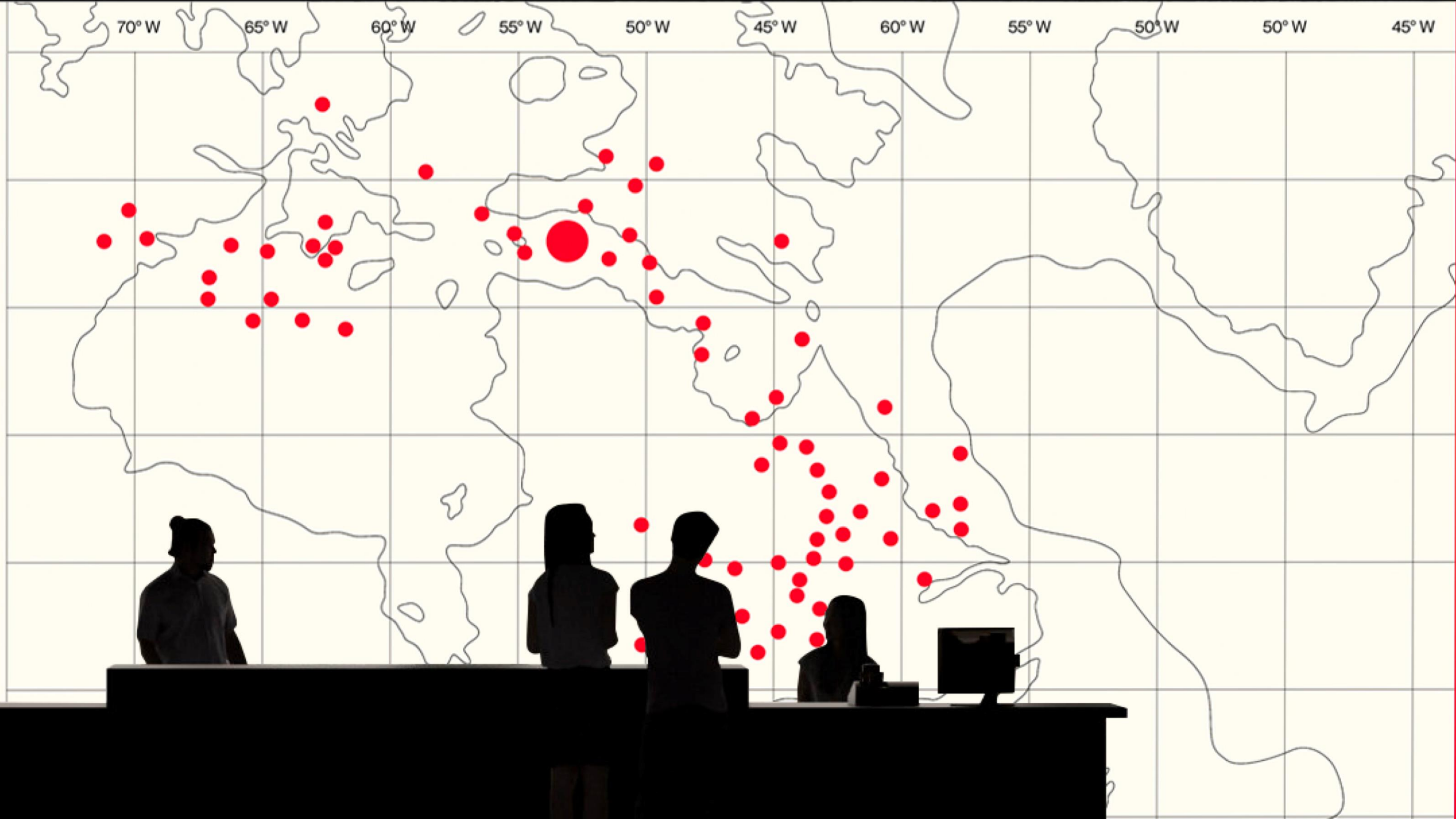


# Canadian Seafood Treasures

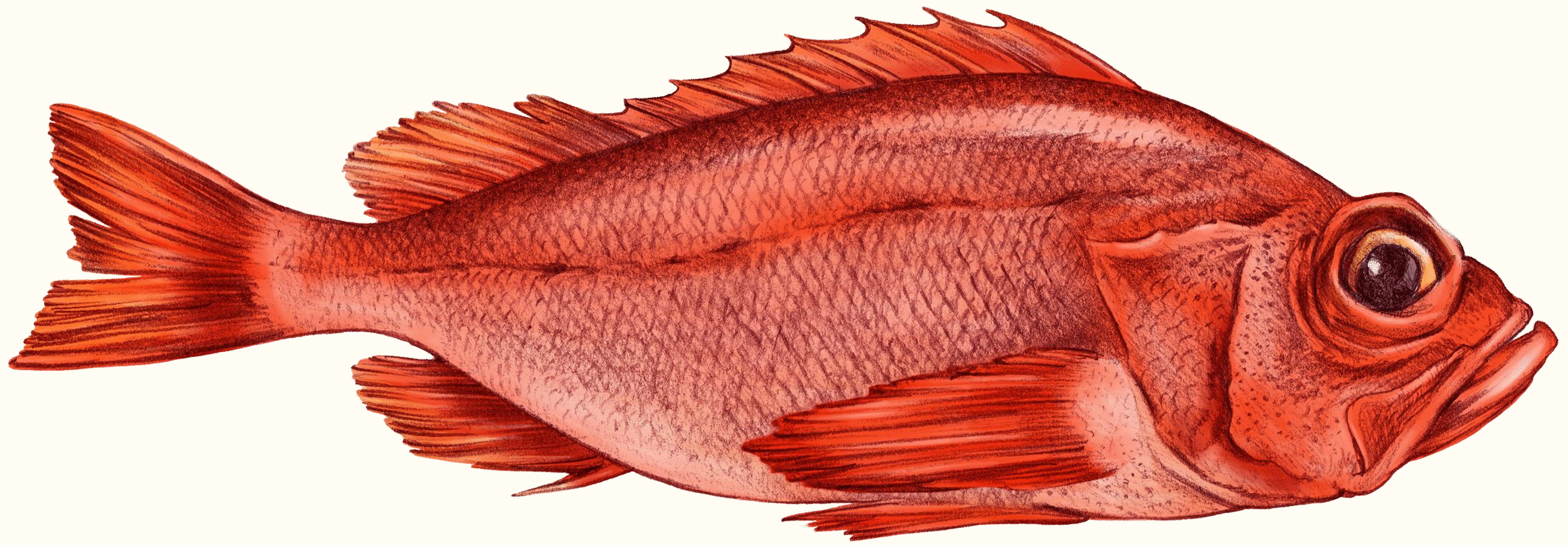


THE ATLANTIC BANKS OF CANADA  
45°14'7.80" N - 50°59'12.71" W

Our fishing vessels  
across Atlantic Canada









# Go from Small Redfish to a brand

Posibilities from the naming process. The name we used, KISH, comes from the Innu-aimun language, spoken by the Innu people in northeastern Quebec and Labrador. The fish is caught in the St. Lawrence Bay, where the Innu people live nearby.:

## Timu Redfish

- Timiu means «The water is deep» in Innu-aimun.

## Itapu Redfish

- Itapu means «... has his/her eyes wide open» in Innu-aimun. The name refers to the the big eyes on this small fish.

## Kish Redfish

- Kish means «Lucky!» in Innu-aimun.

