

Development of the trout market –
summary of promotional campaign
“Teraz Pstrąg!” („Now Trout!”)
2011-2014.

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Nationwide promotional campaign "Teraz Pstrąg!" („Now Trout!") 2011-2014.

- Main slogan of the campaign: „Teraz Pstrąg!" („Now Trout!).
- Organizer: Polish Trout Breeders Association.
- Main target: increase in trout consumption.
- Particular target: familiarization of Polish society with health and culinary benefits.
- Advertising activity in television, outdoor, radio, internet and press.

Development of trout promotion's concept

- Health values(2011),
- Barbeque (2012),
- Always and everywhere (2013),
- Party and fun (2014).

All next years enclose previous messages as well.

Continious message

- Possitive image.
- Freshness above all.
- Local fish farms.
- Local gastronomy.
- Persuading chefs to look for trout suppliers.
- Strengthening purchase.
- Consumption increase = Sale increase.
- „Retro“ style from 2012.

2011

Jeśli ryba,
to pstrąg!

www.terazpstrag.pl



teraz
pstrąg



W ramach projektu "Pstrąg" realizowanego przez Fundację "Pstrąg" w ramach budżetu państwa na lata 2011-2013.

TV 2011

2011_ryba_dobra_na_wszystko.mpg

TV 2012

2012_nadejszła_chwila.mp4

2013



**SMAK
PSTRAGA
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TERAZPSTRAG.PL

OPERACJA WSPÓLFINANSOWANA PRZEZ UNIE EUROPEJSKĄ ZE ŚRODKÓW
FINANSOWYCH EUROPEJSKIEGO FUNDUSZU RYBACKEGO ZAPEWNIANAJĄCA
INWESTYCJE W ZWIĄZANE Z RYBOLÓWSTWEM



Unia Europejska
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Fundusz
Rybacki



TV 2013

2013_smak_pstrąga_przyciąga.mp4

2014



się pstrąga je, je, je!

