

[www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com)

## CAMPAIGN SUMMARY



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Bureau of Seafood and Aquaculture Marketing  
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## [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) Campaign Summary

April, 2004 - June, 2006

Beginning in the spring of 2004, the Florida Department of Agriculture and Consumer Services' Bureau of Seafood and Aquaculture Marketing embarked upon a three-year promotional campaign on behalf of the Florida wild-caught shrimp industry. The [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) campaign, made possible by federal funding from the National Oceanic and Atmospheric Administration, had two goals. The goals were: 1) Increasing public awareness about Florida wild-caught shrimp and the challenges the industry experienced due to the flood of cheaper farm-raised imports and rising fuel and labor costs; 2) Increasing sales and dockside prices. The first goal was accomplished by educating the public via the initiatives described below. Great strides were made on achieving the second goal with increased dockside prices. As with all marketing campaigns, consistent messaging and education is essential to expand on the success of the [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) campaign.

It is important to note that a key ingredient to the success of the campaign was getting continuous input and feedback from the Florida wild-caught shrimp industry. Frequent meetings were scheduled with the fifteen member Florida Shrimp Working Group to provide them with progress reports and obtain their recommendations regarding the allocation of program components. This process fused marketing concepts with the shrimp suppliers' frontline reality.

### **1. PUBLIC AWARENESS**

Increasing public awareness throughout the campaign was accomplished by a variety of consistent and ongoing approaches. These included media relations, paid advertisements, event participation, website, point-of-purchase material development and retail incentive programs. The following is a summary and evaluation of each component.

#### **Media Relations:**

The cultivation of relationships with media kicked off at the beginning of the campaign with a press conference by the Florida Department of Agriculture and Consumer Services and Commissioner Charles H. Bronson. The theme and purpose of the conference was to educate media and ultimately consumers about the many challenges the wild-caught

shrimp industry faced and to stimulate consumer support by encouraging them to ask for Florida wild-caught shrimp. This theme was consistent during all direct and indirect contacts with the media during the entire campaign. Media kits with the background and facts about Florida wild-caught shrimp were distributed to re-enforce the message.

Direct media contact included in-person staff meetings with major newspaper media boards, business and food editors throughout the state. Periodic telephone calls and e-mails to editors to pitch a variety of story ideas were also a part of the direct approach.

Electronic media coverage was accomplished by scheduling on-air interviews with Bureau Chief Joanne McNeely. In addition, staff obtained time during television cooking segments to prepare a variety of wild-caught shrimp recipes.

During the course of the campaign, numerous press releases were written and distributed within the state and nationally. The topics of these wild-caught shrimp press releases

varied from the serious, hard facts to the lighter side with recipes and tidbits of consumer interest information about the species. The goal was to stimulate the editors to either publish the releases verbatim or develop and write their own version using the information as a base for their article.

The initiatives proved to be very successful and were relatively low cost in terms of return on investment. The Florida wild-caught shrimp message received exposure in over 150 different documented print, online and electronic media. Many of these media entities ran a variety of Florida wild-caught shrimp related stories several times during the three-year period. It is believed that the message also received coverage in other media but due to the difficulty in tracking all the millions of medium it was not possible to document them all.

**Mild And Wonderful Shrimp Are A Colorful Summer Treat**

The long days of summer will be upon us soon which brings to mind thoughts of family picnics, picnics, barbecues and, of course, Florida shrimp. With so many varieties of wild-caught shrimp there is always something colorful to grill up this summer.

Wild-caught Florida pink shrimp, with a sweet succulent flavor and firm texture, is a delicious specialty. Besides being tasty, Florida pink shrimp has a unique pale pink hue before and after cooking. The shores of Key West are famous for their excellent pink shrimp which have been referred to as pink gold.® Referred for their lovely, rosy exterior and pure, white meat, these sweet shrimp are hard to beat.

