



6.–7. nóvember í Hörpu

Róum í sömu átt

Verðmætasköpun
og samkeppnishæfni
í íslenskum sjávarútvegi



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK
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SJÁVARÚTVEGS
RÁÐSTEFNAN
2025



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The Power of Place: Leveraging Provenance in a World of Sameness

Louise Sonne-Bergström
TBWA\Nordic



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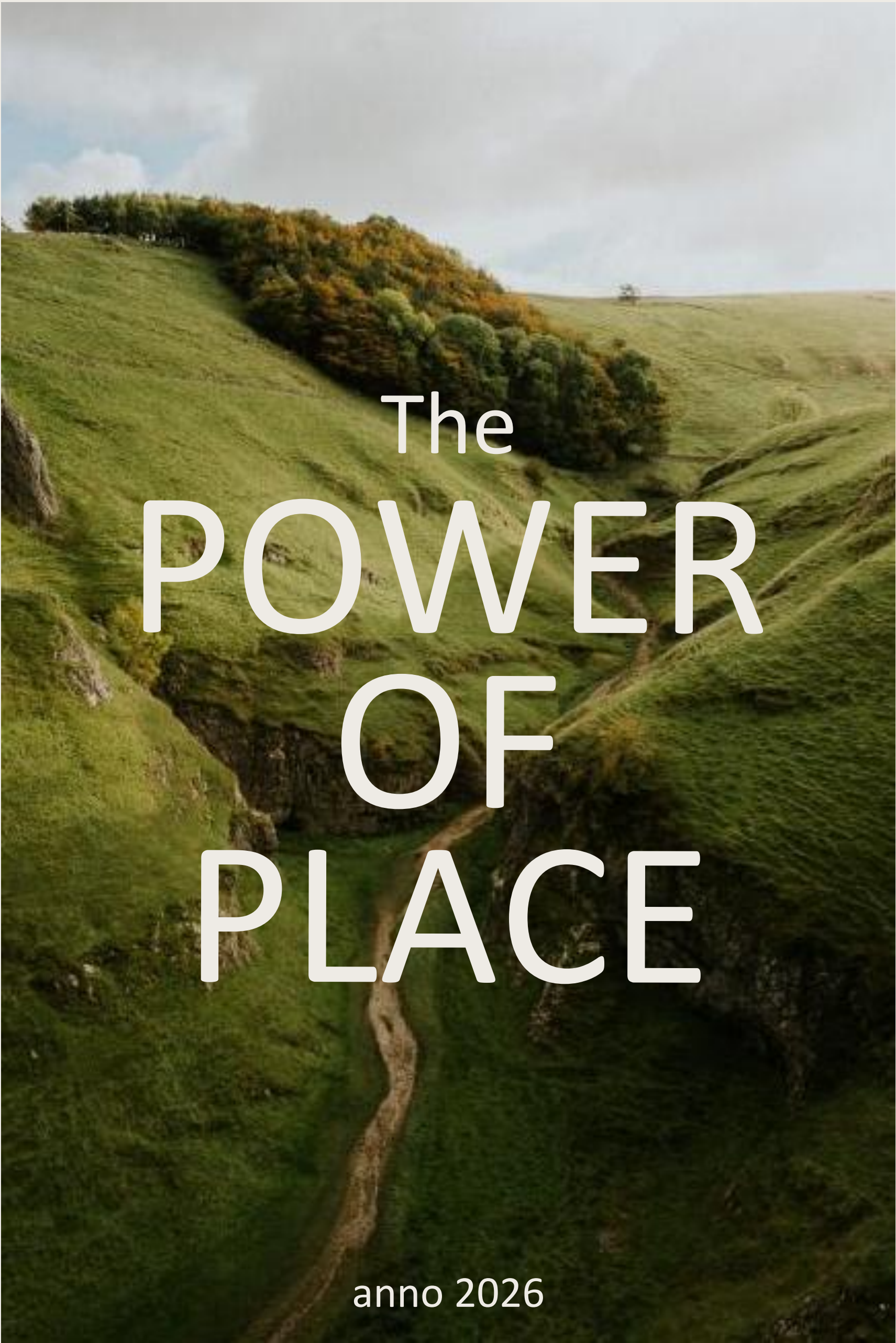
ITUB

