

# MARKETING PROGRAM OF THE YEAR

## Red Jelly and Spring Bay Seafoods

### Spring Bay Mussels

Spring Bay Seafoods is a Tasmanian shellfish company. They had identified from international comparison and good market understanding that improved presentation of mussels would be attractive to chefs. In particular, chefs have to spend time scrubbing shells and removing the 'beards' to make the mussels ready for the pot.

What Spring Bay Seafoods didn't know was whether overcoming this problem would justify the very substantial production investment required, nor whether the improved or new product would actually lead to increased sales. Spring Bay deepwater mussels are now cleaned through a brush cleaner and have the beards mechanically snipped or shaven off. By doing this 90 per cent of the preparation work is done. They are effectively ready-to-use, just a quick rinse and into the pot!

Good research and marketing understanding gave Spring Bay Seafoods confidence that the investment was appropriate and a comprehensive and well-delivered marketing program ensured market awareness and appeal.

The result speaks for itself; the investment succeeded handsomely.

## JUDGES' COMMENTS

This was an inspirational submission. It demonstrated that through solid market understanding and focused application of marketing skills business can be truly transformed for everyone's benefit – the company, the customer and the end consumer.

The judges commended the exceptional results of the initiative, the demonstrated knowledge of the market, the use of innovation to create new opportunities and the outstanding business results. In particular, the judges were impressed by:

- the clearly defined business issue
- comprehensive understanding of customer behaviour
- an engaging, relevant and fun direct marketing package to support the new product features
- effective combination of marketing and education support to the target market.

Finally, it was clear that the product innovation delivered amazing business results. These included doubling of sales within two years, increase in market share, acquisition of new customers, growth of brand awareness, 45 per cent increase in gross margin, increase in staff morale, and the identification of more new opportunities.

