

Australian Prawn education for retail and consumers

for the Industry Partnership Agreements for the
Australian Council of Prawn Fisheries and
Australian Prawn Farmers Association



Ben Hale, Rachel King

April 2021

FRDC Project No **2017-087**



Australian Prawn education for retail and consumers (for the IPA ACPF APFA)

FRDC Project 2017-087

2021

Ownership of Intellectual property rights

Unless otherwise noted, copyright (and any other intellectual property rights, if any) in this publication is owned by the Fisheries Research and Development Corporation

This publication (and any information sourced from it) should be attributed to King, R; Hale B., 2021, Australian Prawn education for retail and consumers (for the IPA ACPF APFA). FRDC Project 2017/087

Creative Commons licence

All material in this publication is licensed under a Creative Commons Attribution 3.0 Australia Licence, save for content supplied by third parties, logos and the Commonwealth Coat of Arms.



Creative Commons Attribution 3.0 Australia Licence is a standard form licence agreement that allows you to copy, distribute, transmit and adapt this publication provided you attribute the work. A summary of the licence terms is available from creativecommons.org/licenses/by/3.0/au/deed.en. The full licence terms are available from creativecommons.org/licenses/by/3.0/au/legalcode.

Inquiries regarding the licence and any use of this document should be sent to: frdc@frdc.com.au

Disclaimer

The authors do not warrant that the information in this document is free from errors or omissions. The authors do not accept any form of liability, be it contractual, tortious, or otherwise, for the contents of this document or for any consequences arising from its use or any reliance placed upon it. The information, opinions and advice contained in this document may not relate, or be relevant, to a readers particular circumstances. Opinions expressed by the authors are the individual opinions expressed by those persons and are not necessarily those of the publisher, research provider or the FRDC.

The Fisheries Research and Development Corporation plans, invests in and manages fisheries research and development throughout Australia. It is a statutory authority within the portfolio of the federal Minister for Agriculture, Fisheries and Forestry, jointly funded by the Australian Government and the fishing industry.

Researcher Contact Details

Name: Rachel King
Address: For the Australian Council of Prawn Fisheries

Phone:
Fax:
Email: acpf.eo@gmail.com

FRDC Contact Details

Address: 25 Geils Court
Deakin ACT 2600
Phone: 02 6285 0400
Fax: 02 6285 0499
Email: frdc@frdc.com.au
Web: www.frdc.com.au

In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

Contents

Contents	3
Acknowledgments	4
Executive Summary	4
Introduction	7
Objectives	8
Method	8
Results, Discussion, Conclusion	11
Implications	22
Recommendations	233
Further development	24
Extension and Adoption	25
Project materials developed	25
Appendices	26

Tables

Table 1: Difference between 18/19 Facebook, Youtube and traditional media advertising. Pg 20

Figures

Figure 1 - Traditional prawn bucket. Page 13

Figure 2 - Prototype design 1. Page 14

Figure 3- Revised stand design. Page 14

Figure 4 - Stand material. Page 14

Figure 5 - Cone designs selected for manufacture. Page 15

Figure 6 - Final cone and stand design with prawns served as intended. Page 16

Figure 7 - Prawn cones in use at Deb's Fish Café. Page 17

Figure 8 - Alternative design with more efficient footprint/height to save space and integrated handle proposed for larger venues like Noosa Surf Club. Page 18

Acknowledgments

LAP Management Committee as at time of Final Report: Annie Jarrett, Matt West, Benjamin Hale, Dylan Skinns, Stefan Diacos, Graham Potter, Marshall Betzel, Patrick Hone, Peter Horvat, Simon Clark, Velimir Satalic, Kim Hooper, Warren Lewis, Rachel King. Helen Jenkins, APFA EO to 2017 is acknowledged for her role in the project concept phase.

Executive Summary

What the report is about

The methods used to assist consumers overcome barriers to consumption. The report details the outputs, and any available metrics, in market channels including retail, food service and directly with consumers about prawns; species, regions, preparation and cooking. Consumer perception and awareness of Love Australian Prawns (LAP) was measured and compared against previous years.

Background

“Unpacking the consumer seafood experience”, a report prepared for Fisheries Research & Development Corporation (FRDC) – 2016, (FRDC, 2016) reported that consumers rated 6.4 out of 10 for their confidence in preparing and cooking seafood. After priorities about freshness and origin, consumers also reported an interest in the seafood species and production to inform their decisions.

This project was commissioned to support RD&E activities; extension, education and campaign evaluation activities following FRDC project 2016-272 *"IPA ACPF APFA: Love Australian Prawns evaluation using consumer research, sales data and market insights"*.

Under FRDC project 2016-272, Brand Council concluded that LAP is achieving its original objective to: Increase value and volume for Australian prawns by

- Increasing desire for and desirability of Australian prawns.
- Give Australian prawns a special place in the eating habits of Australians.
- Increase value of the Australian prawn.

LAP was advised to use core campaign industry funds to deliver outputs of a market positioning nature rather than an educational nature, which is an RD&E activity. This decision to differentiate RD&E activities from promotional activities helps to relieve the pressure on industry campaign funds and Return on Investment expectations.

Under FRDC project 2016-272 University of Sunshine Coast (USC) reported that 1 in 5 Australians now recognise the LAP logo: this sort of awareness is usually only achieved via TV campaigns.

This project uses the recognised LAP brand to assist consumers to overcome barriers to consumption as a complementary activity to LAP brand positioning.

Aims/objectives

1. Provide education materials to LAP retailer partners to assist staff to answer common consumer questions about Australian Prawns
2. Provide visual instructions to complement written LAP recipe instructions to reduce barriers to consumption

3. Evaluate consumer perception and awareness effectiveness of LAP campaign (by variation 18 October 2018)

Methodology

The project planned to produce a range of materials through various channels to educate consumers as follows. Images of outputs are found in the Appendix.

