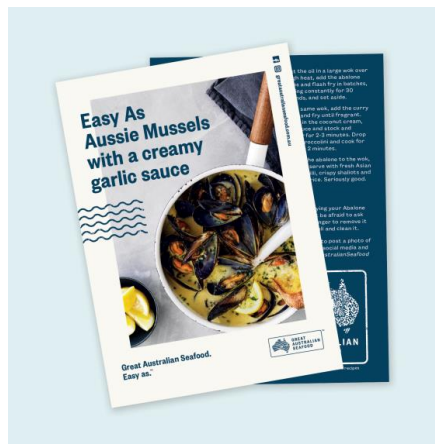


# Marketing + Communication Services







# *Seafood Industry Australia*

We are the national peak-body, and the voice of Australian seafood.

Our mission is to Promote, Protect and Develop the Australian seafood industry on a national and international level.

Our fisheries and aquaculture management is world-leading, and our seafood is one of the most sustainable proteins in the world.

We are the brand guardians of Great Australian Seafood, our industry's consumer-facing brand, and oversee industry's Our Pledge commitment.

As fishers, our priority is the ocean. It's our livelihood, and the future livelihood of generations to come

## *The problem*

Marketing and communications services are becoming an important way to engage with stakeholders at every level. If you do it right the results can be phenomenal, however if you do it wrong, they can be disastrous.

We understand that many of us don't always have the time or the skills to dedicate to this area of our business so it can often be overlooked. And; we know better than anyone the intricacies of our industry are not easily communicated. Knowledge comes with experience.

We understand how hard it can be to find the right marketing services when you need them.



*What if someone  
just "got it"?*

**At SIA, we can provide an informed  
view and the experience of an  
in-house marketing department  
without extending your team.**



## *The team*

Overseen by SIA CEO Veronica Papacosta, media and communications manager Jessica McInerney, and business and event manager Rosie Love are available to compliment your existing activities, manage activations or connect you with service providers.

Assisted by a team of leading suppliers, SIA can help tell your story in both the domestic and international market.



# Services

We offer both one-off and ongoing services, and we tailor all packages according to your needs, budget and goal.



**COMMUNICATION  
STRATEGY**



**MEDIA  
MANAGEMENT**



**BRAND + PRODUCT  
DEVELOPMENT**



**DIGITAL**



**MARKETING**



**GRAPHIC DESIGN**

# Communications strategy

- Communications plans
  - Objectives
  - Audience identification
  - Key messages
  - Tools and activities
  - Frequency and timeline
  - Response and action timeframes
  - Evaluation and amendment
- Brand identity
- Tone of voice development
- Best practice guidelines
- Message matrix
- Creative concepts for marketing, advertising and public relations campaigns
- Audience profiling and engagement
- Channel planning





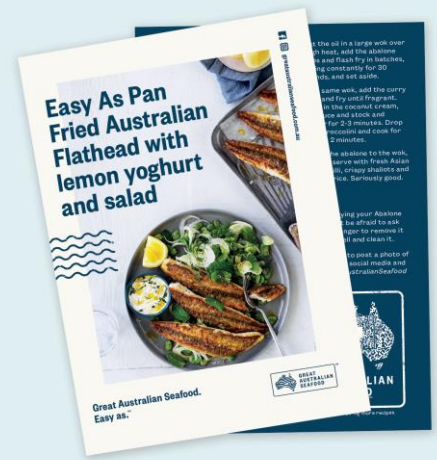
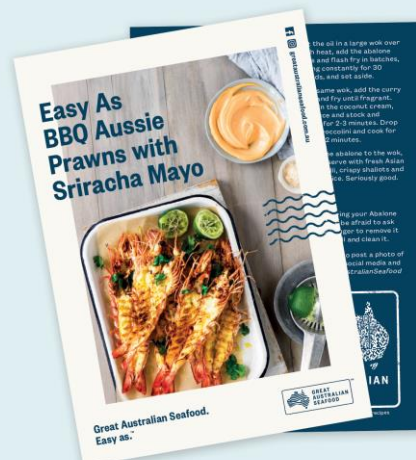
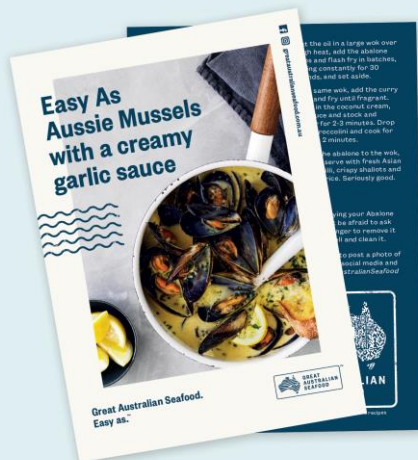
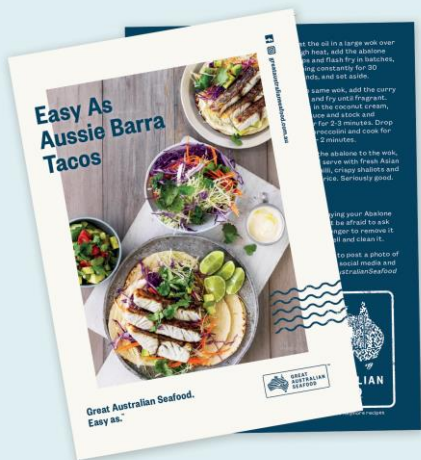
# Media management

- Media relations
  - Crisis media management – urgent response and strategy management
  - Pro-active – press releases, product launches, business or employee profiles
  - Re-active – responding to media enquiries and breaking news
- Media events
  - New product introductions and tasting
  - Press kits
  - Influencer gifting
  - Goodie bag sampling
- Media summary
  - Monthly media appearance summary