Royal red shrimp are found in the cold, deep waters off the coast of St. Augustine. Royal reds are a robust, deep red color with a soft, delicate texture and a mild, sweet flavor. They are highly prized for their unique taste. The deep water gives the meat a soft texture so special care in cooking is required. They are great peeled and fried or added to the shell. When steamed or steamed, the stock from royal reds is excellent for creating colorful and delicious sauces.

White shrimp are primarily caught off Florida's Atlantic coast and they get their name from their pale, iridescent white color. White shrimp have a firm texture with crisp, cool, sweet white meat. White shrimp are great for everything! From main course to attractive side dish, this coastal staple is sure to be a hit.

The Florida Department of Agriculture and Consumer Services, Bureau of Seafood and Aquaculture Marketing promotes the superior quality and premium taste of this natural resource, and encourages consumers to look for the "Ask for Shrimp from Florida" seal. Looking for a new way to prepare shrimp this season? Great summer recipe like the ones below can be found at [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) and [www.FL.Seafood.com](http://www.FL.Seafood.com).

**On The Border Shrimp Salad**

1 pound cooked Florida shrimp, peeled and deveined  
 1 15-ounce can black beans, rinsed and drained  
 1 8 1/2" ounce can whole kernel corn, drained  
 1/2 cup chopped Florida red bell pepper

**On the Border Shrimp Salad**

1/2 cup chopped Florida celery  
 1/4 cup chopped red onion  
 1/4 cup chopped cilantro or parsley  
 3 tablespoons chopped Florida green onions  
 1 jalapeño pepper, seeded and finely chopped  
 1/4 teaspoon cumin  
 Sliced Florida avocado for garnish  
 Red wine vinegar dressing (recipe follows)  
 Combine all ingredients, except avocado and dressing; refrigerate.  
 Serve with dressing. Garnish with avocado slices.

**Florida Times Union - April 23, 2006**

**Everything you want to know about shrimp**

Shrimp species  
 There are four species of commercial value...  
 Shrimp 'color'  
 Pink shrimp found along the Atlantic coast...  
 Size and count  
 Shrimp are sized and sold by count...  
 Nutritional value  
 Shrimp are an excellent source of high quality protein...

A marketing industry standard success measurement for this type of coverage is the number of consumer impressions obtained. Consumer impressions are the number of people who are potentially exposed to the message. It is determined by the type of media and the formulas each uses to track their number of readers, viewers, listeners or visitors. These efforts

stimulated almost 17.5 million consumer impressions.

Another measure of success is earned media value. Earned media is unpaid coverage obtained via press releases and other public relations efforts. To determine value, the exposure obtained is measured and multiplied times the normal advertising rate for that specific medium. During the campaign period, media relations produced \$1,178,841 in earned ad value. This is free advertising.

### **Paid Advertisements:**

Early in the campaign, television and radio spots (advertisements) touting Florida wild-caught shrimp were created by the Florida Department of Agriculture and Consumer Services (FDACS).



The colorful and upbeat television spots used lots of action and “big band” music to catch television viewers’ attention and highlight

Florida wild-caught shrimp as a quality and desirable commodity. These spots can be viewed at <http://www.wildfloridashrimp.com/media.html>. The advertisements were purchased and distributed through the Florida Cable Telecommunications Association and aired over 29,000 times on cable channels such as CNN, CNBC, Family, A & E, CMT, TLS, ESPN, MSNBC, Discovery, Food Network, HGTV and other popular channels. The commercial advertising value was almost \$1.5 million which far exceeded FDACS negotiated government cost of \$100,000.

The radio advertising schedules targeted specific geographic areas and audiences in the state. The first series of spots ran in the spring of 2004 on Infinity Network, Cox Radio and Metro Network stations in seven of the larger metro markets in the state.

The second series ran during football season of the same year. The radio spots aired over 1,000 times through the Florida State University and University of Florida radio networks during their football games. In addition, the networks featured the



[www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) website in a rotating banner on their site. A full-page ad also ran in the Florida State football programs. The radio exposure produced almost 4.9 million consumer impressions.