1. Provide education materials to LAP retailer partners to assist staff to answer consumer questions about Australian Prawns

- Deck of hearts production and distribution - versions for Woolworths and Independents (How-to for prawn seasonality, species, in-store handling and merchandising to help less knowledgeable Woolworths' staff create a better purchasing experience for customers) – this did not proceed as the concept could not be signed off through the Woolworths' approval process
- Retail staff awareness evaluation – online evaluation of staff awareness post Deck of Hearts release – did not proceed as Deck of Hearts was shelved.
- Provenance map for permanent display – delivered and reproduced as an ongoing item available in LAP Online store
- Australian prawn story – similar content to the Deck of Hearts How-to content but for an independent retailer assisted customer audience – delivered and reproduced as an ongoing item in LAP Online store
- Trial methods to assist food service to present Australian Prawns in novel ways (by project variation 18 October 2018) - Establish a more modern, food safe and visually impressive way to serve a bucket of prawns in middle range restaurants and Surf Clubs, coastal pubs etc. for the benefit of consumers

2. Provide visual instructions to complement written LAP recipe instructions to assist consumers

- How-to videos – shot, edited and delivered for an online audience in 2017-18 and repeated in 2018-19 (by project variation 18 October 2018)

3. Evaluate consumer perception and awareness effectiveness of LAP campaign (by variation 18 October 2018)

- USC consumer perception survey - A repeat of consumer research conducted by University of Sunshine Coast measuring perception of 1000 consumers compared against past survey results.

Implications for relevant stakeholders

1. Despite initial interest and enthusiasm, implementing staff education programs within large supermarket chains is problematic, even with support of the seafood department as content crosses multiple areas of responsibility e.g. operations and human resources. These multiple layers of approval and often changing policies can render printed material out of date or stuck in a cycle of revision and approval until it is out of date. Independent seafood retailers are capable of utilising such resources and welcome them.
2. Online video is highly effective in moving consumers along the journey from consideration to purchase and help reduce barriers to consumption. The inclusion of a video on a web page or alongside a recipe increases uptake and effectiveness of the recipe. Continued use of smartphones and online media make how-to videos essential considerations when planning any recipe based marketing.

3. Sales of Australian Prawns can be increased in food service venues with compelling and novel serving buckets to bring theatre and engagement to the table, however larger volume venues have different requirements to smaller venues.
4. Awareness of the LAP campaign amongst consumers has grown steadily from years 1-5 and plateaued in year 6. Investment in the campaign has remained steady in years 1-5, declining in year 6.

Recommendations

1. Removing barriers to consumption is best achieved via direct to consumer marketing, especially through online video, rather than attempting to educate serving staff in major supermarkets through printed materials.
2. The LAP prawn bucket project has established that consumer demand can be increased with a novel serving bucket. This should be scaled from 6 to 20 test locations to further validate its effect before investing in on a larger scale and a compostable, recyclable chitosan based bucket should also be developed and trialed for higher end restaurants.

Keywords

Love Australian Prawns, consumer perception, retail support, consumer education, barriers to consumption

Introduction

FRDC's 2016 report and the latest Nielsen scan data (via FRDC), provides a snapshot of the Australian seafood consumer's experience. This seafood consumer experience information provides context for the methods trialed in the project and assists to analyse their success:

- 95% of consumers eat at least some form of seafood with slightly fewer (91%) consuming fresh seafood.
- The majority of Australians (57%) buy their seafood (including prawns) from the major supermarkets as part of the regular shop. More consumers visit seafood retailers to buy prawns regularly than they do to buy fish.
- For a lot of people, prawns are still an occasion-based experience, more so than fish, with Christmas and family/friends occasions being prawn's stronghold. Prawns are less often part of the weekly food plan than fish.
- Consumers rated their confidence in preparing and cooking seafood at 6.4 out of 10. There are barriers to consumption for prawns at the point of purchase, preparation & cooking and eating that are the focus of this project:
 - *Point of purchase* - Consumers were most interested in origin, freshness and fresh/frozen information to assist purchasing. This information is relevant to the batch and outside of the scope of this project. Of least significance to consumers is species and production method information but is in scope of this project.
 - *Preparation and cooking* – 75% of prawn consumers were most interested in recipes, cooking tips, cooking options and instore/on-packaging instructions to assist with preparation and cooking. Consumers have a preference for online sources for preparation and cooking information rather than printed material.
 - *Eating* – the positives of taste, nutrition and recipe variety were countered by the negatives of waste, mess and smell for consumers. This project cannot change the nature of unprocessed prawns but can accentuate the positives.

In order to address barriers to increased consumption as promoted under the industry funded LAP campaign, this project was commissioned to support RD&E activities; extension, education and campaign evaluation activities following FRDC project 2016-272 *"IPA ACPF APFA: Love Australian Prawns evaluation using consumer research, sales data and market insights"*.

The methods proposed in this project in a variety of channels and types of media, are aimed to assist LAP to achieve its original objective to increase the value and volume for Australian prawns by overcoming barriers to consumption.

Objectives

1. Provide education materials to LAP retailer partners to assist staff to answer consumer questions about Australian Prawns
2. Provide visual instructions to complement written LAP recipe instructions to assist consumers
3. Evaluate consumer perception and awareness effectiveness of LAP campaign (by variation 18 October 2018)

Method

The project originally included the production of education material for retail partners (Deck of Hearts and Australian Prawn Story) and video instruction on how to handle, cook, etc for 2017-18. When the Deck of Hearts production did not proceed and there was need for further RD&E in 2018-19 the project was varied.

ACPF and APFA agreed to the LAP Management Committee recommendation to:

- prioritise a proposed second batch of How-to videos (\$23,340) and the proposed Cone prototype trial and evaluation (\$12,500) over staff retail education Deck of Hearts (\$28,500) and its evaluation (\$3,720) for 2018-19
- redirect unspent 2016-17 RD&E funds (from 2016-272 and 2017-087) to 2018-19 RD&E activities (Cone trial and How-to videos) and
- run a repeat of the consumer perception survey in early 2019 (\$10,000)

This variation was agreed and contracted with the variation in method **marked**.

