

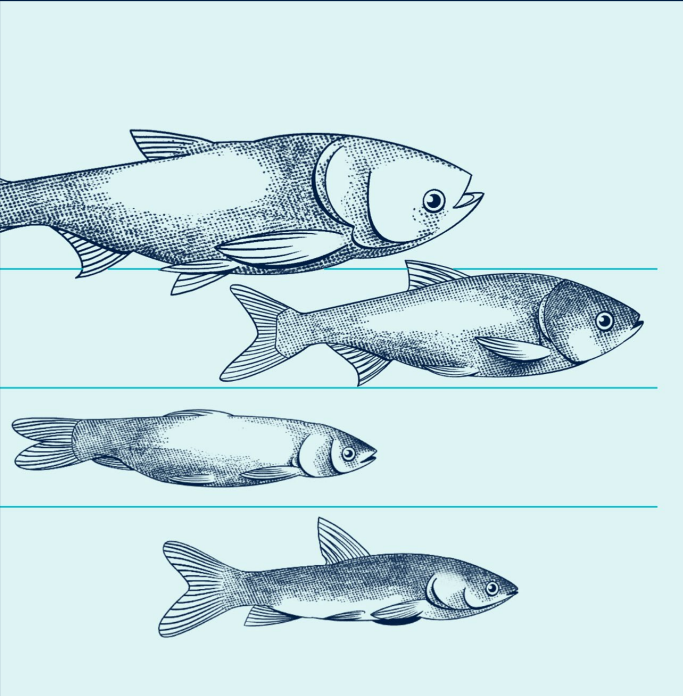
Marketing Asian Carp



Background



Background



Asian carps: four species
(Bighead, Silver, Black and Grass Carp)

Multiple sources but native to China, East Asia
(one of most cultured/ consumed fish in the world)

Imported into United States in 1960's/ 1970's
(escaped)

Established in major U.S. river basins
(Illinois, Mississippi, Missouri, Ohio)

Background



8-20 lbs; 60-115 lbs

Background —often recognized this way here in the US (up to 70% total biomass)



Silver carp is dominating commercial harvest as well

Background —but recognized this way around the world



Background —Fishing, we have a workforce



Methods evaluated: Monterey Bay Seafood Watch Good Choice !

Background

The ACRCC (a key partner)

27 US and Canadian federal, state, provincial, and regional institutions

Formed in 2010 to prevent the introduction, establishment, and spread of Asian carp into the Great Lakes

Co-chaired by the USEPA and USFWS

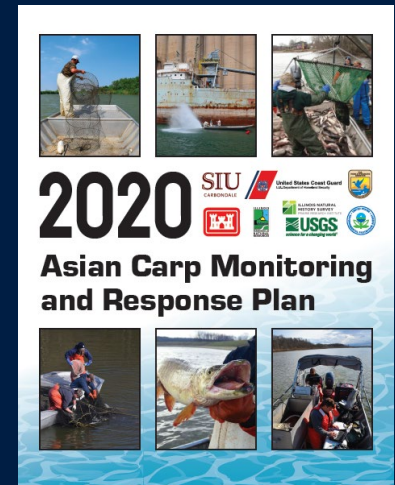
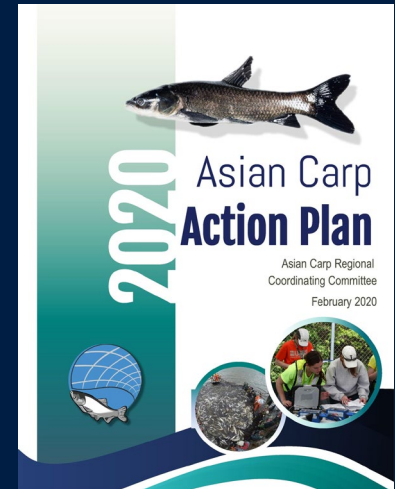
Monitoring Response Workgroup is a subcommittee

Monitoring and Response Plan

Co-chaired by State of Illinois and Great Lakes Fishery Commission

Enabled jumpstart of business analyses, including marketing/branding

www.asiancarp.us



Background

Overall Strategy



Upper River

Contract removal

Detectable front - less than
5% of 2012 population

Science driven

Modeling

Downstream management

Response as needed

CAWS

Barriers

Monitoring

Response

Lower River

Independent

Commercial Harvest

Modeling

Harvest important to
protect ecology AND
prevent spread

Model for a nation

Background

Challenges – Common carp



What's in a name?

