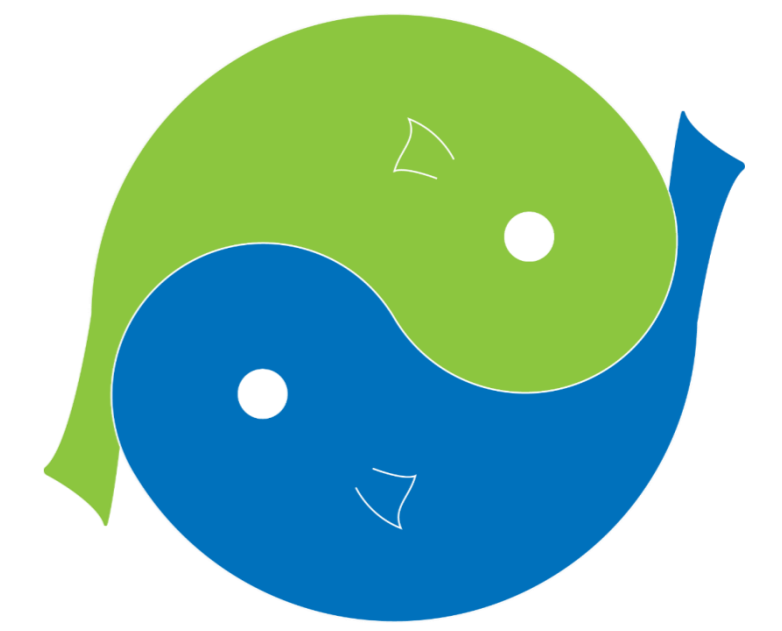# PrimeFish Project

Engaging and Communicating the Competitiveness with the European Seafood Stakeholders

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Market Research

Areas for market and consumer research

- Successful factors for launchings
- Seafood consumption, household purchase, demand stimulation

Case Studies

CASE STUDIES

Species	Originating from
Cod	🇨🇦 🇮🇸 🇳🇴 🇩🇪 🇬🇧
Herring	🇩🇰 🇮🇸 🇫🇮 🇩🇪 🇳🇴 🇬🇧
Salmon	🇫🇮 🇳🇴 🇬🇧
Trout	🇩🇰 🇮🇹 🇪🇸 🇹🇷 🇬🇧
Sea-Bass Sea-Bream	🇬🇷 🇮🇹 🇪🇸
Pangasius	🇻🇳

Shared Value

- Seafood Organisations
- Policy-makers
- Aquaculture Organisations
- Processors
- Fishing Organisations

Simulation/Prediction

- Strategic positioning model
- Choice modelling to comprehend the consumers preferred options

Economic Performance

- Productivity and market trends
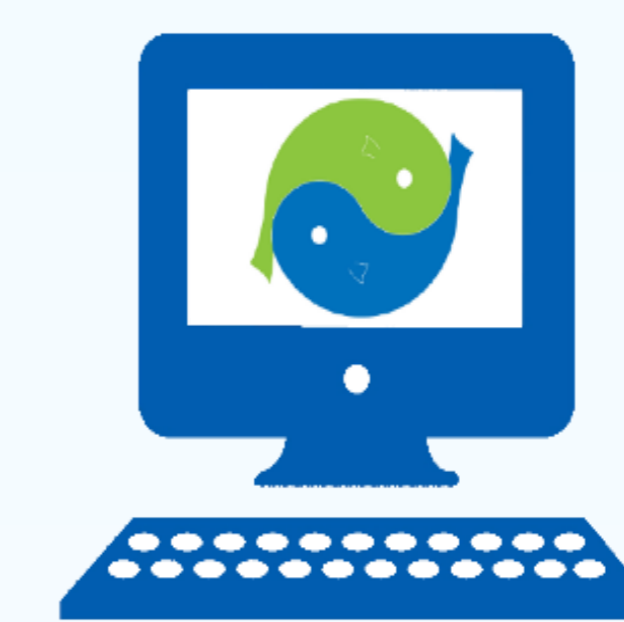- "Boom and bust" cycles
- European seafood market