## St. Lawrence Redfish

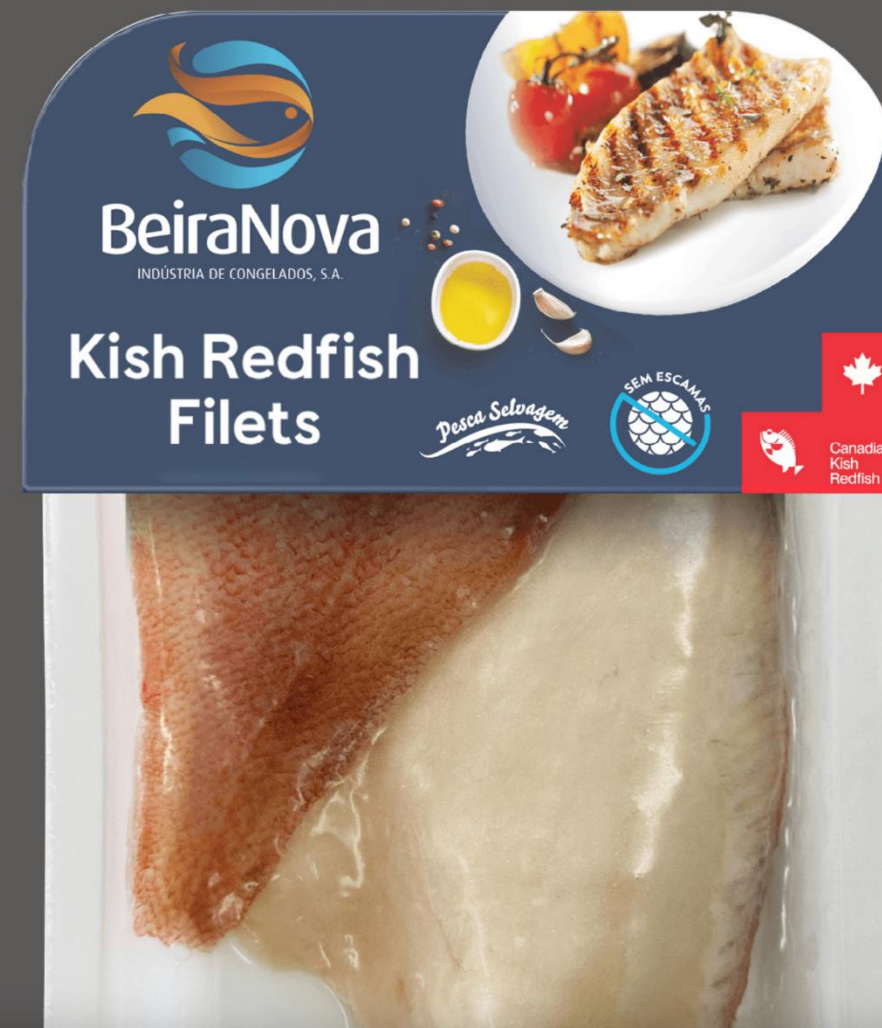
- St. Lawrence (fr. St. Laurent) is the patron saint of Canada, and has given name to the St. Lawrence Gulf as well as the big river flowing into it.
- The name links the species to the habitat where it lives, which is a distinct advantage. A region associated with clean waters and fresh air. Also, the name is not just "pulled out of the air".
- St. Lawrence is also the patron saint of cooks, chefs and restaurant owners. The chef's favourite little delicacy?





## The Corner:

Example:  
Third party packaging  
with monolingual Corner.



## The Diamond: 2<sup>nd</sup> use case (Unfolded)

Example:  
Producer-branded packaging  
with unfolded Diamond.

NOTE: TheDiamond is offset from the  
packaging's top right corner to avoid  
distortions caused by heat-sealed area .



# New-market strategy

How can we get into a new market without going there, without having fish there and without knowing who to talk to?

We let the fish do the talking!

We tried the strategy in China, South Korea and Nigeria using 3 different methods. Both were successful and tailored to each market. Instead of spending a lot of money and time traveling to these areas, organizing events, and hoping the target group would attend and buy fish, we reversed the approach. We advertised that we were looking for a distributor for a unique type of fish to sell in the country. Companies applied to become distributors, placing the seller in a completely new position.