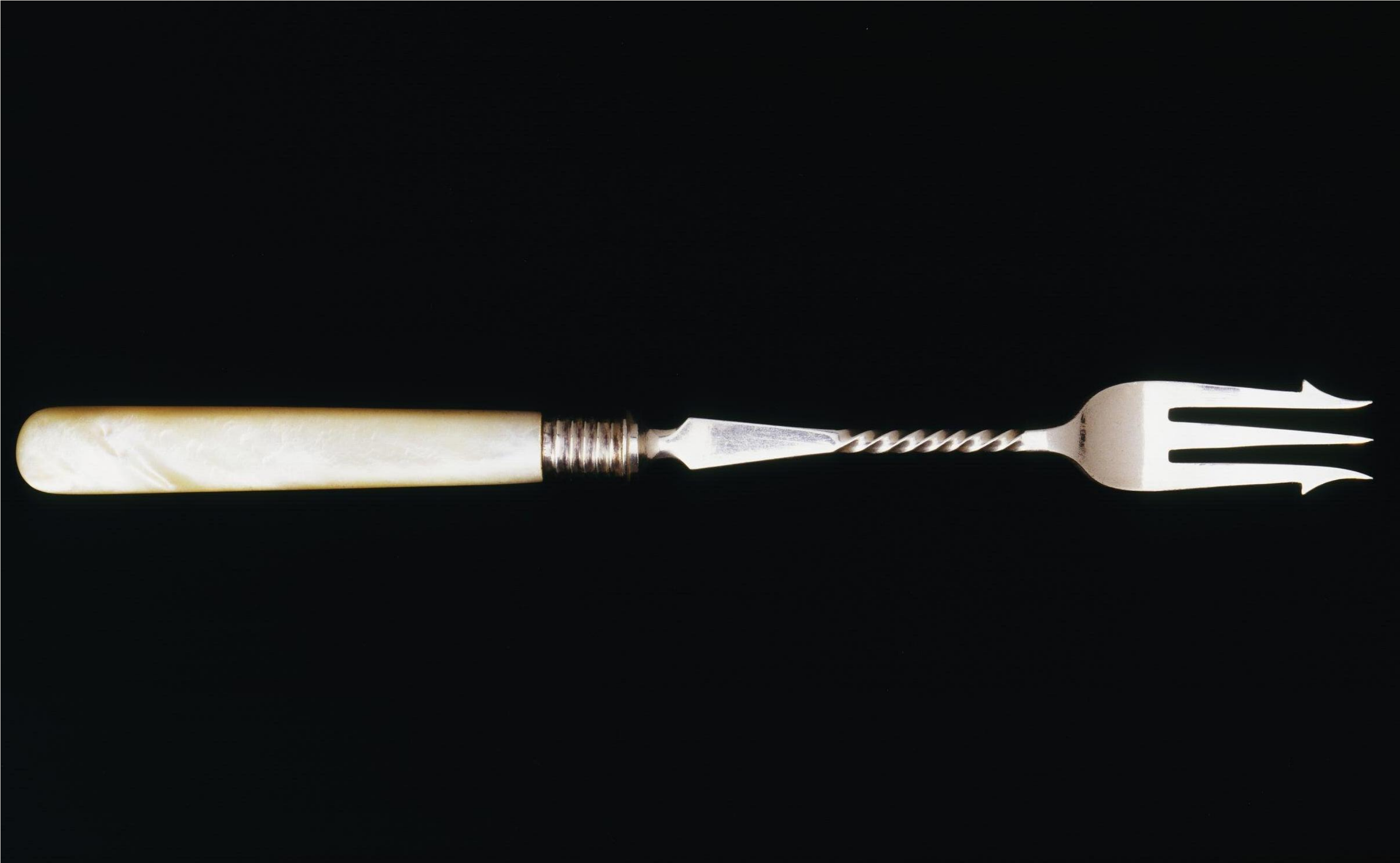
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“Made in”

“Now look at your Merchandise Marks Act! It didn’t do what was meant... You passed it to protect your industries, but in fact, it has protected ours, for ... it showed the traders of the world where the goods were really made”.



Butler's.

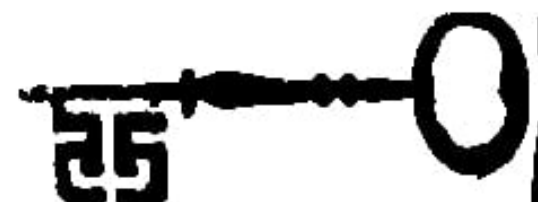
FAMOUS SHEFFIELD CUTLERY

**HAS STOOD THE TEST
FOR MANY GENERATIONS**

It is made throughout on their own premises, from finest grade of steel, regardless of cost, by skilled workmen.

Butler's "KEEN" and other Razor brands are **BEGUN AND FINISHED** at Trinity Works, **NOT SENT** to Germany for grinding.

"Sheffield made, Both haft and blade."

TRADE-MARKS		
		
Regd. A.D. 1681	1768	1861

Butler's "NON-STAIN" CUTLERY.