The methods to achieve Objectives 1-3 are as follows:

Objective 1: Provide education materials to LAP retailer partners to assist staff to answer consumer questions about Australian Prawns

- a) **Deck of hearts production and distribution** - *did not proceed (see Results)*

Aimed to: Educate Seafood Staff in Woolworths and Independent Seafood Retailers about prawn farms and fisheries, seasonality, species, in-store handling and merchandising and helps less knowledgeable Woolworths staff create a better purchasing experience for customers

To contain: Self-contained printed hanging “Fan” device with 12 inserts - each insert addressing a particular education point in short format (eg maximum of 100 words for each section): Storing, Freezing, thawing, Species profiles, Nutrition, Methods of cooking, How to peel and prepare, Grading and sizes, In-store handling, Merchandising guide, FAQ. Potential version for Independents

Production: 2,000 units produced by mid 2017

Distribution: To participating Woolworths stores (1,200) with the option to also send a 2nd version to independent retailers (800)

Cost: \$28,500 production, distribution, management

Note: The Woolworths production was to be synced with their seafood activity calendar, the stock they carry, refer to their OHS or handling policies and contain Woolworths branding.

A version without branding was planned for Independent retailers or Coles if the Woolworths production was not achieved for some reason.

b) Retail staff education evaluation – *did not proceed (see Results)*

Aimed to: Measure the effectiveness of the proposed materials to improve staff knowledge - assisting them to better answer consumer questions

To contain: An online survey designed and analysed by Adpower

Cost: \$3,720

c) Provenance map for permanent display

Aimed to: Educate consumers in independent seafood retailers about the fisheries and farms in Australia, providing a simple, clean and attractive solution to present relatively complex information that, to date has been difficult to convey

To contain: A high quality map identifying fisheries and key species

Distribution: To participating independent seafood retailers

Cost: \$9,160 content/production and management to finished art.

d) Australian prawn story

Aimed to: Assist retailers help their customers become more informed about Australian Prawn production and supply chain, handling, storing and thawing information to increase enjoyment and performance of prawns when taken home.

To contain: Information on prawn fishing and farming, safe prawn handling and species. Production: A6 printed booklet

Distribution: To participating independent retailers in mid 2017

Cost: \$5,000. Content development, design, printing (to be quoted based on numbers required) & dispatch to retailers quoted as part of LAP retailer distribution.

e) Novel method of presenting Australian Prawns in food service (by variation Oct 2018)

Aimed to: Establish a more modern, food safe and visually impressive way to serve a bucket of prawns in middle range restaurants and Surf Clubs, coastal pubs etc for the benefit of consumers and as an incentive for chefs to feature Australian prawns more often or for the first time.

Background: LAP has been working on a better method of presenting and serving prawns in the Food Service environment in order to assist establishments engage consumers and present small serving sizes. With LAP campaign funds the traditional tabletop prawn bucket was reinvented, and an early prototype developed from LAP campaign budget. In this project, a short run of the new bucket designs were to be manufactured and trialled and improved based on feedback from restaurants and consumers (there are a number of cone designs to be trialled). Iterate and improve the design so that it is more fit for purpose and has greater appeal and therefore a greater chance of adoption from a larger number of restaurants.

Cost: \$12,500 (production of cones, chef interviews, final prototype design, project management)

Objective 2: Provide visual instructions to complement written LAP recipe instructions to assist consumers

a) Addressing barriers to consumption - How-to videos 2017-18

Aimed to: Show consumers how to prepare the recipes developed by LAP. Evidence shows that consumers seek out video material over written material. The printed format is limited by distribution outlets and number of recipes printed. With a shift to more digital and social media activity, these videos are important in breaking down knowledge barriers to trial of the recipes.

To contain: Step by step how-to videos showing consumers how to prepare existing LAP recipes
Production: 26 videos shot in simple overhead style to reduce perceived complexity of preparing LAP recipes.

Distribution: Online in mid 2017

Cost: \$23,340 for shoot and management

b) Addressing barriers to consumption - How-to videos 2018-19 (by variation October 2018)

Aimed to: Reduce barriers to consumption by skilling consumers to handle and prepare prawns in different ways

Background: LAP milestone reports demonstrated the effectiveness of consumer engagement using video on social media. Besides being an effective visual media in digital formats, they aim to reduce barriers to consumption. Thawing/storing/handling techniques were added to the peeling video from 2017, along with another batch of video instruction on 20 recipes. Production quality must remain high and consistent for the LAP brand to be used

Distribution: Online via social media

Cost: \$23,340 for 23 videos, completed in November 2018

Objective 3: Evaluate consumer perception and awareness effectiveness of LAP campaign (by variation 18 October 2018)

The intention was to repeat the consumer research conducted by University of Sunshine Coast (in 2017, 2015, 2014) measuring perception of 1000 consumers in March 2019, 2 years after the last survey, and compared against past survey results. This information forms part of LAP Management Committee's data analysis strategy as it forms the 2019-2020 LAP campaign and was presented by Meredith Lawley on 2 May 2019 at the LAP MC meeting.

Results, Discussion, Conclusion

Objective 1: Provide education materials to LAP retailer partners to assist staff to answer consumer questions about Australian Prawns

a) Deck of Hearts and associated evaluation for the retail channel

LAP saw the opportunity to meet Woolworth's request for staff training information with the Deck of Hearts concept. 'Deck of Hearts' was designed as an exclusive offer for Woolworths and was ready for print as a pack of 12 information cards (24 pages plus cover) with a feature education piece and recipe each month. It was designed to help educate Woolworths staff on handling, thawing, Australian prawn types, nutrition, merchandising, recipes, FRDC project 2017-087 produced videos and the FRDC project 2017-087 produced provenance map.

The Deck of Hearts concept was not intended to supply batch level origin and freshness information and so could not address consumer's main concerns affecting confidence when purchasing from supermarkets. However improved handling and available information in the supermarket deli would help to address consumer's lack of confidence in purchasing seafood from supermarkets compared to other sources. It would also give staff a better idea of what is in season and suitable recipes for each month of the year.