Catch from Northwest Atlantic Deep Ocean  
As good as Wild Giant Yellow Croaker

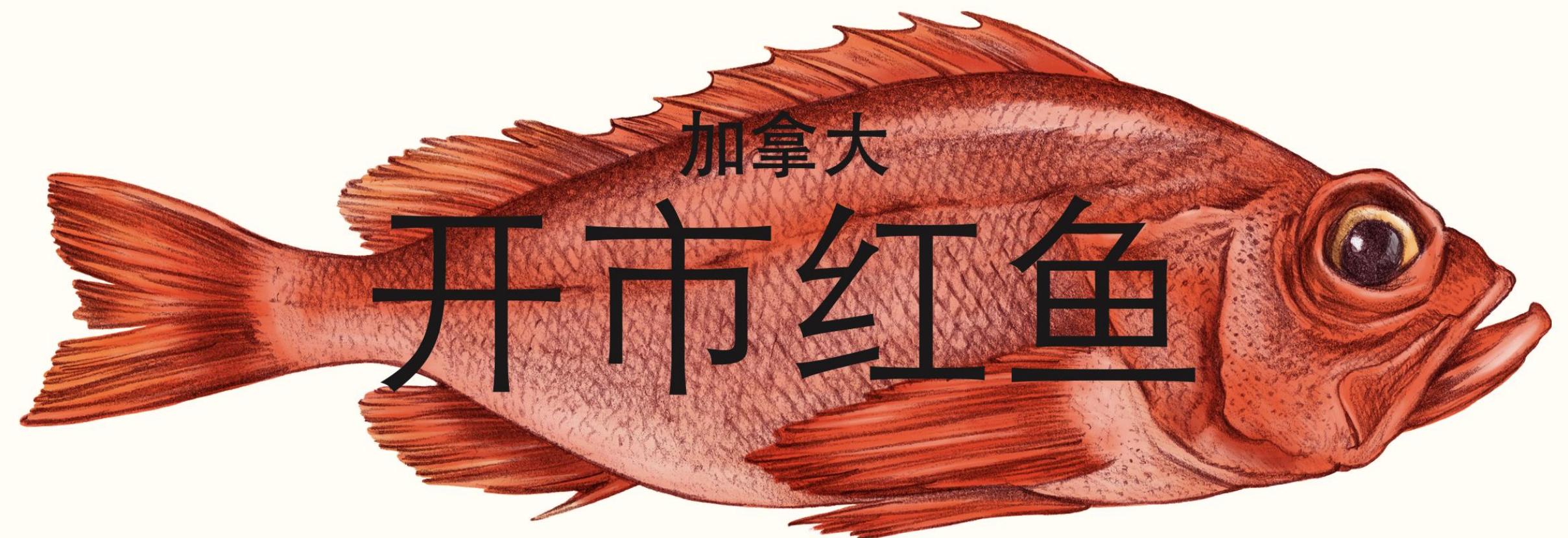


150-300g is more delicious  
For restaurants and families

漁民的選擇	溝莊市場三街68號
葉明勝	1588816838

怡潤食品	溝莊市場二樓D49號
胡紅星	1815851187

捕自西北大西洋深海



150-300克更鲜美  
适合餐馆和家庭

漁民的選擇	溝莊市場三街68號
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怡潤食品	溝莊市場二樓D49號
胡紅星	1815851187

Exposure on LED billboards and Bus Shelters, Exposure on **Bus Shelters**. Pictures taken on the March 4th, 2024, 10 placements



Canadian  
Kish  
Redfish



# Location of LED Billboard

Live period ; Mar. 1<sup>st</sup>, 2024 – Mar. 15<sup>th</sup>, 2024

Name	Canadian Kish Redfish
Type	LED Billboard
Location	Olympicdaero, 63, Yeouido-dong, Yeongdeungpo-gu, Seoul
QTY	1board, 2sides
Size	16.9 x 7.7
Period	2023.03.01. ~ 2024.03.15
Runningtime	06:00 ~ 00:00 (1일 18시간)
Exposurecount	187times/ day (15s/exposure)
date	2024.03.04

display



location





# Kish Redfish\_Digital AD report

SKT 4:49 76%

연합뉴스 +구독

**간호사, 심폐소생술·응급약물 투여 가능...의사 '진료 독점' 금 간다**

7일 보건복지부는 간호사가 합법적으로 의사 업무 일부를 대신할 수 있도록 한 '간호사 업무 관련 시범사업 보완 지침'을 공개했다.

복지부는 전공의 집단행동 8일째인 지난달 27일부터 이 사업을 실시했지만, 업무범위를 보다 구체화해달라는 현장 요청에 따라 보완 지침을 내놨다.

Candian Kish Redfish AD

저와 함께 성장할 파트너를 찾습니다



함께 성장할 파트너를 찾습니다. 바로가기

지침에 따르면 간호사들은 오는 8일부터 한시적으로 응급상황에서 심폐소생술이나 응급약물 투여를 할 수 있다.