- Carp is a 4 letter word
- Carp represents dozens of species
- Common carp introduced in 1880s across US
- Well known, but strong taste (bottom feeder)



Background

Opportunity – Asian carp

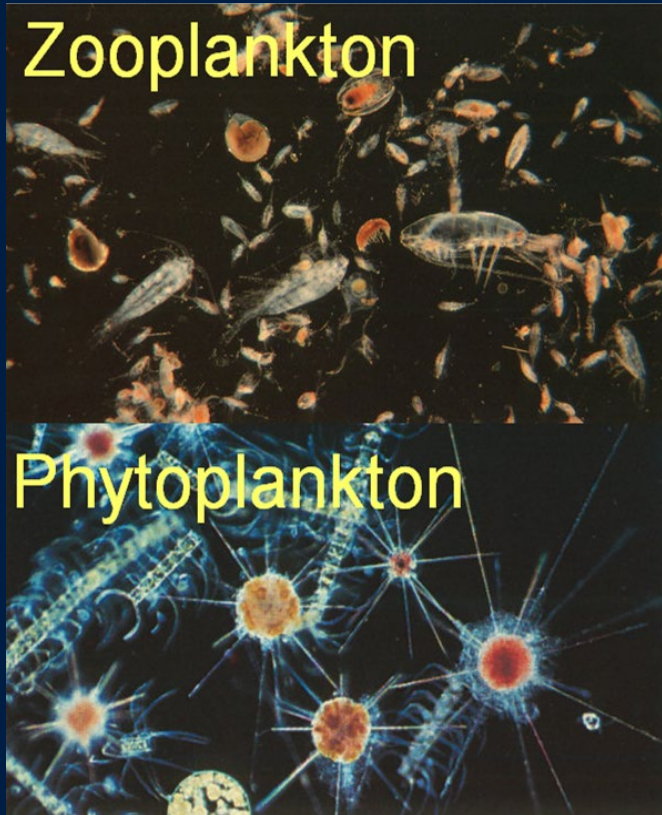


What's in a name?

- Not grandpa's "carp"
(must change perception)
- Light, flakey, nutritious
- The right thing to do ecologically (Green Choice!)
- NOT A BOTTOM FEEDER!!!

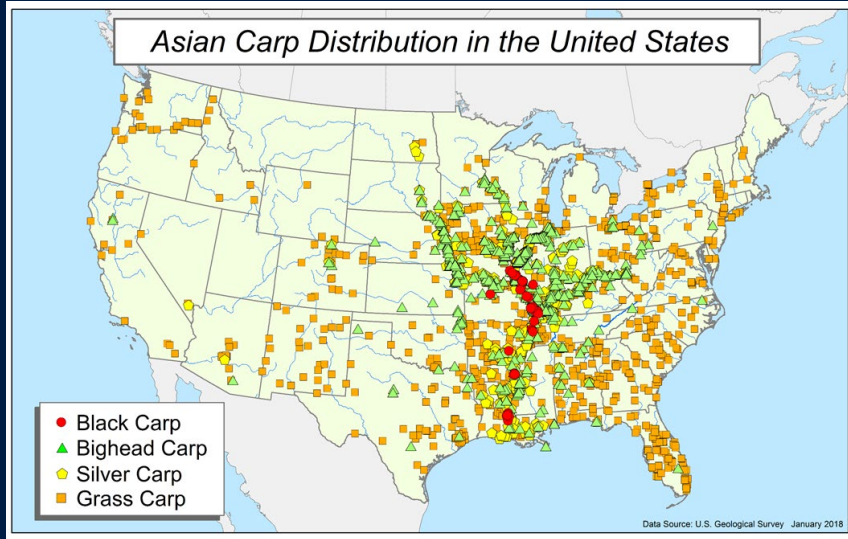


Background — Not a bottom feeder



Specialized gill raker structures

Background — a National issue (first Illinois, then transform national rivers)



Scope

Large Rivers across nation
Illinois River alone (240 miles)

20-50 M lbs annually

Protein needs

Healthy choice

Historic fishing identity

Background —a healthy choice!