The project identified a threat that the Deck of Hearts may not be produced and contingency was to seek written agreement at each stage of production with Woolworths with a final check before print. If Woolworths withdrew the output could still be produced without the Woolworths logo and diverted to independents.

In September 2018 Woolworths formally advised that they were not able to secure approvals across multiple departments of marketing, logistics, Human Resources and training. Adpower advised that Coles may likely suffer from similar roadblocks but that the concept could be very useful for independents who are always receptive of training material. This activity was valued at \$28,500 and \$25,200 print budget remained unspent under Milestone 1. The staff evaluation of the effectiveness of this activity was no longer required.

With funding constraints, the LAP Management Committee agreed to prioritise the proposed second batch of How-to videos (\$23,340) and the proposed Cone prototype trial and evaluation (\$12,500) over staff retail education Deck of Hearts (\$28,500) and its evaluation (\$3,720) for 2018-19. The How-to videos were seen as a more effective way to address barriers to consumption than the training material.

Supermarkets show no sign of removing the seafood deli as Tesco has done however Nielsen scan data for prawns provides evidence of the significant growth in packaged frozen prawn sales.

Deck of Hearts conclusions:

- If the opportunity arises LAP should assist Australian businesses to optimise information on frozen packaged prawns in preference to trying to assist major supermarkets to upskill high turnover staff in the seafood deli section.
- If the opportunity arises in future, LAP could produce the Deck of Hearts concept for (smaller) independent supermarkets who are expanding seafood lines.

b) Australian Prawn Story via the seafood retail channel

The Australian Prawn Story was repackaged from the Deck of Hearts content in a short, brochure form (see Appendix).

10,000 copies of Australian Prawn Story were printed and added to the LAP Online store in April 2018. As at August 2019, 6,500 have been distributed in 63 shipments to seafood retailers. The cost was \$4,500 which included all creative, artwork and printing.

This material addresses any need for information that seafood retailers may have even though seafood retailers are amongst the most trusted source of seafood (FRDC, 2016). The brochure can be made available at cost through the LAP online store once the current RD&E funded print batch has run out.

Species, nutrition and prawn production information is best made available with cooking and preparation directions (eg How-to videos) as FRDC (2016) reported that consumers are interested in cooking and preparation before species and production information. Species, nutrition and production information is more likely to result in greater consumer understanding if promoted with How-to videos than if distributed physically on its own via seafood retailers.

Australian Prawn story conclusions:

- Once all copies are distributed, Australian Prawn Story be replenished and made available to retailers at cost through the LAP online store according to demand
- While consumers find the thawing, storing and peeling information most useful, including the fisheries, sustainability and production location information helps consumers understand more about the Australian Prawn industry than they otherwise would have. Keeping this information in one booklet helps consumers know more about the prawn industry than they otherwise would have.

c) Provenance maps

The Provenance maps have been received by independent seafood retailers and some wholesalers with enthusiasm, not just for their content but for their aesthetic value, with a number ending up in boardrooms and corporate offices of seafood companies. 200 Provenance Maps (100 x 2 sizes) were produced under the LAP budget while the RD&E project funded illustration and project management. 103 have been distributed, often in individual shipments.

Not all seafood retail stores have the space to feature a map and major supermarkets often have strict guidelines on the material presented in stores. However, the Provenance Map has proved just as much a piece of artwork to attract consumers as educational material to assist retailers who ordered copies.

The provenance map has also featured in recipe books, the 100 page Great Australian Prawn Cookbook and also extensively throughout the Love Australian Prawns Website.

Provenance map conclusion:

- Provenance map to be replenished at cost by LAP online store demand and continue to be featured digitally and in appropriate printed LAP material in future.

d) Food service cone prototype

Original hypothesis: that the Love Australian Prawns campaign could expand brand awareness and product engagement through the food service sector by offering LAP branded prawn buckets to restaurants for little or no charge. Many restaurants use free galvanised buckets supplied by beer companies to serve prawns at the table. The aim was to find a more modern, food safe and visually impressive way to serve a bucket of prawns in middle range restaurants and Surf Clubs, coastal pubs etc. The vision is to take over that hallowed serving space on the table.

However, when a “traditional” bucket shape was prototyped, it was soon discovered that although many restaurants serve prawns in buckets like this, it contravenes food safety laws with rivets folds and seams that could be a haven for bacteria.



Figure 1 Traditional prawn bucket

Revised Hypothesis: assist the restaurants with a novel design that was food safety compliant and also created a sense of theatre around the dining experience, providing an incentive for chefs to feature Australian prawns more often or for the first time, generating additional volume of sales of Australian prawns for the restaurant.

It was theorised that a significantly interesting and novel design that complied with food safety laws *could* create incremental sales through the “When Harry met Sally Effect” i.e. when one serving comes out, then another patron would see it and be inspired to order it.

Prototypes tested included;

- stand design,
- stand material,
- cone design, and
- cone material.

Stand design 1: The first step was to separate the stand from the vessel holding the prawns, so that no metal, folds or rivets came into contact with the product.

The first iteration is shown in Figure 2. While it held the prawns securely, it was so ugly that there would be little chance it would be welcome on tables.

Feedback on the shape and thickness of the aluminium stand was that it was “brutal” or “too industrial”