간호사를 숙련도와 자격에 따라 '전문간호사-전담간호사-일반간호사'로 구분해 업무범위를 설정했는데, 전문간호사는 중환자 대상 기관 삽관, 뇌척수액 채취 등까지 할 수 있다.

전무가중사이 저담가중사이 경우 위임되 검사.약품의

SKT 5:29 66%

오픈채팅

검색 | 서초/강남 | 지금 뜨는 | 푸바오

**나만의 키링 없이는 너무 허전해**

- [성남/서울] "키링키링" 키링만들기/키링 재료 공구 #2030 #온오프 #키링 #휴대폰악세서리 #취미 #... 9명 참여중 · 30분 전
- 모루인형 키링 만들기 #남양주 #호평동 #마석 #금곡 #DIY #키링 #만들... 14명 참여중 · 1시간 전
- 키링키링즈 #키링즈\_부방이벤\_중 #키링즈 16명 참여중 · 30분 전

더보기 >

저와 함께 성장할 파트너를 찾습니다



함께 성장할 파트너를 찾습니다. 바로가기

나를 위한 오픈채팅 Lite

친구 | 20 | 채팅 | 오픈채팅 | 쇼핑 | 더보기

U+ 5:42 99%

FUN 언론사 뉴스 연예 쇼핑 스포츠 요즘영

홈트 시작한 와이프..gif | 라면과 콜라를 주문한 외국인.jpg

연금복권 당첨되도 호들갑 안떠는 이유.jpg

한국인이 번역했을 확률 99%


아는 누나한테 고백했는데 차였습니다..

회사 물건 30개 정도 횡령하고 싶다는 직장인

조정석이 형한테 안맞고 자란 이유.jpg

고급 비누 990원 선착순 AD

저와 함께 성장할 파트너를 찾습니다




함께 성장할 파트너를 찾습니다. 바로가기

투데이 KBO 규정-규칙 변화

당신을 위한 추천 키워드 >



# Google, Social media Meta and LinkedIn ads



I'm looking  
for a  
distributor

CANADIAN  
*Kish Redfish*



[www.kishredfish.com/nigeria](http://www.kishredfish.com/nigeria)