A delicious healthy choice

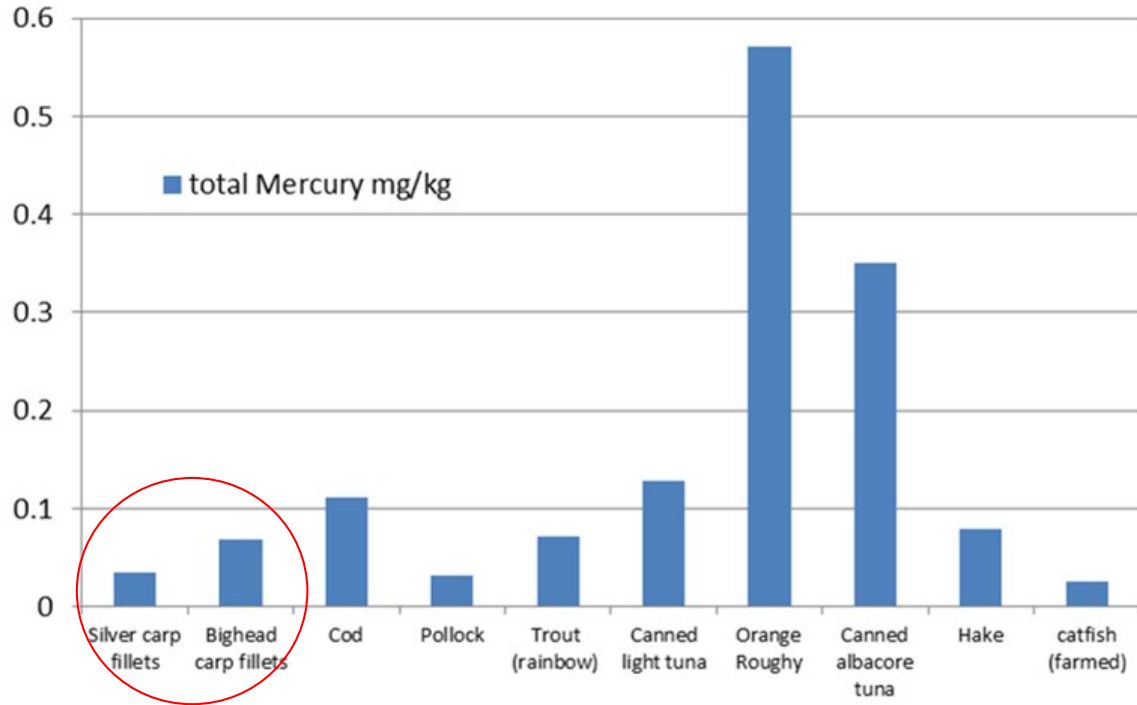
Asian carp is a nutritious fish, and a great source of protein and omega-3 fatty acids.

Fresh and clean

Asian carp is a clean, top-feeding freshwater fish, very low in contaminants* and heavy metals* that compares favorably to Tuna, Cod and Orange Roughy.

* Well below US Food and Drug Administration (FDA) limits.

Background —using Mercury as an example, a healthy choice!



Background — Eat well, do good.

A key moment to develop
public-private partnerships
to solve problem ...
...thus a marketing strategy
to aid industry and
thus help prevent spread.

Background — Proven SUCCESS in dining halls



UNIVERSITY HOUSING: University of Illinois at Urbana - Champaign

Rebranding



Rebranding

Illinois Department of Natural Resources (IDNR) Asian Carp Steering Committee (ACSC)

- U.S. Environmental Protection Agency (EPA)
- U.S. Fish and Wildlife Service (FWS)
- Illinois Department of Commerce and Economic Opportunity (DCEO)
- Southern Illinois University (SIU)
- Indiana Wildlife Federation
- Illinois Department of Natural Resources (IDNR)

Rebranding

Span Studio contracted and charged with rebranding Asian carp to be increasingly desirable for consumption.

In turn helping mitigate the ecological challenges of Asian carp, while providing a positive impact on our food system and economies.

Rebranding

As this is an enormous task,
a team of experts was assembled:

- Span (strategy, naming, visual design)
- M. Harris (strategy, pr, marketing, earned media)
- Daylight (systemic design research)
- Donna Speigel (strategy, brand voice)

Rebranding

Outreach conducted with regular Illinoisans across Chicagoland.

- 75% of them considered fish a favorite food
- 28% of their favorite restaurants specialize in fish
- In the last week, 25% of their meals included fish

These people were fish lovers. When describing their eating habits, they used words like: Healthy, Indulgent, and Clean

All qualities of Asian carp.