TV 2014

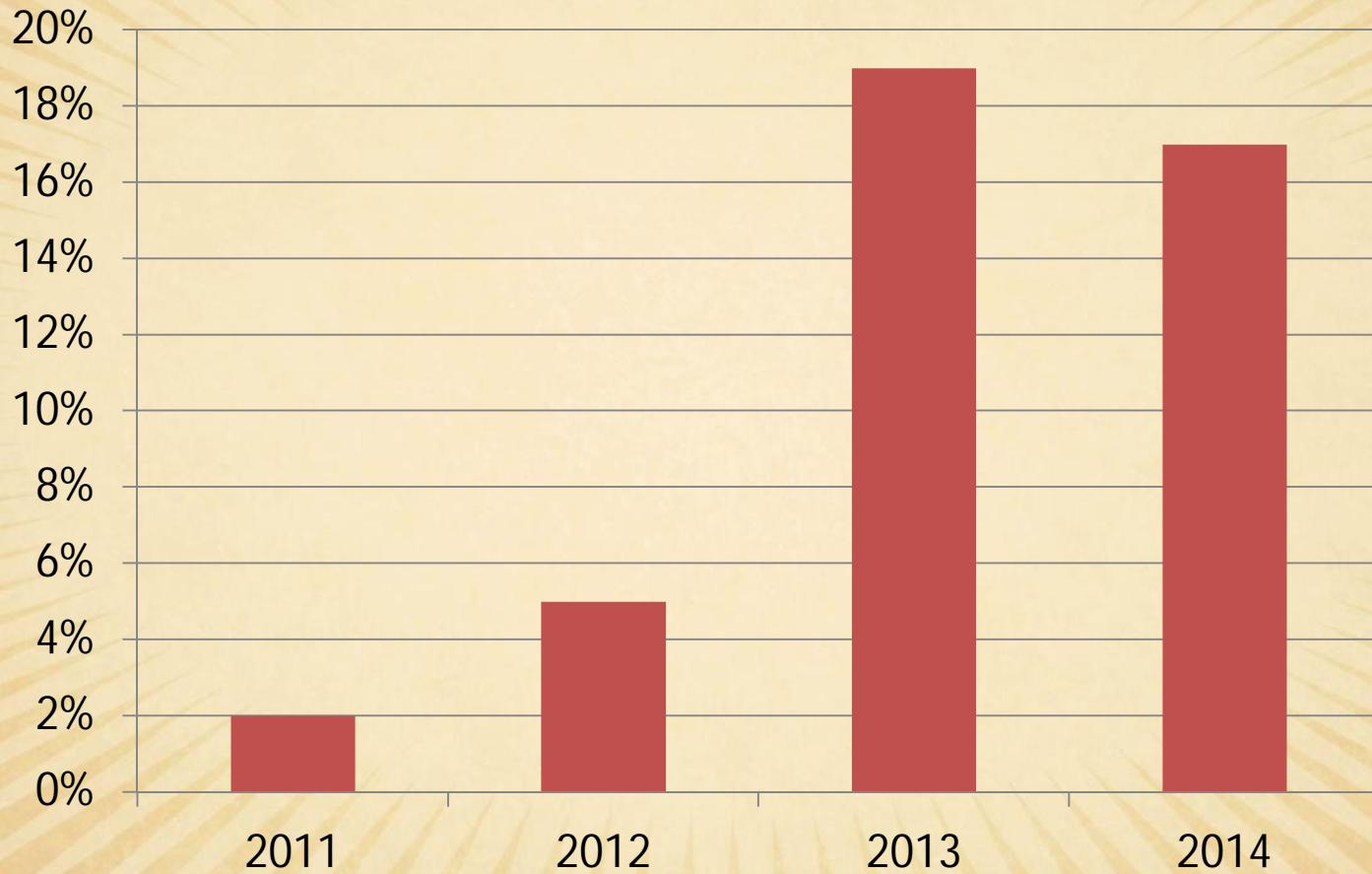
2014_się_pstrąga_je_je_je.mp4

Statistical surveys

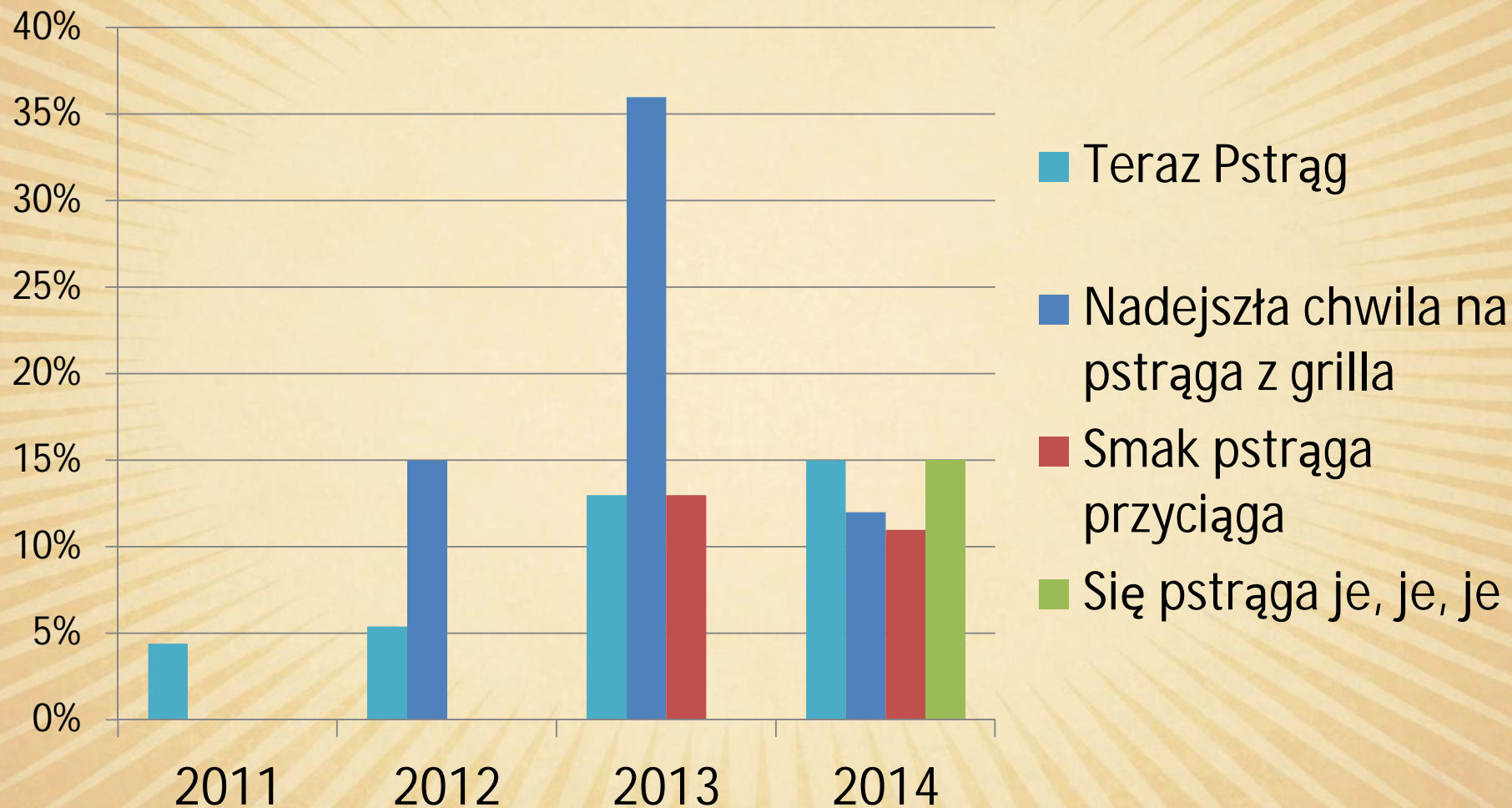
Data:

- Market surveys:
 - GFK Polonia,
 - PBS.
- Fish Industry Magazine - Market Analysis Department.