The television and radio component of the campaign created the visual and audio excitement conducive to this form of medium. It was a good way to bring quick attention to Florida wild-caught shrimp as a consumer product. The goal to achieve the largest amount of coverage within a limited budget was accomplished. However, for maximum television and radio impact, the message must be repetitive over

time much as advertising giants like Coca Cola, Pepsi and Nike promote their products. It is hoped that future funding will be made available to expand the duration of coverage.

**Event Participation:**



Florida wild-caught shrimp was featured at more than a dozen targeted events that garnered almost 8.6 million consumer impressions. To reach consumers with varying interests a wide range of events were included in the campaign. These ranged from the one day local annual Florida seafood festivals to six weeks participation at the Disney World's Epcot in Orlando. The "Wild Shrimp from Florida" NASCAR, ARCA circuit race car served as an attention getter at many of the events. The events

presented opportunities to have face to face contact with consumers and educate them about the attributes of Florida wild-caught shrimp. It also gave attendees an opportunity to ask questions and learn about this vital Florida industry and the challenges they faced.



**Website:**

The development and promotion of the [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) website was an important part of the campaign. It allows a one-stop shop experience for retrieving multiple types of information. A consumer, media representative or potential buyer looking for information about the industry, shrimp recipes or a restaurant or retail market could find it all on this site. Visitors were not tracked initially; however, there were 76,673 documented visitors to the site during the 2005-06 fiscal year. The site continues to be updated as new developments occur. This is a low cost way of keeping information about Florida wild-caught shrimp available 24/7 to the public.

**Point-of-Purchase Materials:**

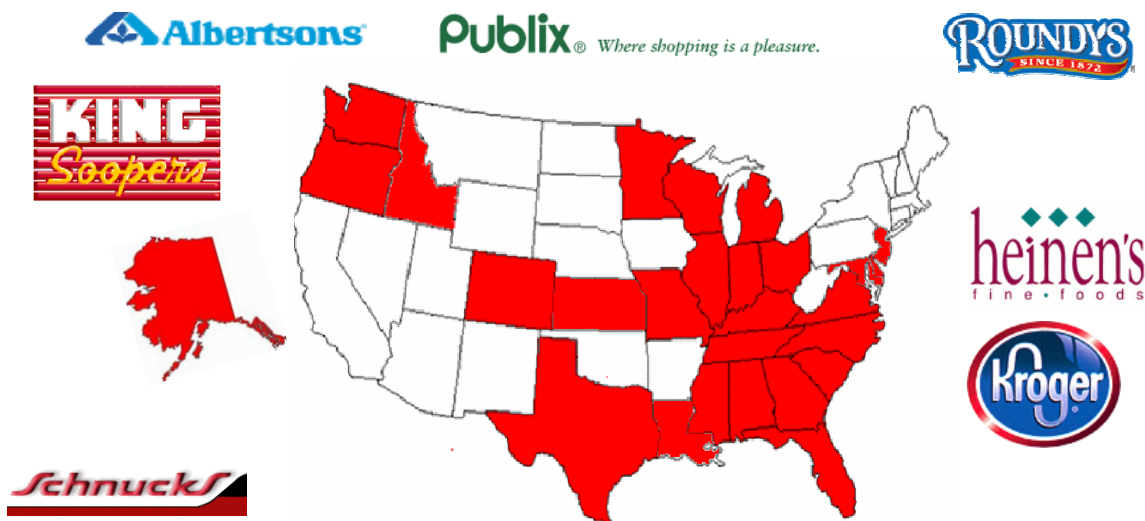
Colorful, eye-catching “Wild & Wonderful Wild Caught Florida Shrimp” brochures, posters, static cling decals and exhibit components were designed and produced. A special “Ask for Shrimp from Florida” logo was developed. This logo was a shrimp specific modification to the easily recognized Fresh from Florida logo. These materials continue to be distributed to retailers, consumers and media through requests made on the website, during events and other opportunities. Retailers and restaurants that sell Florida wild-caught shrimp frequently request and display the materials at the point-of-purchase. The materials are considered to be an important branding element of the promotion.