*Sole Makers of "CAVENDISH" brand (Regd.)
Table Knives, Carvers and Plate.*

Country of origin MARKETING

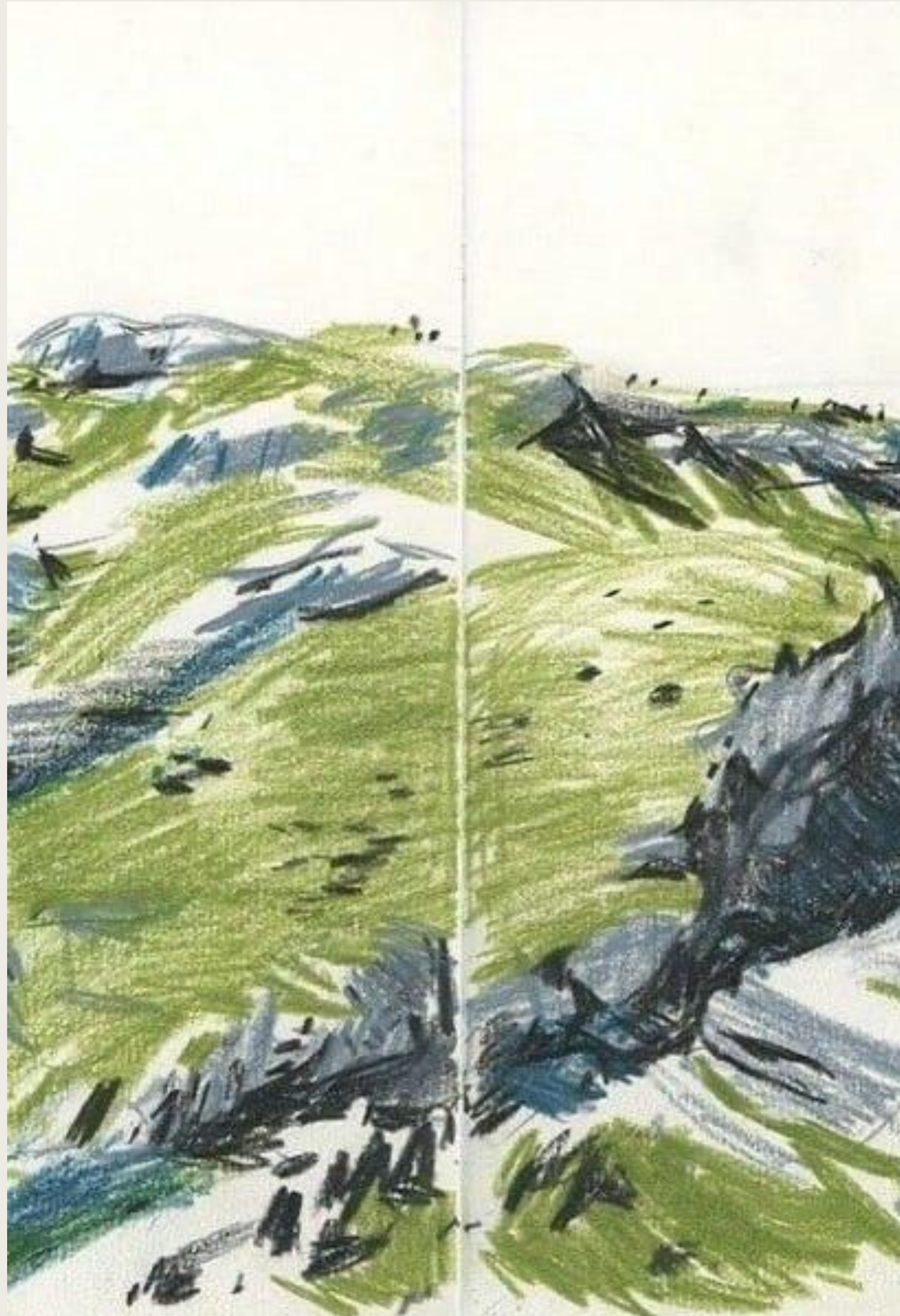


Beyond the label towards
an operating system for
global trust

The Relevance of Origin Today

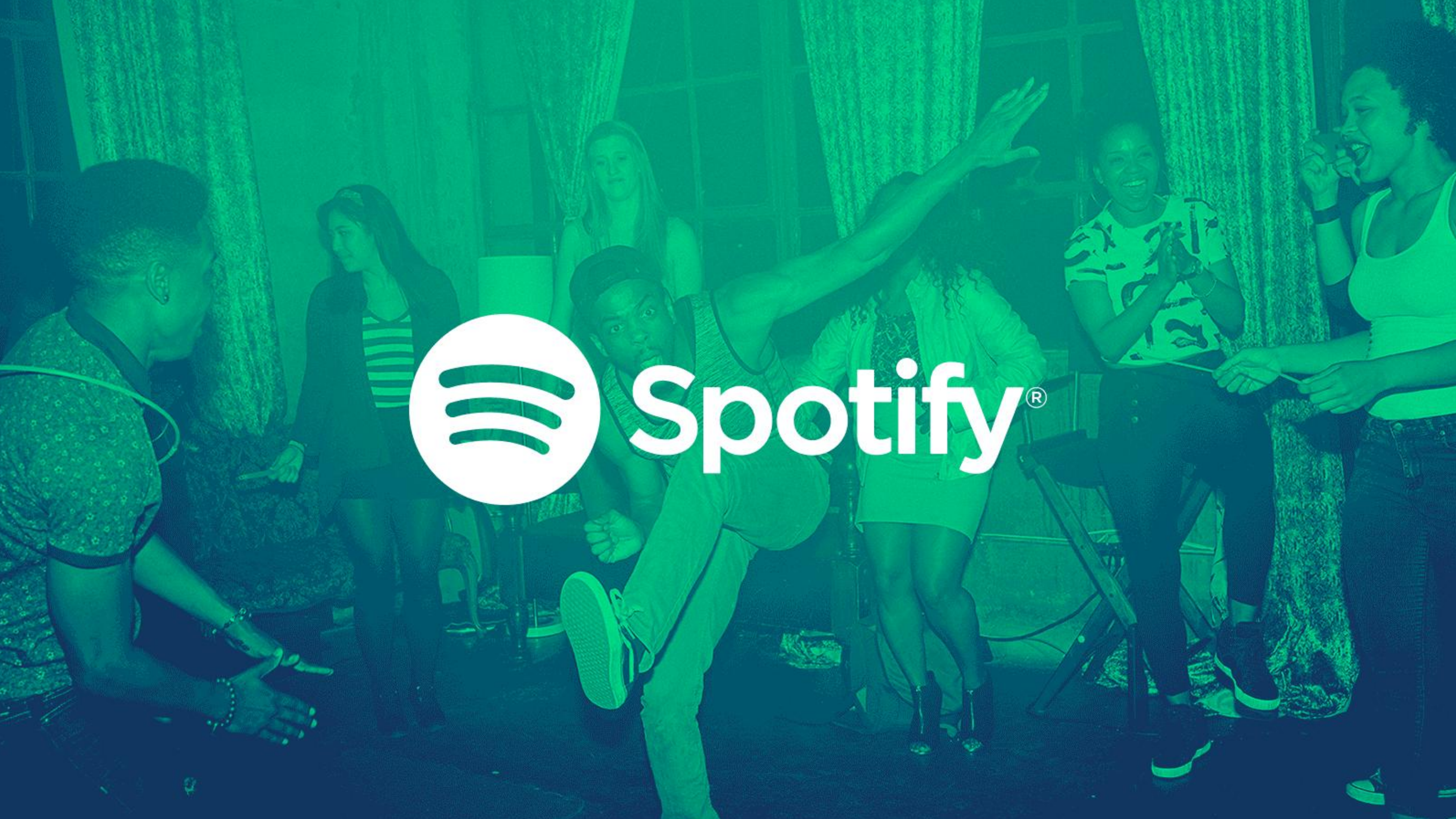
Why the world
still buys stories
of place —
but expects more
proof than ever





Origin alone
doesn't move
markets
—
fit does.