Rebranding

Freshness, Flavor, and Sustainability

Were the top 3 considerations
in respondents' fish purchasing decisions

All qualities of Asian carp

Rebranding

Fresh, Flavorful, Savory,
Clean, Simple, Light

Were the top 6 descriptions respondents
used to describe the way they like fish to taste

Again, **all qualities of Asian carp**

Rebranding

We found that *Asian carp* has all the characteristics people love about fish, but there is a perception issue based on the name.

Rebranding

The great news is,
this is not a unique problem.

Fish have often been renamed —
partly due to chefs, foodies, and anglers
always looking for the hot new thing,
but also because of overfishing. Simply,
we often look for new things to eat.



ahuacatl

slimehead



Rebranding

Alligator Pear

Avocado

Chinese Gooseberry

Kiwi

Patagonian Toothfish

Chilean Sea Bass (this is actually a cod)

Goosefish

Monkfish

Slimehead

Orange Roughy

Dolphinfish

Mahi-mahi

Horse Mackerel

King Mackerel

Stumptown

Whitefish

Large Catfish

Delacata

Snakehead

Channa

Rebranding

Our teams have been collaboratively designing a new brand identity for this fish based on its true characteristics.

This work has been done with significant market research and market testing.

Most importantly, the new brand embraces transparency, as we do not believe in deception of the public.

Rebranding

A brand tool-kit has been designed to create cohesive stories about this delicious, highly sustainable fish.



Rebranding

Brand tool-kit contents

- Brand Strategy and Name
- Communication Guidelines
- Brand Voice and Tone
- Graphic Identity and Standards
- Designed Collateral
- Communication Toolkits
(food processors, retailers,
chefs and restaurateurs,
food service, food advocacy)



Rebranding

As we prepare for a national launch with media coverage, we are keeping the name and core branding assets “in the vault.”

—to ensure the greatest impact for the launch

Rebranding

The brand launch is being planned for late June just prior to our presence at the **Boston Seafood Show** this July and subsequent marketing roll out.

Rebranding

To support the launch, in development is:

Custom Website

Film and Video Media

Social Media Ad Campaign

Philanthropic Strategy

Rebranding

To support the launch:

Sales Collateral

National Sales Director

Rebranding

To support the launch, in development is:

- National Launch Event (late June)
- Boston Seafood Show (July 11–13)
- Earned Media Coverage
- Custom Website
- Film and Video Media
- Social Media Ad Campaign
- Philanthropic Strategy
- Sales Collateral
- National Sales Director (has already begun working)