**Retail Incentive Programs:**

Feedback from Florida wild-caught shrimp suppliers indicated they had excess shrimp because retailers found it more economical to purchase the lower priced farm-raised imports. In fiscal year 2004, the recommendation of the Shrimp Working Group was to create a program that would give the retailers an incentive to buy, promote and sell Florida wild-caught shrimp.

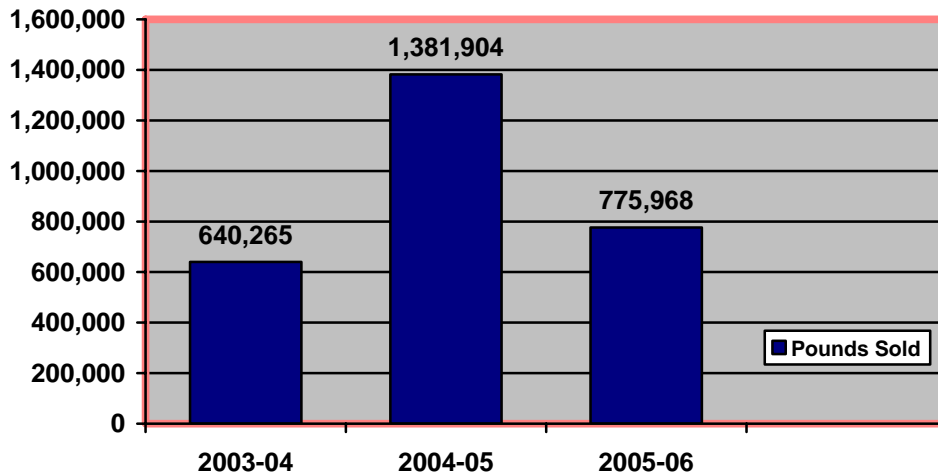
Consequently, plans were developed and implemented throughout the remainder of the campaign period to accomplish this goal. Large and small retailers were offered varying levels of a program that included the opportunity to recoup a portion of their advertising costs to promote Florida wild-caught shrimp. To participate, they were required to use the “Ask for Shrimp from Florida” logo in their advertising circulars and/or print ads. Since they had to buy and sell Florida wild-caught shrimp to promote it, this program was instrumental to increasing sales.

Over 3,000 stores in 14 supermarket chains located in 26 states and Washington, D.C. and 41 small retailers and restaurants participated during the campaign.



During the program, 2.7 million pounds of Florida wild-caught shrimp were sold by participating retail stores. Some of the stores reported sales increases as high as 2,000 percent over the same periods in prior years which helped the suppliers move product. The graph below shows the pounds retailers purchased each year during the program. More pounds were purchased in the second year because the incentive dollars available to retailers were greater than in the first and third year.

**Shrimp Purchased by Retailers During Incentive Program**



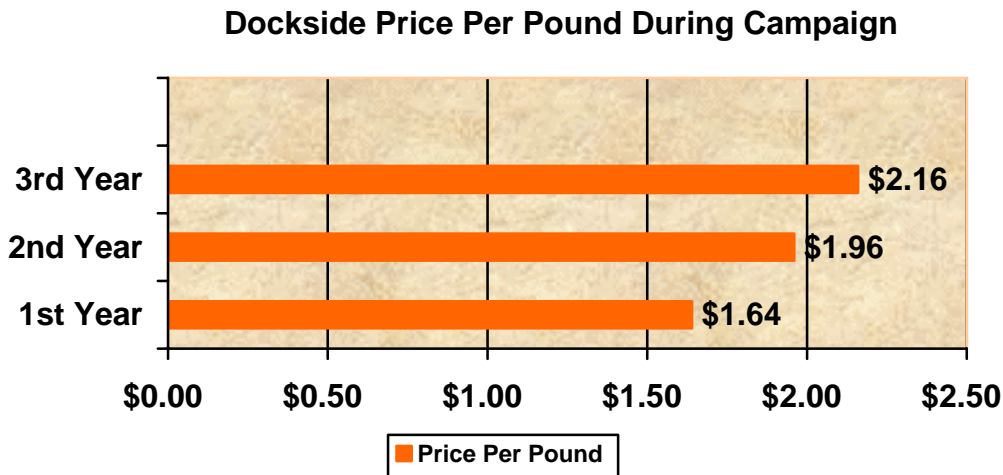
Due to the number of people who saw the logo and product in the ads across the country, this program accomplished the goal of increasing public awareness about the availability of Florida wild-caught shrimp. It also subtly implanted the “buy Florida” message in the consumers’ minds. Through the ad exposure consumer impressions obtained in the first