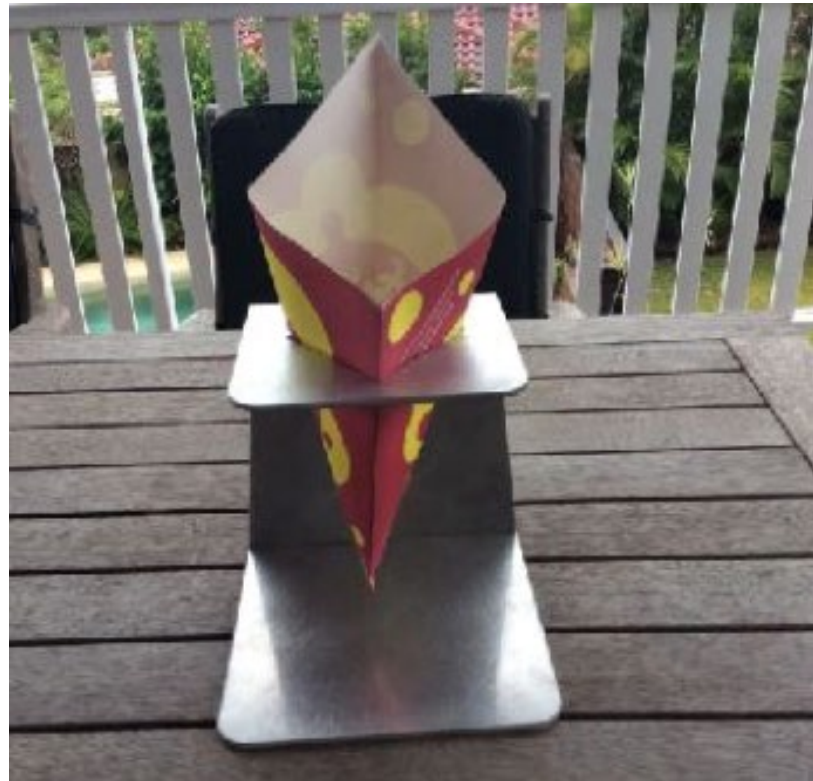


Figure 2 Prototype design 1

Stand design (revised): The second design involved a sleeker and more aesthetically pleasing profile. It also solved a second issue with ensuring LAP branding by laser cutting the logo into the stand. This was considered important because, while the cone design was intended to have LAP branding, venues might want to use the stands, but source their own cones. Laser cutting LAP branding on the stand helped keep the LAP brand at the centre of the table. It was the revised stand design that was subsequently trialled with a variety of cone inserts in food service.



Figure 3- Revised stand design

Stand material

- *Brushed aluminium:* After extended use in high temperature dishwashers,



Figure 4 - Stand material

the aluminium stands tended to oxidise and become dull.

- *Powder coated aluminium:* Powder coating the stands prevents discolouration. The stands are now available in a choice of three colours - black, white and grey. Powdercoating added \$3.60 to the cost of manufacturing the stands (taking the unit cost from \$23.00 to \$26.60 ex GST)

Cone Design: A range of cone designs were originally produced. They were designed to attract attention and be a conversation starter.

Appendix 3 contains the original cone designs evaluated.

Three designs were chosen to go to manufacture for testing in venue.



Figure 5 - Cone designs selected for manufacture

Cone material:

- *Soy glazed card:* The material choice for the cones was 350GSM card with a food safe soy glaze on the inside of the cone. 5,000 cones were manufactured. The choice of 350 GSM card was driven by a desire that the cones be recyclable and card held ink (better resolution for the images on the outside) better than PE laminate which is used quite often in disposable food service cones/crepe/food holders.
- *PE laminate:* A new material called PE laminate was found and tested, pricing cheaper than the card. Though not recyclable it was introduced to resolve the problem of the joins in the soy

coated card not being waterproof, prone to weakening, and the water-soluble adhesive dissolving if totally soaked

- *Chitosan option:* During the course of the project a chitosan based (prawn shell) bioplastic material was investigated. Buckets made of the biodegradable material could be used in higher end restaurants. Initial discussions with a number of high end Noosa restaurants generated significant interest. Carapac, a company that produces chitosan based bioplastics has been approached to see if manufacturing prototypes for further testing is feasible.

In venue testing:

Cones and stands were offered to;

- The Sunshine Beach Surf Club
- Mooshka Restaurant, Sunshine Coast
- Noosa Heads Surf Club
- Debbies Seafood Café, Mackay
- Portland Roads Café, Cape York.
- Dee's Seafood Delights, Morphet Vale SA



Figure 6 - Final cone and stand design with prawns served as intended

- *Sunshine Beach Surf Club:* 8 stands and 1,000 cones of 3 kinds were supplied and tested over a 10 month period. The club was chosen as a prime candidate because they were a seaside venue and sold buckets of local prawns using their own self-sourced plastic buckets. The venue agreed to the trial and 4 face to face interviews with the manager/chef were conducted while the trial was held.

The effect of the cones was as hypothesised, that when a bucket was ordered, 2 or 3 extra orders would then come in. Diner feedback was positive (looks good, stylish, never seen that before) and the newspaper and trawler designs were most popular. Interestingly, there were no diner queries on the recyclability of the cones. The height of the buckets (about 1.5 times the height of a bottle of wine when full) was sometimes an issue, sitting between the eyeline of two people across the table. They found in some circumstances, diners pushed the buckets to the side and consumed prawns that way.

There was also a performance issue noted with the cones. During the manufacturing process the soy glaze was applied before the card was scored to create fold lines along the edges of the cone. The scoring process compromised the glazing, therefore when the internal edges of the cones came into contact with water (i.e. from melting ice in the cones) it would seep into the card, weaken the seams and the cones would split and spill the contents out. The adhesive that held the cone tab was water soluble, therefore if a cone was filled with water, it would only hold for up to minute before the adhesive would dissolve and cause collapse.

The simple solution for the trial was to use 2 cones - one inside the other and cones would then hold fast for hours filled with moisture without weakening enough to break. While this worked for the trial it was not a long term solution. This also drove the decision to switch cone material to PE laminate, which solved the durability issue, is a little cheaper to manufacture, but had the downside that it is not recyclable.

The trial concluded when the venue was demolished for redevelopment - but they have indicated that when the new club opens in December 2019 that they will welcome the LAP prawn buckets back as there was a demonstrable increase in sales as a result of the trial (1:1 or 1:2 extra sales from each order) and it did add a sense of theatre and occasion to the dining experience with positive feedback from diners.

They also indicated that they would be willing to pay for the stands and cone replenishments, estimating that the stands would be worth about \$20-\$25 per unit.

- *Mooshka Restaurant:* Mooshka is a mid tier/affordable restaurant on the Sunshine Coast serving entrees from \$15 mains from \$20 and tapas style snacks. When approached about a trial they were enthusiastic and hadn't offered a bucket of chilled prawns with dips before. They were supplied with 8 stands and 350 cones.