Iceland’s Strategic Imperative

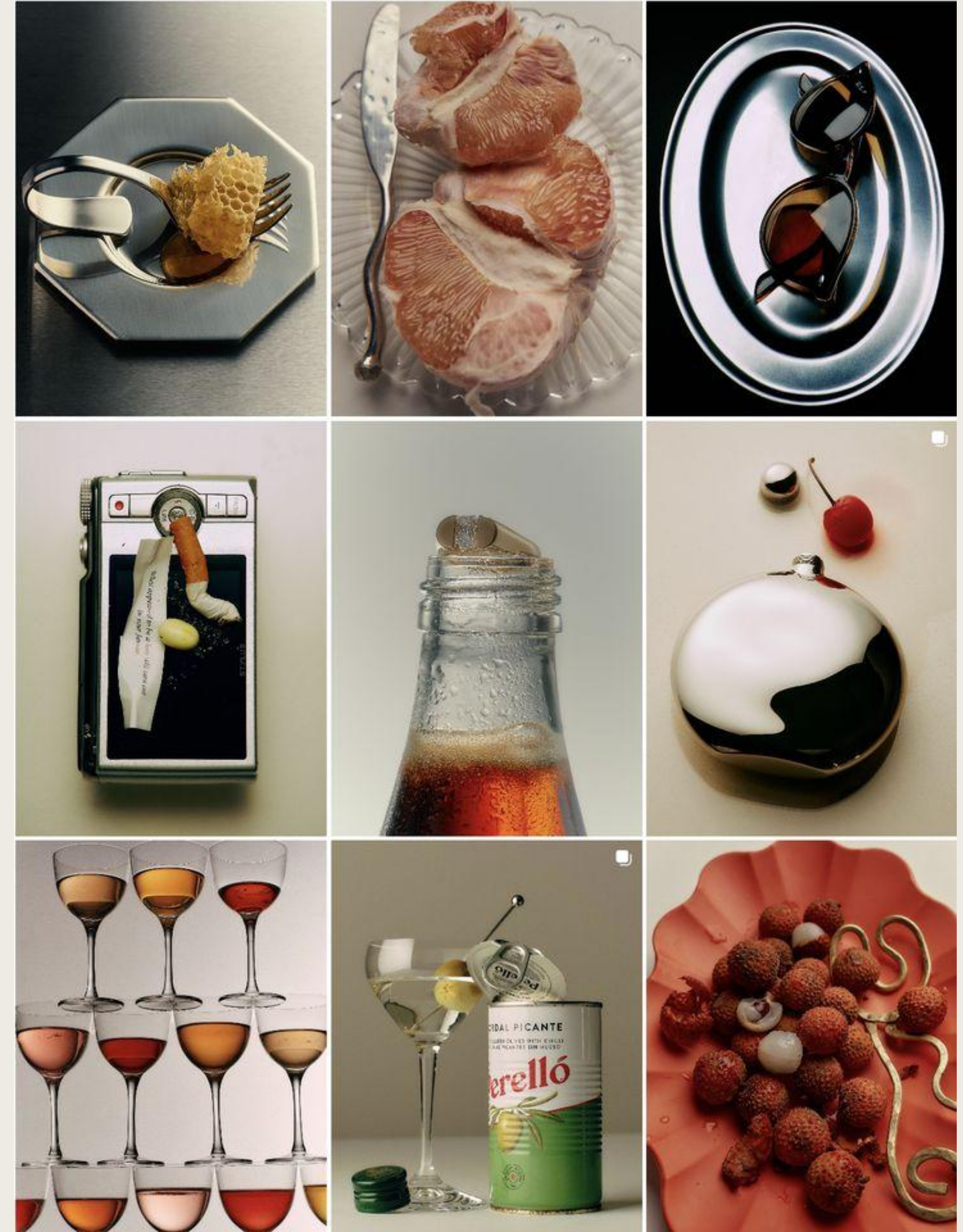
Think of category fit the way Switzerland is known for watch-making, but owns precision more broadly as a position.

Swiss Style Grid System Size 841 × 1189 mm ISO 216 A0 Baseline Grid 36 pt Margins 47.197 pt Gutters 36 pt	Consistency is a defining feature. Elements across a system – from page to page or screen to screen – adhere to shared principles. Repeating grids, typographic scales, and alignment logic help build familiarity.	Swiss Style does not seek to impress through complexity. The aim is not to overwhelm, but to inform. Typographic decisions are made with intention, even when they appear simple. The style is highly scalable.	Text is often aligned flush left, with a ragged right edge. This alignment improves readability and allows the eye to follow a consistent starting point.
Swiss Style			

The Power of Fit

People don't
buy a country;
they buy what that
country means
in a category

Andéhn et al.