Value Chain Analysis

- Industry dynamics
- Several species & countries
- Labelling and certification

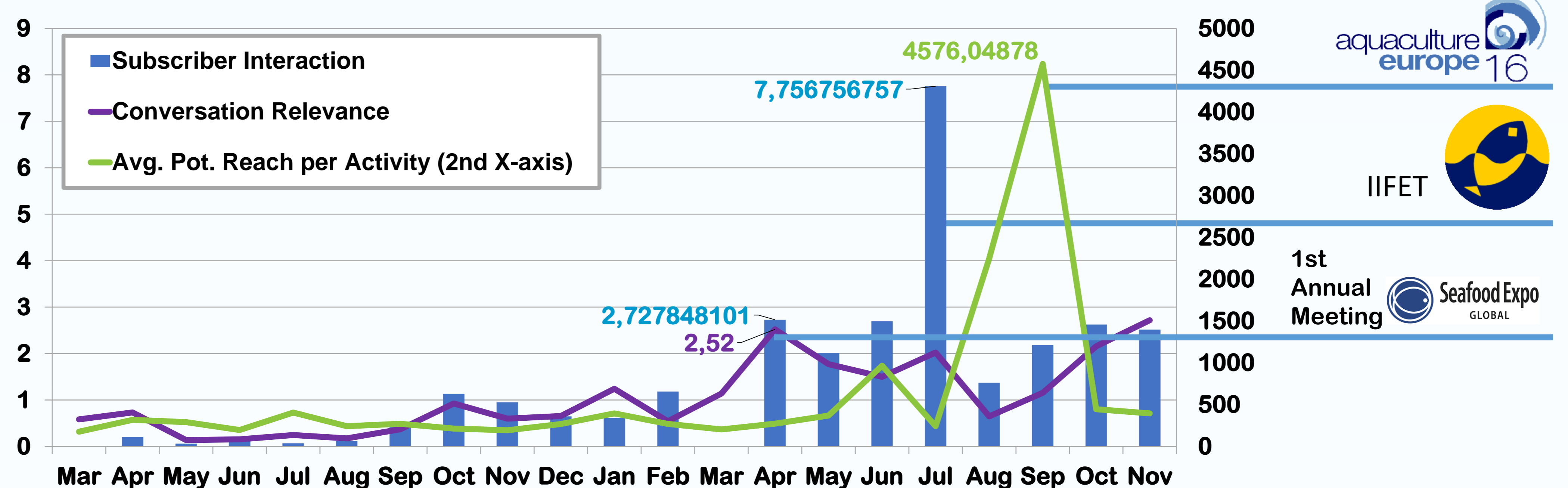# PrimeDSF (Decission Support Framework)

PrimeDSS – Software Tool

- Data
- Models
- Algorithms

- Succes and Failure Stories
- Competitive position analyser
- Value chain analyser
- Demand predictor
- Growth risk analyser
- Product success check
- Price development predictor

Conclusions

- **Content directly created by the project performs better in terms of engagement and interest created in the digital community.**

- **By participating in events the project gets recognition and enlarges the digital audience.**

- **The digital community linked to the fisheries and aquaculture sector in Europe registers a very limited activity in the holydays period (Christmas, July, August).**

Social Media and Web Analysis

Legend:
- Subscriber Interaction
- Conversation Relevance
- Avg. Pot. Reach per Activity (2nd X-axis)

Data labels: 4576,04878; 7,756756757; 2,727848101; 2,52

X-axis: Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov

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Rates have been weighed according to a measuring factor.

Number of posts published on the website and on different social media channels (Facebook, Twitter, LinkedIn, YouTube).

Level of interaction, measured by comments, likes, retweets, or favourites.

Reach of publications determined with the number of visitors to the web and to the different profiles in social media.

The **size of the community** of subscribers was defined by the number of subscribers to the newsletter, and the number of followers, fans, members and connections.

Relevance of the conversation considers the interactions' reach and the level of activity shown.
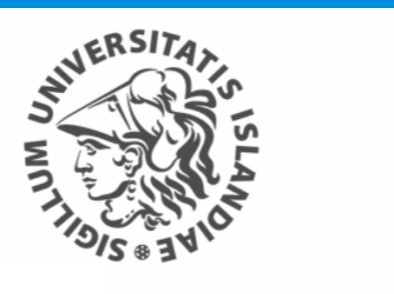
Average reach per activity analysed the growth of reach in relation to the activities carried out in social media.

The **influence level** takes into account the level of interaction and the number of subscribers.

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