When interviewed 2 months later, they had stopped serving prawns in the buckets.

While they agreed the buckets did create theatre and helped in increase sales, the space they had available in the restaurant was extremely limited. They could not store the stands and cones easily as they required every bit of crockery/cutlery to have multiple functions and store easily. They felt that the cones and the boxes took up too much of their limited space to be used for only one menu item. For them, it was a great idea but limited space (and some issues with staff awareness) made it too hard to implement.

- *Deb's Fish Cafe – Mackay:* As a seafood restaurant owned and operated by a fishing family, Deb's Fish Cafe was a prime candidate for testing.

5 stands and 1,000 cones in two shipments were sent.

This venue served prawns both hot and cold in the buckets and did not report any issues with the seams or adhesive. They used a piece of grease proof paper as a lining in the cone and advised they performed well.



Figure 7 - Prawn cones in use at Deb's Fish Cafe

Hi Ben


Fabulous!


We love them. The customer feedback when you take them to the table is always positive. I definitely think they have helped to improve sales as when people see them they want one too. It's that whole visual of we eat with our eyes. We have a "bucket of prawns" on our menu and these are the perfect size too.

We use a piece of patterned greaseproof paper in them so we don't have to use 2 and haven't had any issues with them going soft before diners are finished.

Cheers

Kristie

 Address: 16 David Muir St, Slade Point 4740
Phone: 07 4955 4111
Mobile: 0423 593 104
Email: admin@debbiesseafood.com.au
Website: www.debbiesseafood.com.au

 Like us on facebook.

WINNER OF THE QLD 2017 'LARGE SEAFOOD BUSINESS' AWARD

- *Portland Roads Café*: Portland Roads Cafe is possibly the northernmost cafe in Queensland. It has been in operation for 10 years and has built a reputation amongst 4WD enthusiast and birdwatchers as a “must do” when journeying to the tip of Cape York. It is a seasonal operation only open from June, so testing is still in the early stages.

They requested the buckets and cones after [reading the article in Fish Magazine](#).

5 stands and 350 cones were despatched in April.

- *Noosa Heads Surf Club*: Noosa Heads Surf Club is a large and busy operation, catering for more than 1,000 meals per day. They are famous for their bucket of prawns as [featured on their website](#).

Their head chef and F&B managers were approached for the trial which they agreed to conduct on a limited basis. Again, diner feedback was positive and the buckets did perform as intended to increase interest, novelty and theatre, but in a busy kitchen they needed to prep many buckets beforehand - beyond the number of stands available.

The cone durability issue raised its head again in this situation as moisture could accrete in the seams while the cones were filled and held in cold store. The shape of the cones also took more space in the cold room than their regular galvanised buckets supplied by Corona. They also reported that staff preferred buckets with handles as they could more easily be taken to tables.

The durability issue was solved with the PE laminate cones, but with a recyclability trade off. The cold store option can be addressed with a stand that can hold multiple pre-prepped cones more efficiently with cones transferred to single stands, however this does mean a section of the cold store area must be set aside for this purpose. A different stand/cone design to solve the “handle” wishes has also been made (Figure x)

Dees Seafood Delights Morphett Vale SA. This store requested the buckets after seeing them featured in Fish Magazine. They were sent 5 stands and 350 cones. Testing is still in progress.

Hi Ben sorry for the delay. We have been extremely busy this year. Yes the stands have been a great success. We get lots of WOW's when we take them out. I found the cones did leak, so I have doubled them up. We offer 2 sizes on our menu and the cones are a little big for the 250g, so we just put some paper towel in the bottom which fills them and also absorbs any liquid. I do have some pictures but not on this computer so I will send through later. We have also asked our customers to put some onto our page when they get reception, so hopefully they will. Over all they have been a great success, they look great and people love them. I will certainly be purchasing more cones. Thanks heaps for sending me these I really appreciate it.
Cheers Sheree



Figure 8 - Alternative design with more efficient footprint/height to save space and integrated handle proposed for larger venues like Noosa Surf Club

Food service prawn cone prototype conclusions:

- LAP to dispatch (via the LAP online store) 15,000 PE laminate cones and 100 powder coated stands that have been produced to interested venues for further testing or use as part of the 2019-20 food service module.
- LAP offer the non-recyclable PE laminate cone and a recyclable cone (to be used with grease proof paper lining) as options on the LAP online store

- LAP request feedback on whether these cones promote Australian prawns on food service menu
- When research funding opportunity presents, ACPF/APFA trial the chitosan based (prawn shell) bioplastic bucket for use in higher end restaurants.

Objective 2: Provide visual instructions to complement written LAP recipe instructions to assist consumers

In 2017/18 23 videos were released including a ‘How to Peel’ and in 2018-19 another 23 videos were released including ‘How to Thaw’. The videos largely demonstrated different ways of cooking prawns through a range of recipes; BBQ, grill, stew, etc. The full library of 39 videos can be found at LAP’s [Youtube channel](#)

The project funded production and associated management of the video content but not their paid promotion. Promotion via social media paid advertising was funded by the LAP campaign.

Footage was released ‘organically’ via the Love Australian Prawns Facebook page which has over 10,000 followers. Paid promotion was demonstrated to be so cost effective that it was used to extend the outputs further: When a video was added to a recipe page on the LAP website, average time spent on the page increased by 90% (Appendix 2).

Results support that the use of paid advertising via social media is a cost efficient and increasingly effective means of reaching a large audience. Appendix 2 contains the detailed analysis of performance per spend and compares 2017/18 and 2018/19 performance with paid social media. In summary;

- With negligible difference in spend, a 18.5% increase in number of unique people reached between 17/18 and 18/19
- 61% increase in link click to LAP website between 17/18 and 18/19
- 75% increase in views of 100% of the video between 17/18 and 18/19
- 38% decrease in cost per click link between 17/18 and 18/19

Table 1 highlights topline results from Appendix 2 for social media performance compared to traditional media. While traditional media outputs were not part of this project, the comparison highlights the value of the video material produced in the project and its campaign funded extension on social media. Appendix 2 also documents the degree of consumer engagement that can only be achieved via social media.