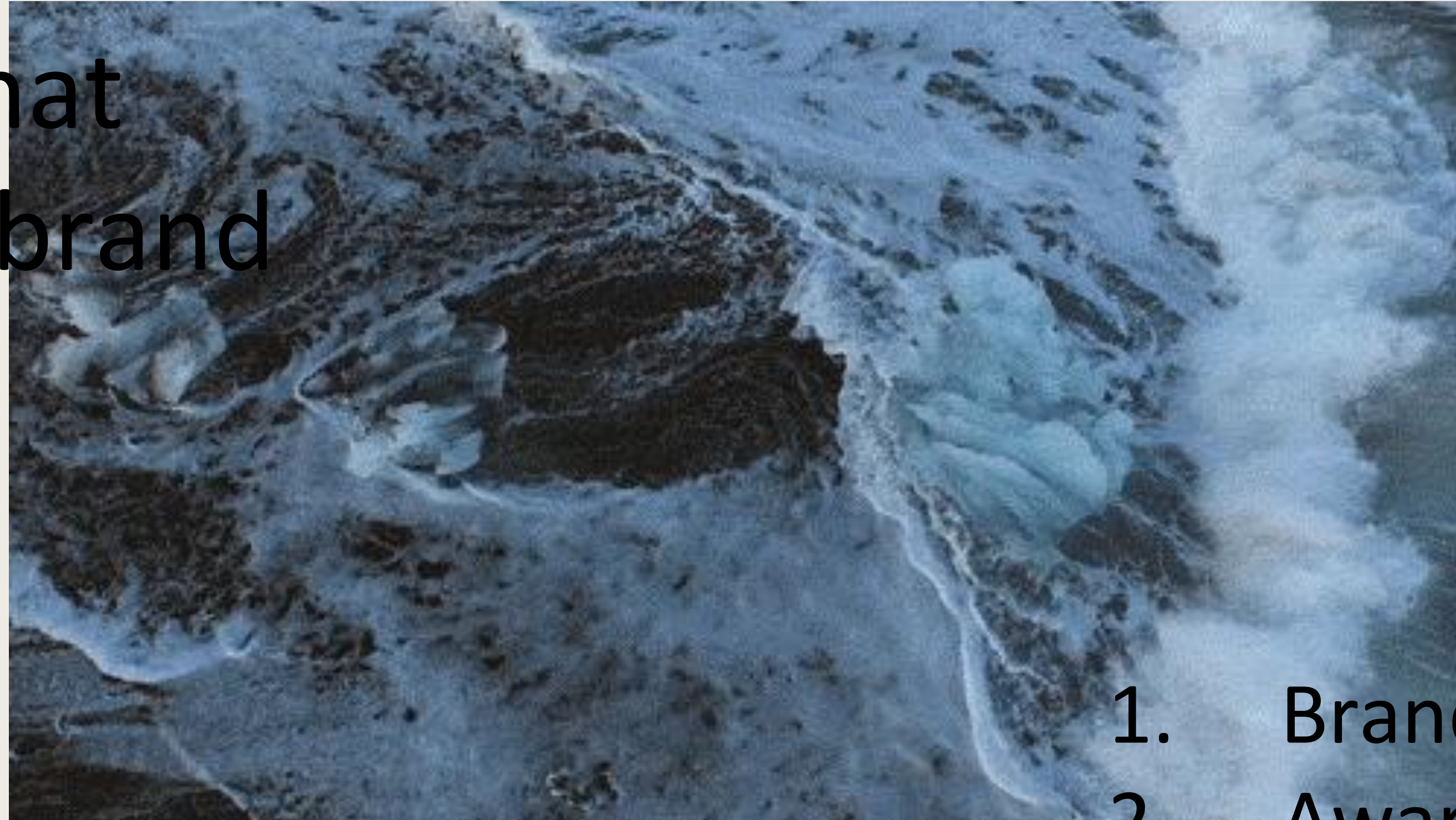
TheStrategic Imperative

Switzerland defines precision.
France defines taste.
Iceland defines integrity?