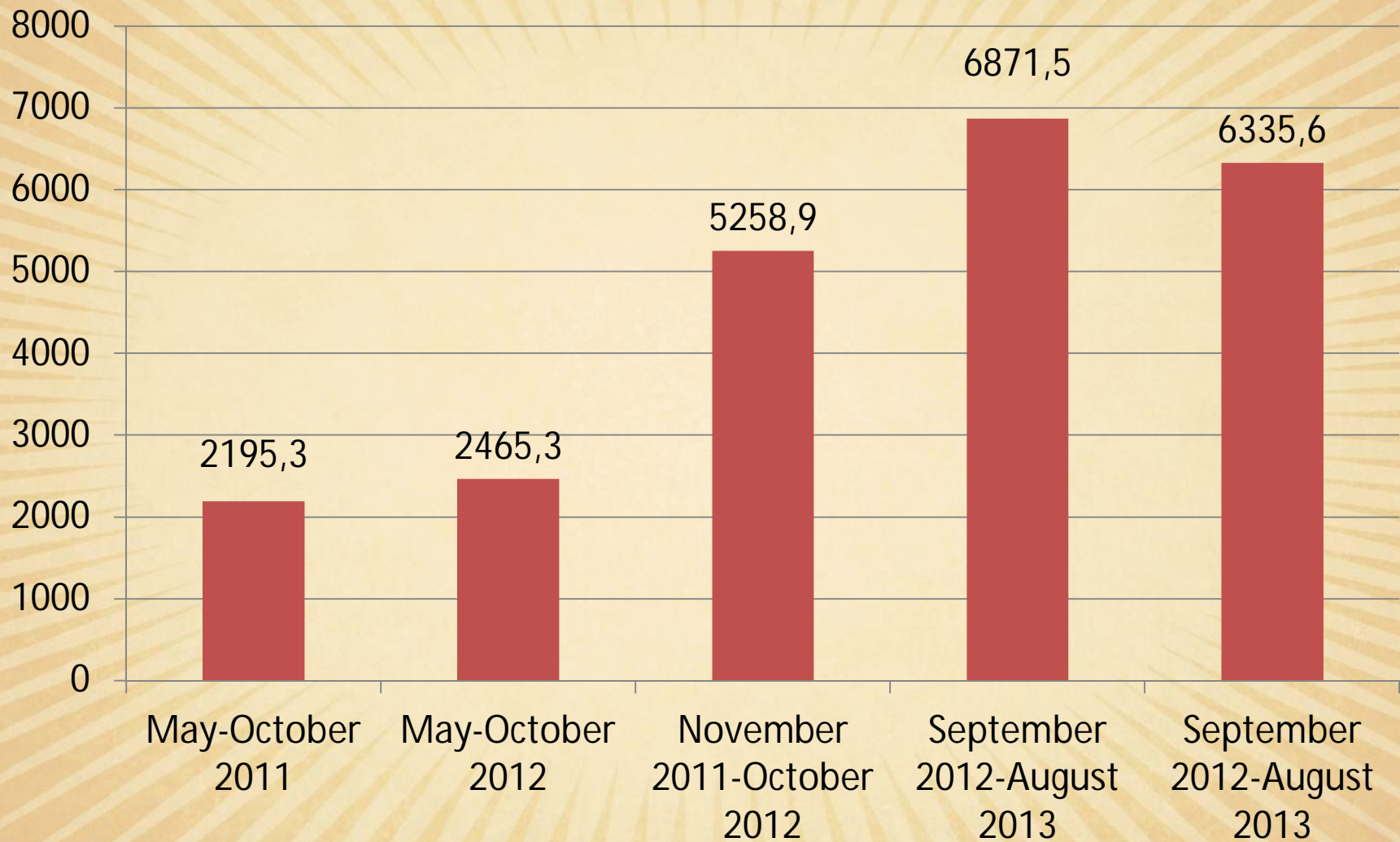
Awareness of contact with trout-promoting campaign (% of adult Poles)