	Views	Public action taken	Cost
Facebook	179,002 (min 30 sec view) 893,000 (3 sec views)	21,900 click through to website. 19,927 recipe downloads from website	\$5.19 per 1000 ad impressions \$0.59 per link click 11.7c per view to 100%
Youtube	83,600 (min 30 sec view)	1572 hours of footage viewed.	13.6 cents per view to 100%

Coles Mag ad – full page	1.5 million (circulation)	No call to action required in the ad so not easily measured 80 access via QR	\$25.30 per 1000 printed copies (full page)
Woolworths Fresh ad – half page	1.5 million (circulation)	31 access via QR No call to action required in the ad so is not measurable	\$24.70 per 1000 printed copies (full page equiv)

Table 1: Difference between 18/19 Facebook, Youtube and traditional media advertising

Conclusions:

- How-To cook/prepare videos need to continue as a vital component of the LAP campaign and a RD&E activity in response to identified barriers to consumption
- How-To videos should feature on as many popular go-to sites as possible to take address consumer habit
- How-To videos should include links to species, production information (Australian Story) where possible

Objective 3: Evaluate consumer perception and awareness effectiveness of LAP campaign (by variation 18 October 2018)

Under this project, the fourth longitudinal evaluation of the impact of the Love Australian Prawns promotional campaign was conducted with a report delivered at the 2 May meeting of LAP to highlight potential improvements.

The full report is attached but the topline results remain largely unchanged from 2017; good news for LAP which has achieved brand recognition amongst 1 in 5 people and has created more prawn consuming occasions through the year.

Key findings:

- All age segments more likely to purchase as a regular family meal
- 35.6% eating more prawns than 4 years ago
- 25-34 year segment saw largest increase in prawn consumption
- There was a general increase from Year 1 to Year 6 in the percentage of consumers purchasing prawns once a week
- There has been a slight decrease in the traditional and instore advertising noticed, however, online has increased
- Respondents were asked if they recalled seeing the Love Australian Prawns Logo, and 183 (18%) respondents reported some level of recall
- 311 respondents (30.6%) recalled at least 1 of the promotional items
- Consumers recalled promotional materials in Woolworths with the highest recognition
- Overall, aided recall of promotional material significantly increased
- Store catalogues were recalled the most

- Results show approximately 38% of respondents would be more likely to purchase as a result of seeing LAP material

Conclusions:

- Continue with store catalogues (traditional media) as recall is high for these even though direct action taken from them cannot be measured
- Address 25-30 year old's increasing consumption and search for How-to information via targeted online methods.
- A plateau in awareness of the LAP brand (steady from year 5 to year 6) suggests that we have reached the natural equilibrium point in our marketing. i.e continued investment at this level will hold our ground on major metrics. Increased investment in the campaign would be needed to grow beyond the 18-20% achieved thus far.

Implications

FRDC project 2016-272 *"IPA ACPF APFA: Love Australian Prawns evaluation using consumer research, sales data and market insights"* concluded that LAP was achieving its original objectives to differentiate Australian prawns as special, that LAP needed to increase its presence in supermarkets but that education needed to be separated from brand positioning. A repeat of the consumer perceptions survey demonstrated that LAP has retained brand recognition and that surveying consumers for perception is an important data source when planning LAP's annual campaigns.

Given that 57% of Australians buy their seafood from major supermarkets (FRDC, 2016) but that seafood retailers are still a trusted source for prawns, this project undertook to support retailers with education material. The intention was to assist the retailer with prawn provenance and information that assisted consumers to overcome barriers to prawn consumption.

Through plans to invest in education material to support supermarkets, retailers and, consumers directly the project team learned:

1. Assisting supermarkets to train staff on prawn provenance, handling and cooking of prawns purchased from the deli is an ineffective use of LAP RD&E funds. Staff turnover, reluctance to showcase point of sale collateral, and lack of supermarket interest reduce industry's ability to effect change. Avoiding staff altogether, via assisting prawn businesses to make use of the exponential increase in frozen packaged prawn sales, provides for better return on RD&E investment and tighter control on product quality.
2. Independent Seafood retailers benefit from educational material, their staff are advocates of Australian prawns and LAP's support of them is returned in support for LAP. While a number of seafood retailer stores are willing to display and offer point of sale collateral, as they understand its value to direct traffic and suggest impulse purchase, the consumer is showing preference for online sources of information. Print media educational visuals and content are best cross-purposed and attached to product marketing on social media.

Given that 75% of prawn consumers were most interested in recipes, cooking tips, cooking options and instore/on-packaging instructions to assist with preparation and cooking (FRDC, 2016) this project undertook to provide an online source of instructional video housed online. This was chosen in preference to printed preparation and cooking information material.

The project team learned that LAP material presence on social media platforms proved itself as the most cost effective and measurable way to reach a target group with year on year growth in return on pay per click funds invested. The expansion to Youtube campaigns as well as Facebook also proved worthwhile.

Recommendations

When providing education materials to LAP retailer partners to assist staff to answer consumer questions about Australian Prawns, LAP should;

1. assist Australian businesses to optimise information on frozen packaged prawns, if the opportunity arises, in preference to trying to assist major supermarkets to upskill high turnover staff in the seafood deli section,
2. produce the Deck of Hearts concept for (smaller) independent supermarkets who are expanding seafood lines, if the opportunity arises in future,
3. replenish, at cost by LAP online store demand, provenance information such as the ‘Australian Prawn Story’ and the wall map and digital content be linked to higher demand information such as How-to videos for optimised consumer uptake,
4. assist food service via serving options;
 - a) dispatch (via the LAP online store) 15,000 PE laminate cones and 100 powder coated stands that have been produced to interested venues for further testing or use as part of the 2019-20 food service module
 - b) offering the Australian Prawn story with cone prototypes
 - c) offering the non-recyclable PE laminate cone and a recyclable cone (to be used with grease proof paper lining) as options on the LAP online store
 - d) requesting feedback from the expanded range of venues whether these cones promote Australian prawns on food service menu
5. encourage ACPF/APFA to trial the chitosan based (prawn shell) bioplastic bucket for use in higher end restaurants when a research funding opportunity presents.