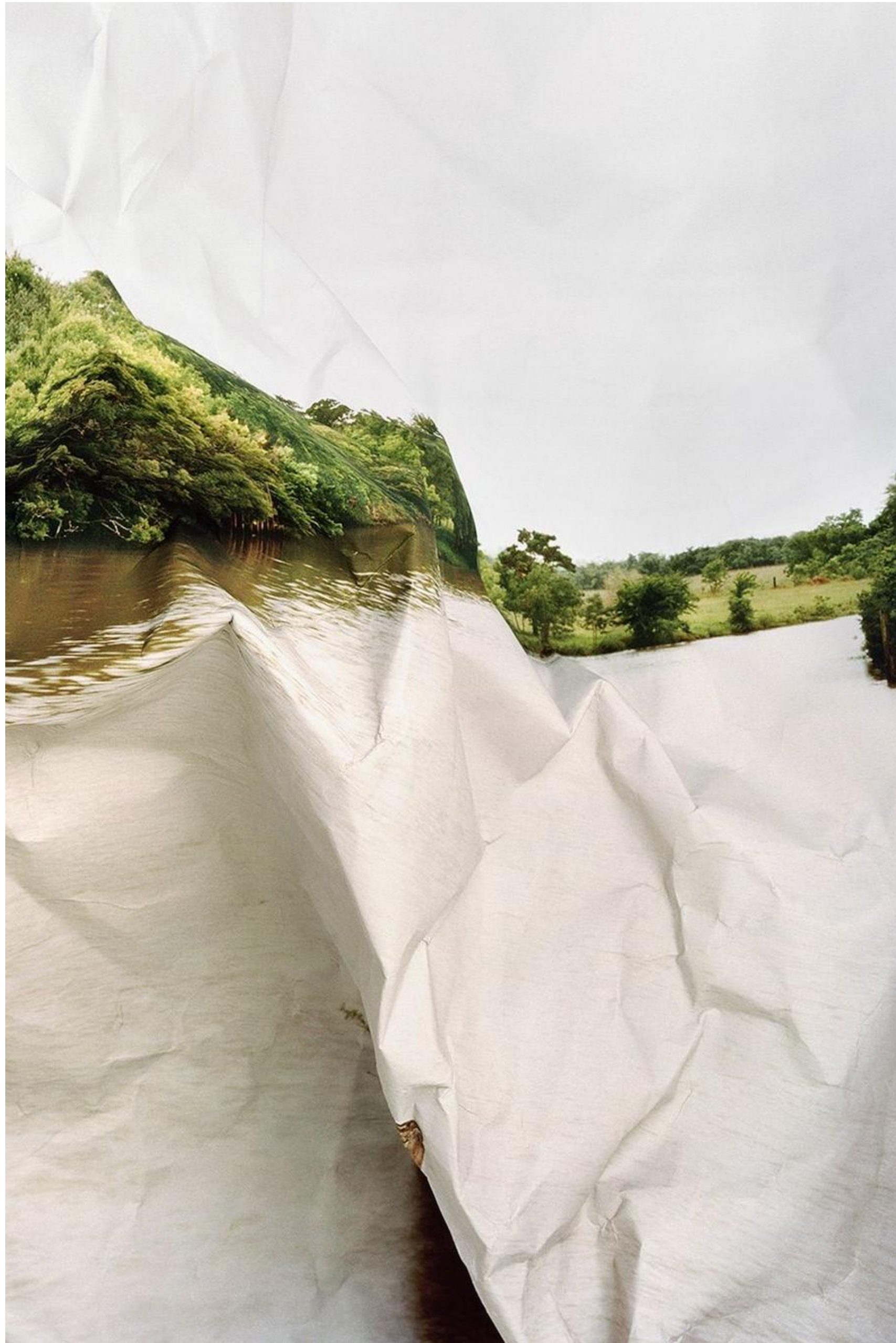


Made in Iceland

Origin isn't a slogan — it's a structure that holds your brand together



1. Brand loyalty
2. Awareness
3. Association
4. Perceived quality



Made in Iceland isn't just about where the fish or seafood is from

From declaration → *demonstration (transparency)*

From symbolic heritage → *operational credibility (practice, not a one off)*

From storytelling → *story-keeping (always growing story)*

Category Advantage: Specialty Goods

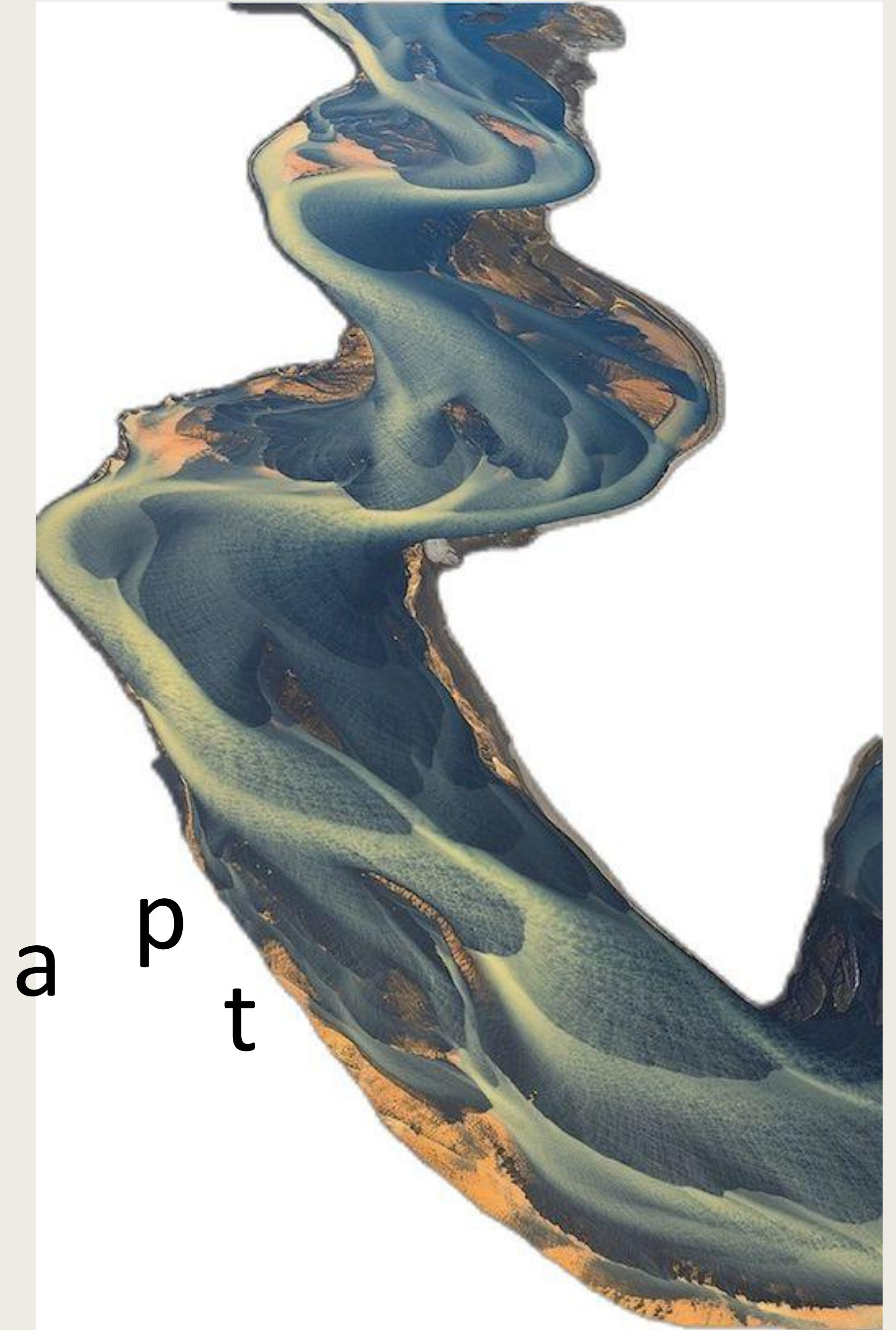
Fish and seafood isn't
just food —
it's cultural luxury.
a k a .
seafood behaves more
like wine than water.

Rancati & D'Agata (2019)

The New Marketing Context

Origin stories
can't be static.
They must
as fast as the
oceans change.

Nordin and Ravalb (2023)

