



Fish&Friends

InnoVE

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ANALYSIS OF PROMOTIONAL PROGRAM SITUATION

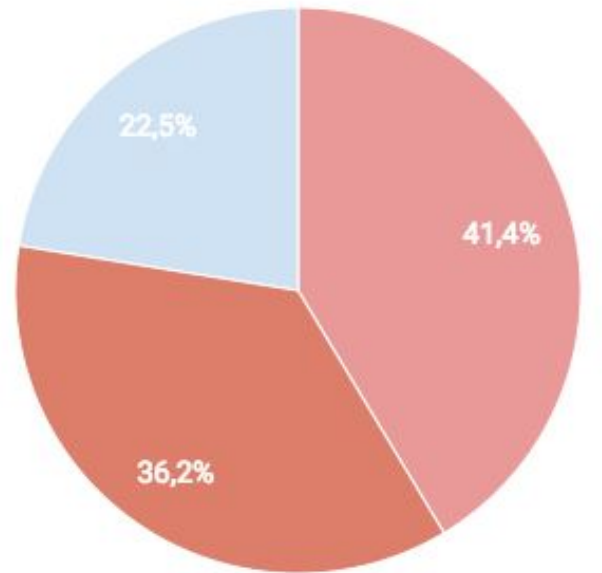
External Analysis

- Consumer behavior,
- Market segmentation, targeting and positioning

QUESTIONNAIRE DATA

SAMPLE

301



● STUDENTS ● WORKERS ● OTHERS

CONSUMER BEHAVIOUR

Perception

what is this new technology?
is it safe and healthy?
is it expensive?

Choices

easy, quick and lasting solutions

Cognition

difficult to educate consumers: are they enough enthusiastic and involved?

Preferences

fresh fish vs. frozen fish

Beliefs

italian cultural background, diet and new trends

Communication

firm effort to communicate benefits of innovative technologies vs. consumers resistance

PERCEPTUAL MAP



**MARKET
SEGMENTATION
AND
TARGETING**

GEOGRAPHICAL SEGMENTATION

NORTH
ITALY



BEHAVIORAL SEGMENTATION



FAMILIES



SINGLES



OUT OF HOME MEALS

POSITIONING

Red Ocean

(bloody with competition)

Compete in existing
markets

Slow and/or
stagnant growth

Blue Ocean

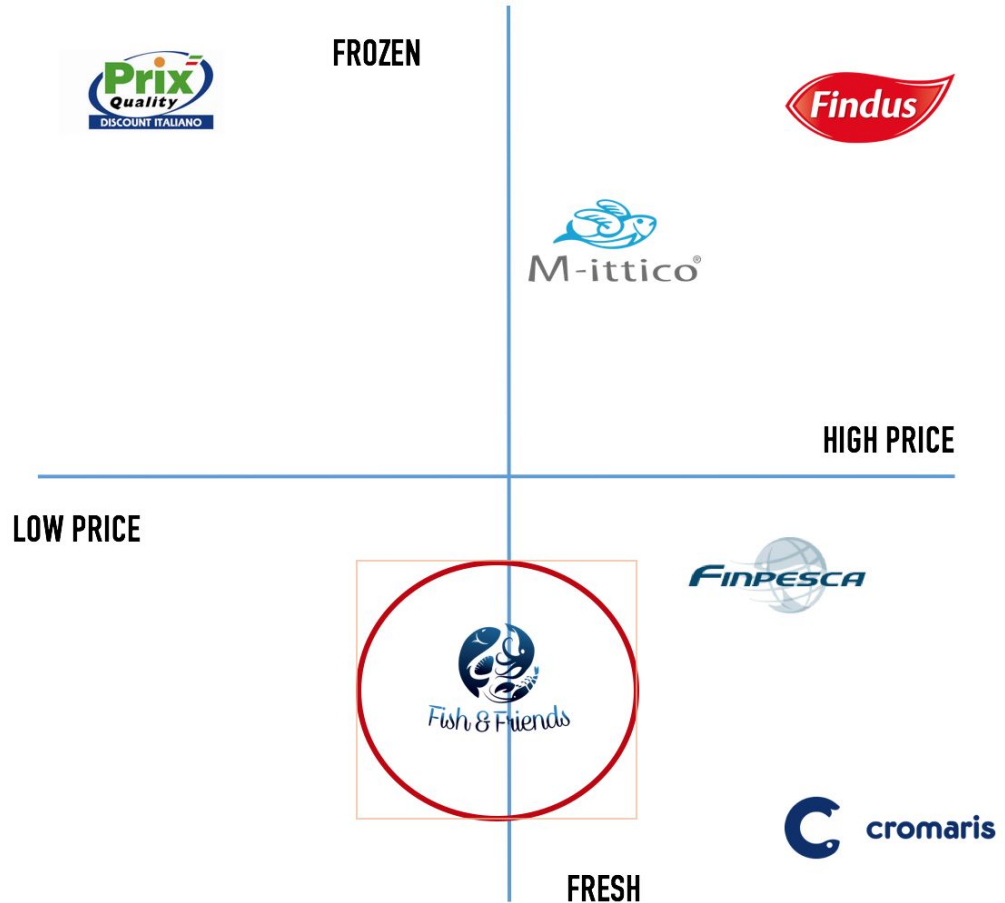
(uncontested space)

Take a unique
approach and
stand out

Capture a
new demand



POSITIONING MAP



**THANK YOU FOR
YOUR ATTENTION**