year of the incentive program was over 449.7 million. The second year of the program saw an increase to slightly over a billion. The majority of the retailers saw increases in Florida wild-caught shrimp sales which stimulated product movement for suppliers.

## 2) SHRIMP SALES AND PRICING

According to Florida Fish and Wildlife Conservation Commission landings reports, the dockside prices did increase during the campaign. From July 2003 through June 2004, Florida wild-caught shrimp sold at an average dockside price of \$1.64 per pound. The price climbed to \$1.96 per pound July 2004 through June 2005. In the next year, the price went to \$2.16 per pound.



The fact that a 1.2 million dollar campaign was able to increase sales is proof of the success. The domestic shrimp industry will continue to face complex challenges and, hopefully, will take advantage of similar programs with available funding.

### OVERALL EVALUATION

The public has many choices when purchasing shrimp. At the onset of the campaign, few people realized they were frequently buying shrimp that may not be domestically harvested. They did not understand or appreciate the difficulties that the shrimp industry faced or how important they are to the Florida economy. Many consumers thought since Florida was surrounded by water and shrimp were caught in these waters, the shrimp purchased in supermarkets, seafood markets and restaurants would be from Florida waters. The [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com) campaign was successful in beginning the process of branding Florida wild-caught shrimp as a quality and desirable commodity. The campaign also had an impact on increasing the dockside prices.

FDACS' role of assisting the Florida shrimping industry with marketing and information dissemination will continue. It is recognized that funding limitations will make it impossible to continue the intensity the program has enjoyed during the three-year campaign years. In an attempt to regain that intensity with a continuing Florida wild-caught shrimp marketing program, FDACS will submit proposals when grant opportunities arise. Submissions will also be made to the Wild American Shrimp, Inc. federally funded organization. Any assistance on behalf of the industry from the Florida Fish and Wildlife Conservation Commission and the National Oceanic and Atmospheric Administration will be welcome.

## **SPECIAL THANKS**

The Florida Department of Agriculture and Consumer Services' Bureau of Seafood and Aquaculture Marketing would like to express sincere appreciation to the following Shrimp Working Group members. For the duration of the campaign, they confronted many challenges facing the industry and were diligent in seeking positive options to increase consumer awareness and sales of Florida wild-caught shrimp. The guidance they provided the Department's marketing staff was invaluable.

Mike Bavota, Mike Bavota, Inc.

Greg Fisher, Blue Pelican Seafood

Dennis Henderson, Gulf Shrimp d/b/a Beach Seafood Market

Judy Jamison, Gulf & South Atlantic Fisheries Foundation

Bob Jones, Southeastern Fisheries Association

Nancy Mathews, Cox's Wholesale Seafood

Jay Moon, Moon's Seafood Company

Joe Nohren, BAMA Seafood

Ray Pringle, Florida Fishermen's Federation

Jerry Sansom, Organized Fisherman of Florida

Janie Thomas, Shrimp Producers Association

Rodney Thompson, Cape Canaveral Shrimp Company

Sal Versaggi, Versaggi Shrimp Corporation

John Williams, Gulf Partners Ltd.