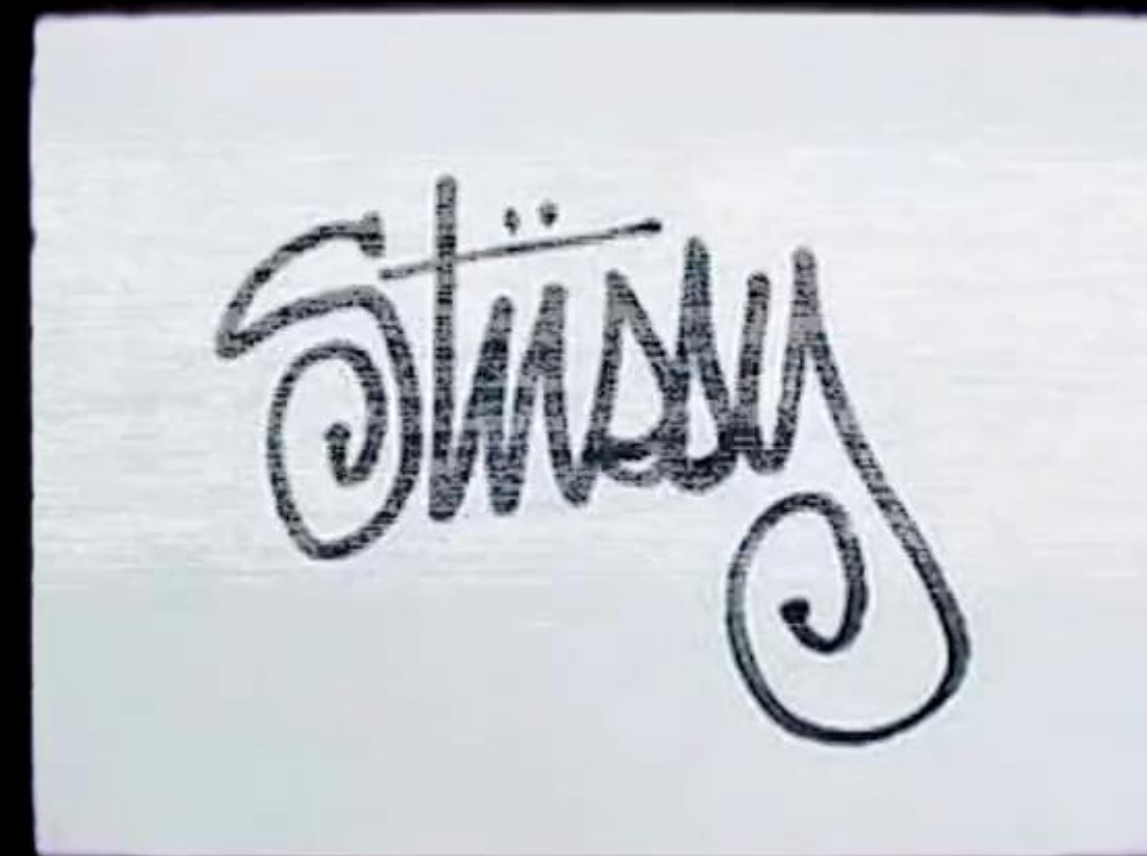




BORN FROM



by design



Origin = Japan

(nr 1 Nation Brands Index, Ipsos, 2023)

“Quietly detailed”