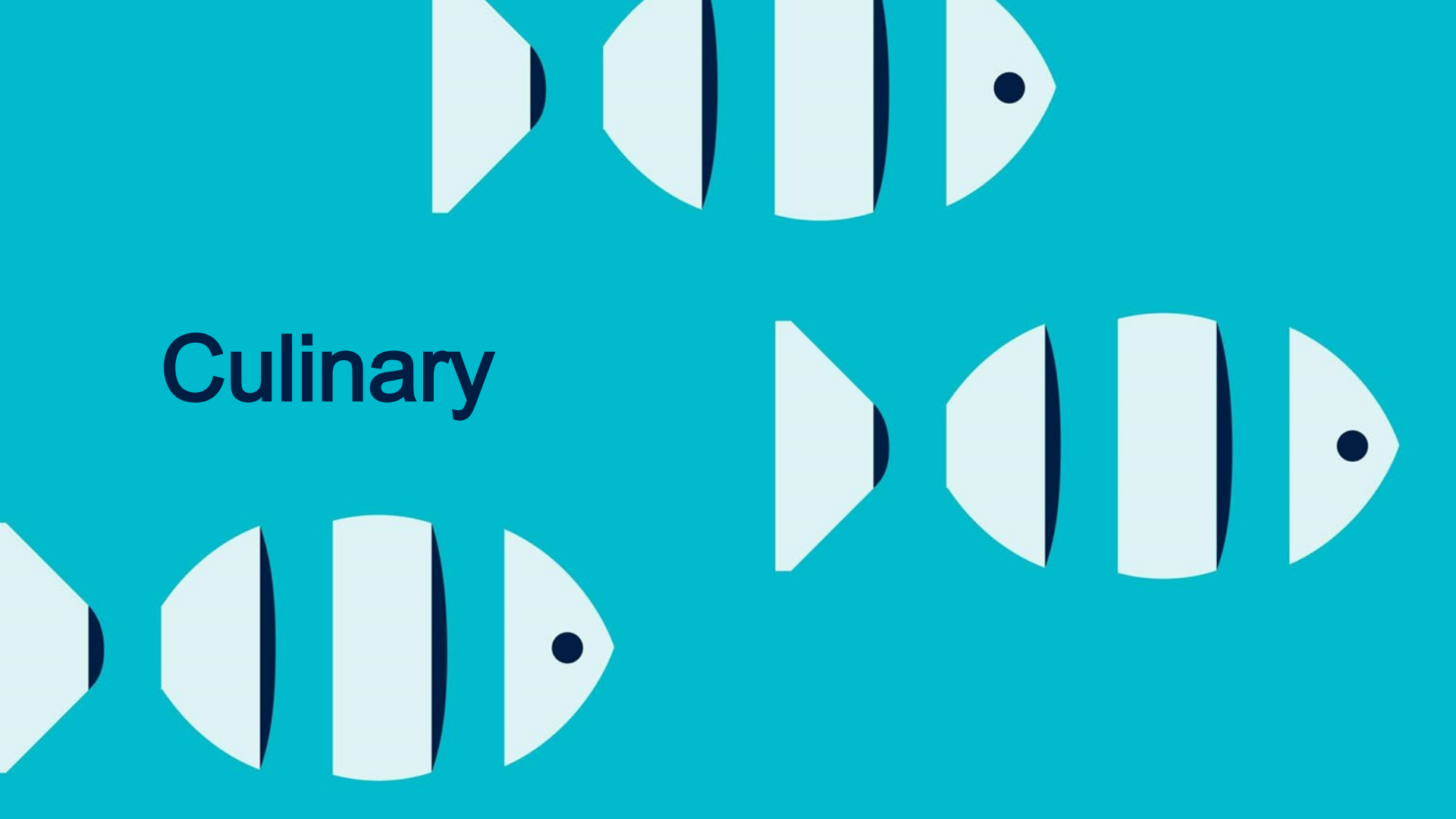
All these tactics will support and promote growth of the industry, businesses .

Eat well, do good.

These efforts of research, design, marketing, are all an investment by IDNR.

The goal is to help the environment while creating positive impact in the food system and economic opportunities for your organizations.

Culinary



Culinary

The paradox:

Plentiful locally

Wild and Sustainable

Versatile

High quality protein

Misunderstood

Maligned

Disregarded

This needs to change!

Culinary

Asian carp varieties

Bone structure

Market forms:

- Whole
- Boneless strips
- Ground (minced)



Culinary

Flavor and culinary application

Boneless strips



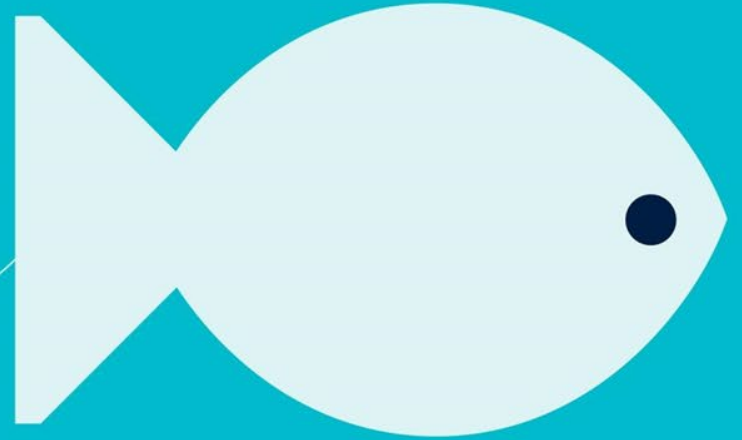
Culinary

Minced



Also:
smoked and whole/ fillet

Sales and Marketing



Asian Carp will deliver river to table!

Sales Partners: Where do we want to go....

Market Channels:

- Retail, Anchor Partners
- Food Service
- Distributors
- Industrial



Support

Telling the story: Key Sales Support

- Sales Presentations
- Product Samples
- Marketing and Collateral Materials
- Promotional Programs
- Social Media / PR Programs / Community Engagement
- Customer and Staff Trainings

We need your help!

Call to Action:

We need your help to get
Asian carp on kitchen tables,
on menus, in grocery stores
and dining venues.

Join us

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IL Department of Natural Resources

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