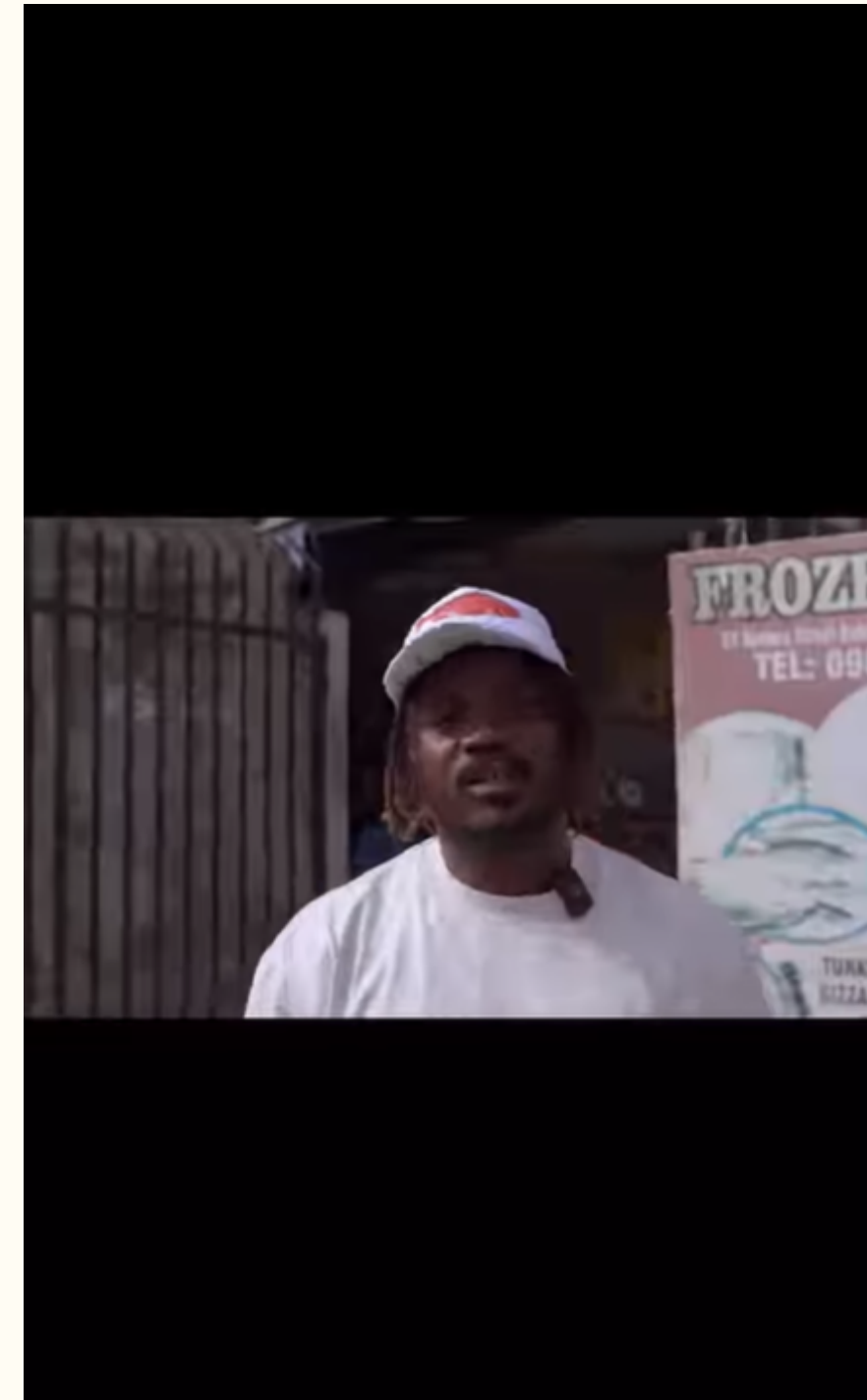
저와 함께 성장할  
파트너를 찾습니다



[www.kishredfish.com/korea](http://www.kishredfish.com/korea)



# Fola Stag



**folastag** • Follow  
Original audio

**folastag** Hey Guys,  
Been long you saw me 🙏  
But yeah this is a quick one,  
There is a new Fish coming to town and it is the Canadian Kish Redfish.  
It's a Fish with Skin colour: Orange-red to pink, Firm and buttery and High in protein and low in fat

And right now we need distributors Nationwide to help with the sales of the Fish, if you are interested all you have to do is follow this link  
<https://www.kishredfish.com/nigeria> to become one of the distributors.

#Kishredfish, #CanadianKishredfish, #Canadianfish  
1w

**seyi\_thevibe** Fola sha! 🤔🤔🤔 E ra eja, e se'be 🤔🤔  
1w 1 like Reply

— View replies (1)

267 likes  
7 days ago



**real\_blackie** 🚀🍷  
1w Reply

**olori\_mjoyekunle** Is it affordable?  
1w 1 like Reply

**tayearimoro** Man must eat! 🤔  
6d Reply

**mayomiwaofficial** 🤔🤔🤔🤔  
1w Reply

**only1diversity** Fish from Canada 🇨🇦  
1w 1 like Reply



# 저와 함께 성장할 파트너를 찾습니다



## Contact form for potential distributors

Do you have experience in food distribution and supply chain management and are interested in partnering with us? Please reach out!

For effective communication, use your official work email to contact us. Emails from Gmail, Yahoo, or Hotmail may not be accepted.


Name

Company

Phone Number

Email

Comment

I'm not a robot  [This is a preview](#)

Submit



# Results

Applications close to 1000 companys. Out of that 50 qualified companies to work with in South Korea and Nigeria with out travelling.

In China we connected the brand Kish to Yellow Croaker which made the fish valuable and there fore started as a high value fish from the beginning. Distributors were found and business is already in place.

**TBWA\Nordic**

THANK YOU



**VALGEIR MAGNÚSSON**

[linkedin.com/in/valgeirm](https://www.linkedin.com/in/valgeirm)