Category fit

+

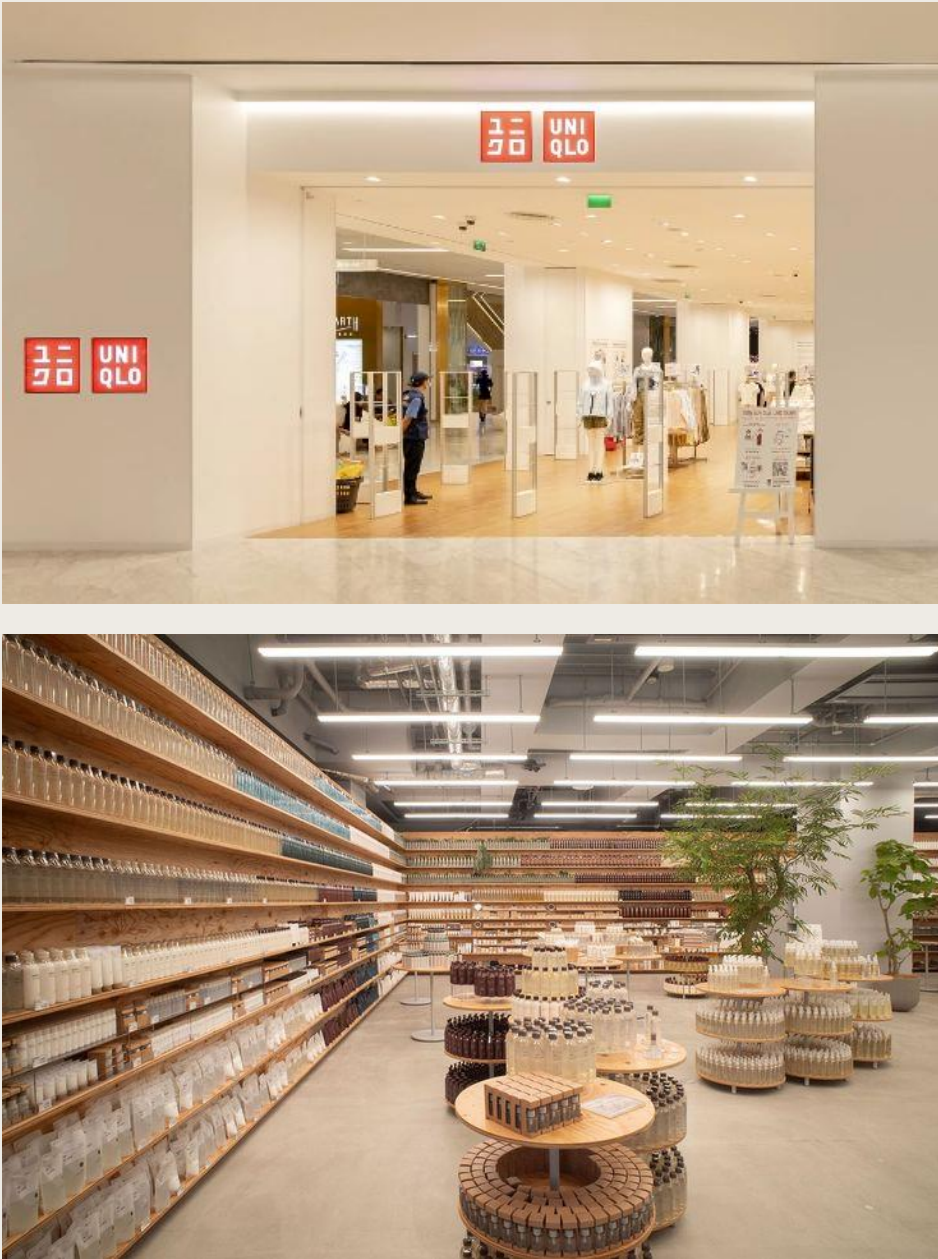
Trust activation

+

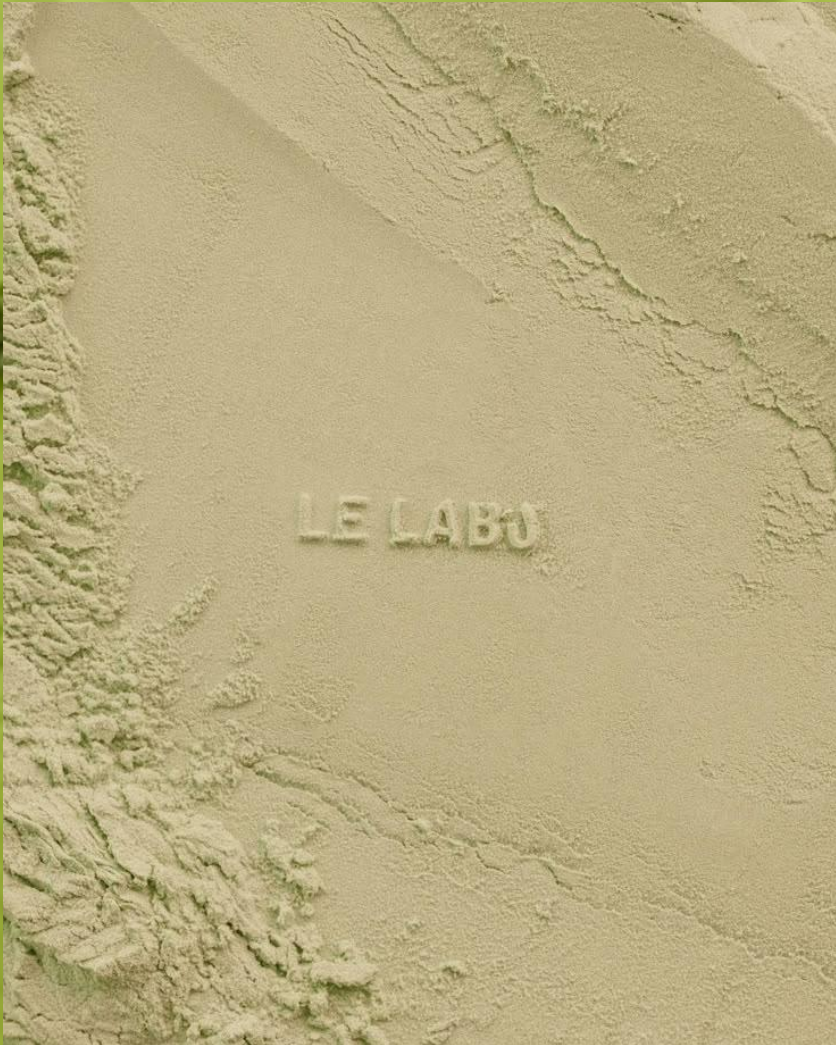
Agility



Lifestyle
Technology
Homeware



Country-as-credibility



The origin equation

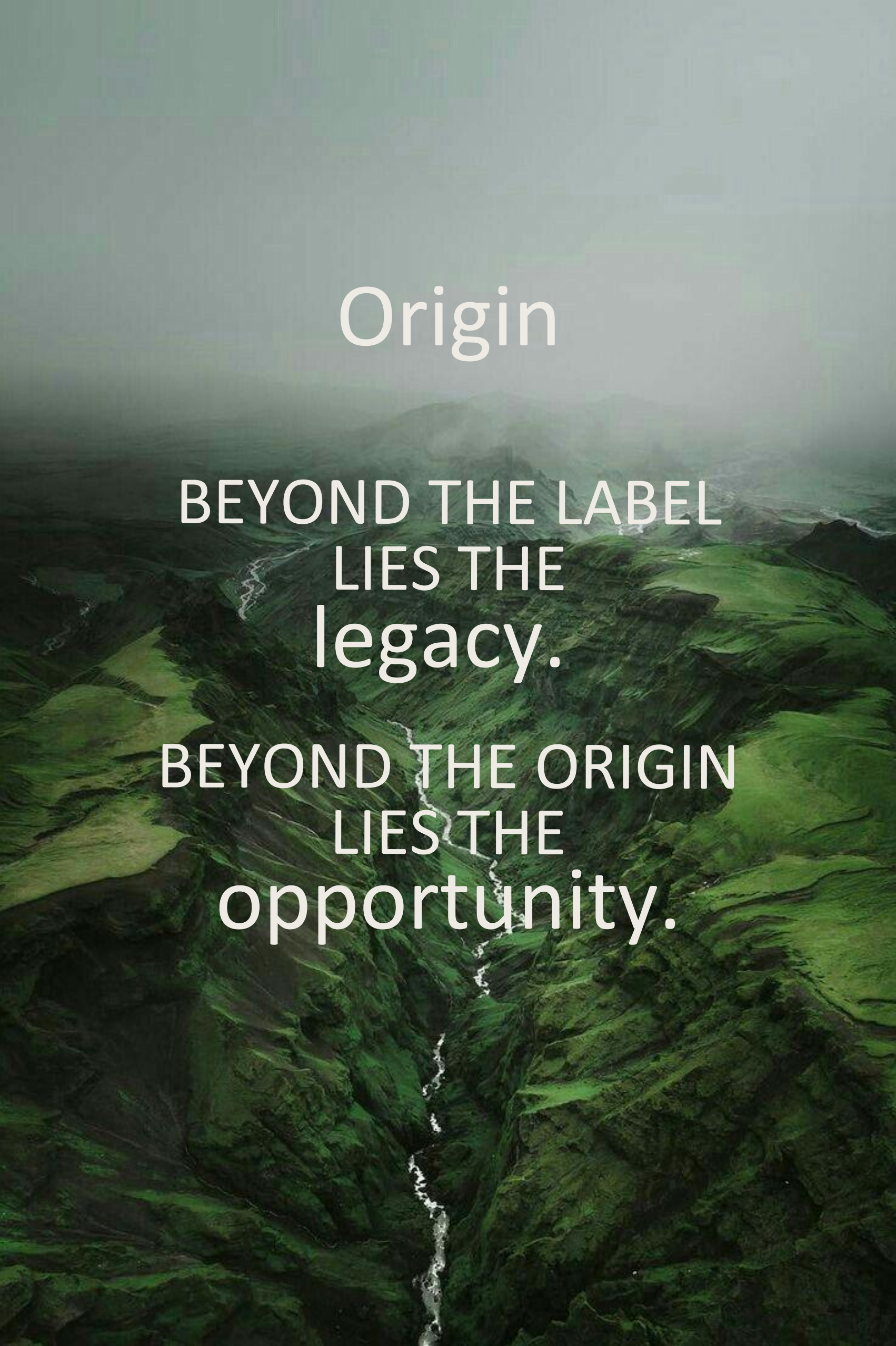
Origin = category fit + trust activation + agility

Origin

ISN'T WHERE YOU
STARTED



IS WHAT YOU
STAND FOR



Origin

BEYOND THE LABEL
LIES THE
legacy.

BEYOND THE ORIGIN
LIES THE
opportunity.



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