# Brand and product development

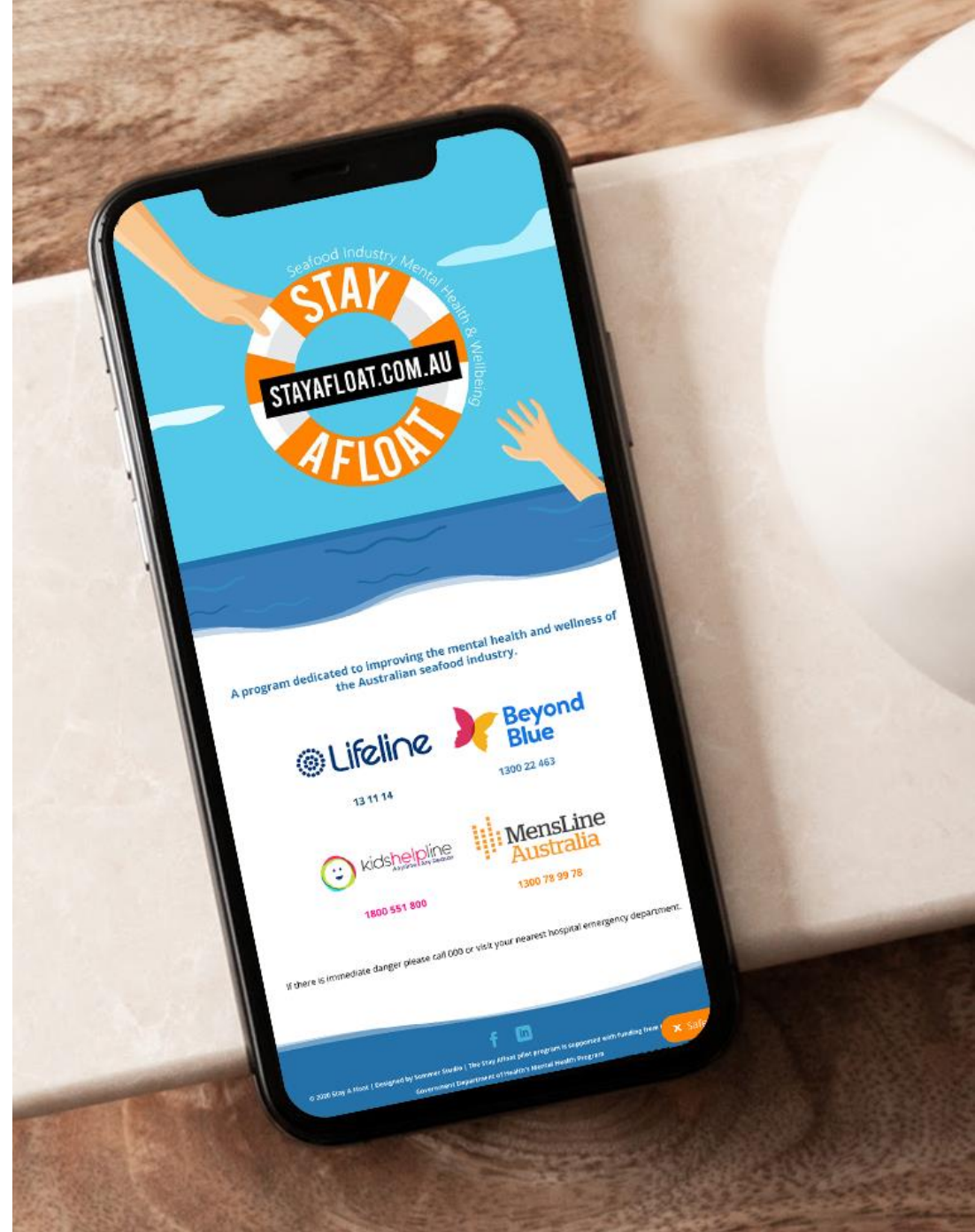
- Logo and packaging design
- Photography
  - New products
  - Locations
  - Flat lay
  - Social content
- Recipe development, styling and photography
- Retailer engagement and mail outs
  - Access via SIA to our database of retailers nationwide
- Events
  - Product and venue launches
  - Media and stakeholder familiarisation tours, site visits and events





# Digital

- Website development or re-design
- E-shop development
- Social media
  - Assest setup, strategy development and best practice guidelines
  - Channel planning
  - Ongoing content generation and community management
  - Advertising
- Newsletters and eDMs
- Influencer engagement
  - Gifting
  - Sponsored posts
- SEO and AdWords





## Marketing

- Brand ambassador engagement
- Agency management and liaison
- Creative strategy planning and execution
- Media channel planning and buying
- Full-service campaigns:
  - Consumer-facing - TVC, print, billboards, radio, online
  - Retail - wobblers, decals, POS
  - B2B - engagement,
  - Social media and word of mouth
- Consumer and foodservice promotions
  - On-pack purchase to enter and wholesaler promotions



# Graphic Design

- Annual reports
- Strategic plans
- Powerpoint presentations
- Business cards
- eBooks
- Recipe cards
- Posters
- Flyers
- Shop signage
- Product booklets
- Stickers and decals



# Next steps

Let's chat to understand your

- Goal
- Timeline
- Budget
- How we can help
- Expectations
- Reporting
- Evaluation

And put together a quote,  
or connect you with the  
services best suited  
to your needs.







# Thank you

For more information, please contact:

**Veronica Papacosta**

CEO

[ceo@seafoodindustryaustralia.com.au](mailto:ceo@seafoodindustryaustralia.com.au)

0409 220 788

**Jessica McInerney**

Media and Communications Manager

[jessica@seafoodindustryaustralia.com.au](mailto:jessica@seafoodindustryaustralia.com.au)

0420 695 431