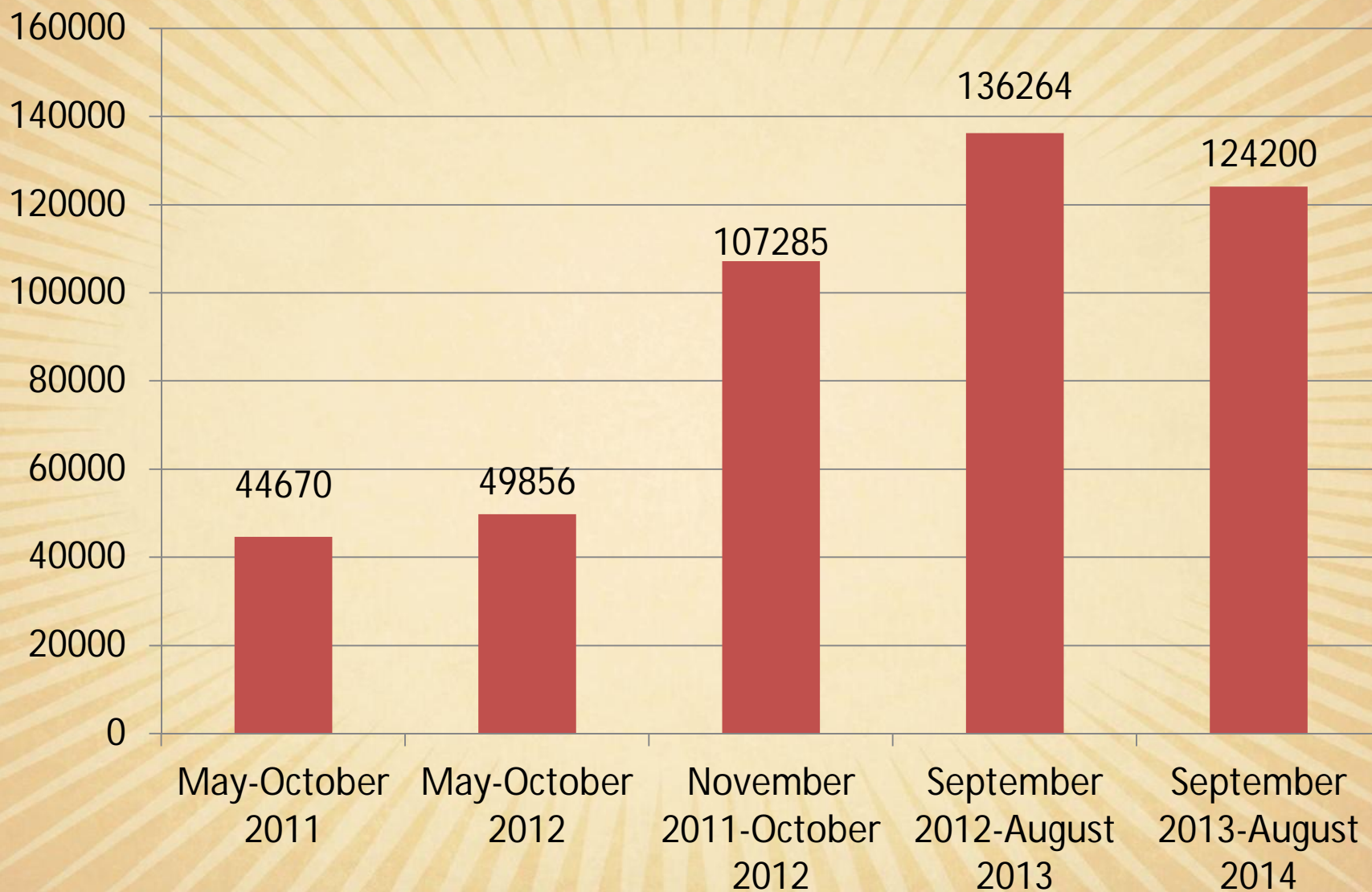
Familiarity with campaign's slogans



Total purchase volume [tons]



Total sales value [thousand PLN]



Efficiency of the trout campaign

Target: increase of trout consumption by
1 100 tons in 3 years

- GfK Polonia surveys:
 - 2014 r.: 6 335 tons
 - 2011 r.: about 3 290 tons

Trout consumption increase during 3 years:
+3 045 tons

- Trout campaign efficiency
 $3\ 045\ \text{tons} / 1\ 100\ \text{tons} = 277\%$

The campaign is efficient!

Effectiveness of the trout campaign

Presumption :

Each PLN 1 spent for promotion should bring PLN 3 in trout retail sales.

GfK Polonia surveys:

- 2014: PLN 124 200 000
- 2011: approx. PLN 68 128 000

- Effectiveness of the campaign:

PLN 56 072 000 (sale increase)/ PLN 10 784 710 (campaign cost)
= PLN 5,16 (presumption was: PLN 3)

The campaign is very effective!