When providing visual instructions to complement written LAP recipe instructions to assist consumers, LAP should;

1. continue How to cook/prepare videos as a vital component of the LAP campaign and a RD&E activity in response to identified barriers to consumption,
2. feature links to or promote How-To videos on as many popular go-to sites as possible to take address consumer habit, and
3. include links to species, production information (Australian Story) where possible in How to videos.

As a result of evaluating consumer perception and awareness effectiveness of LAP campaign, LAP should;

1. continue with store catalogues (traditional media) as recall is high for these even though direct action taken from them cannot be measured, and
2. address 25-30 year old’s increasing consumption and search for How-to information via targeted online methods.
3. consider the level of investment in the campaign required to lift these metrics beyond the levels they are now.

Further development

- If the opportunity arises LAP should assist Australian businesses to optimise information on frozen packaged prawns in preference to trying to assist major supermarkets to upskill high turnover staff in the seafood deli section.
- If the opportunity arises in future, LAP could produce the Deck of Hearts concept for (smaller) independent supermarkets who are expanding seafood lines.
- When research funding opportunity presents, ACPF/APFA trial the chitosan based (prawn shell) bioplastic bucket for use in higher end restaurants
- How to cook/prepare videos need to continue as a vital component of the LAP campaign and a RD&E activity in response to identified barriers to consumption
- How-To videos should feature on as many popular go-to sites as possible to take address consumer habit
- How to videos should include links to species, production information (Australian Story) where possible
- Address 25-30 year old's increasing consumption and search for How-to information via targeted online methods.

Extension and Adoption

The target extension and adoption audience was consumers, retailers and restaurants.

As at time of reporting;

- 6,500 of the Australian Prawn Story was distributed to retailers, at their request, for the information of consumers. This was housed in the [LAP Online Store](#).
- On completion of prawn cone trials, 15,000 PE laminate cones and 100 powder coated stands were in production for commercial dispatch via the [LAP Online Store](#).
- Approximately 50% of the provenance maps had been shipped to retail stores
- Nearly 125,000 had watched How-To videos through to completion.

Project materials developed

The following lists project materials developed to production:

- Australian Prawn Story (Appendix 1) – found at <https://loveaustralianprawns.myshopify.com/>
- Australian Provenance Map (Appendix 1) - found at <https://loveaustralianprawns.myshopify.com/>
- Australian Prawn cone and stand prototype (Appendix 1) - found at <https://loveaustralianprawns.myshopify.com/>
- How-to Videos – found at the [Love Australian Prawns Youtube channel](#)

The following was designed but was never produced:

- Deck of Hearts (due to Woolworth's cross-department sign off issues) (Appendix 1)

Appendices

1. Project Materials Developed
2. Performance (reach and engagement) by channel
3. Cone bucket designs

References

FRDC, 2016. “Unpacking the consumer seafood experience.” A report prepared for Fisheries Research & Development Corporation (FRDC) – 2016

Appendix 1: Project Materials Developed

Deck of Hearts

With WW OH&S and operations
Anticipated spring release

Prawn Planner concept
Approx Size 72.5mm x 125mm
Sleeve plus 12 content pages

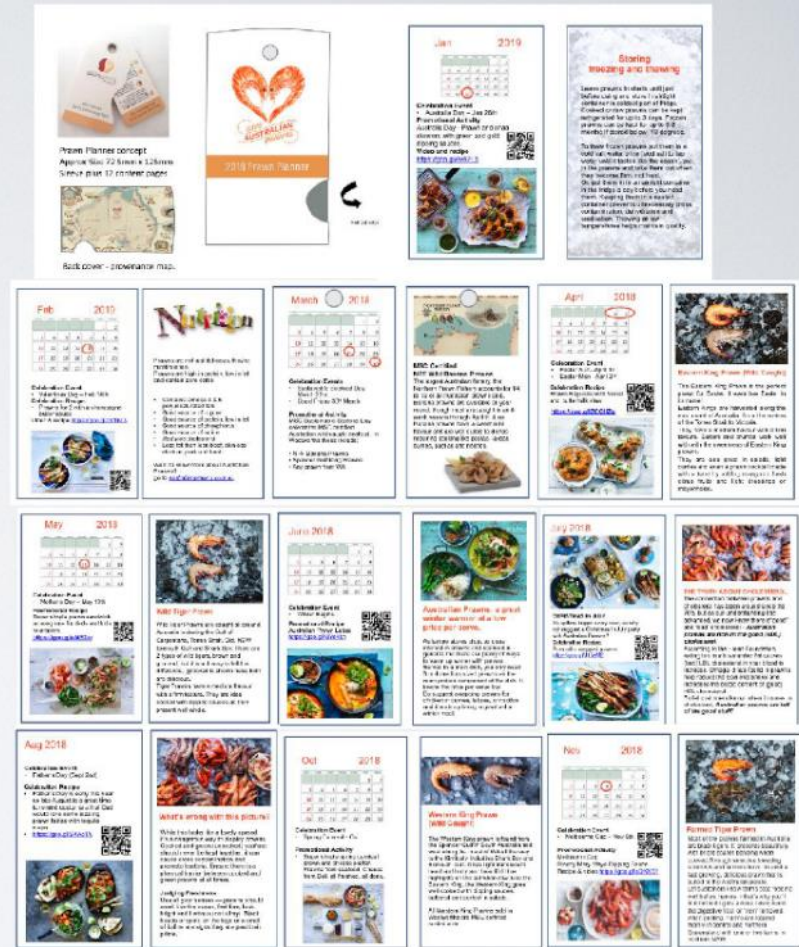


Figure 3 Deck of Hearts concept that was not put into production

Appendix 1: Project Materials Developed

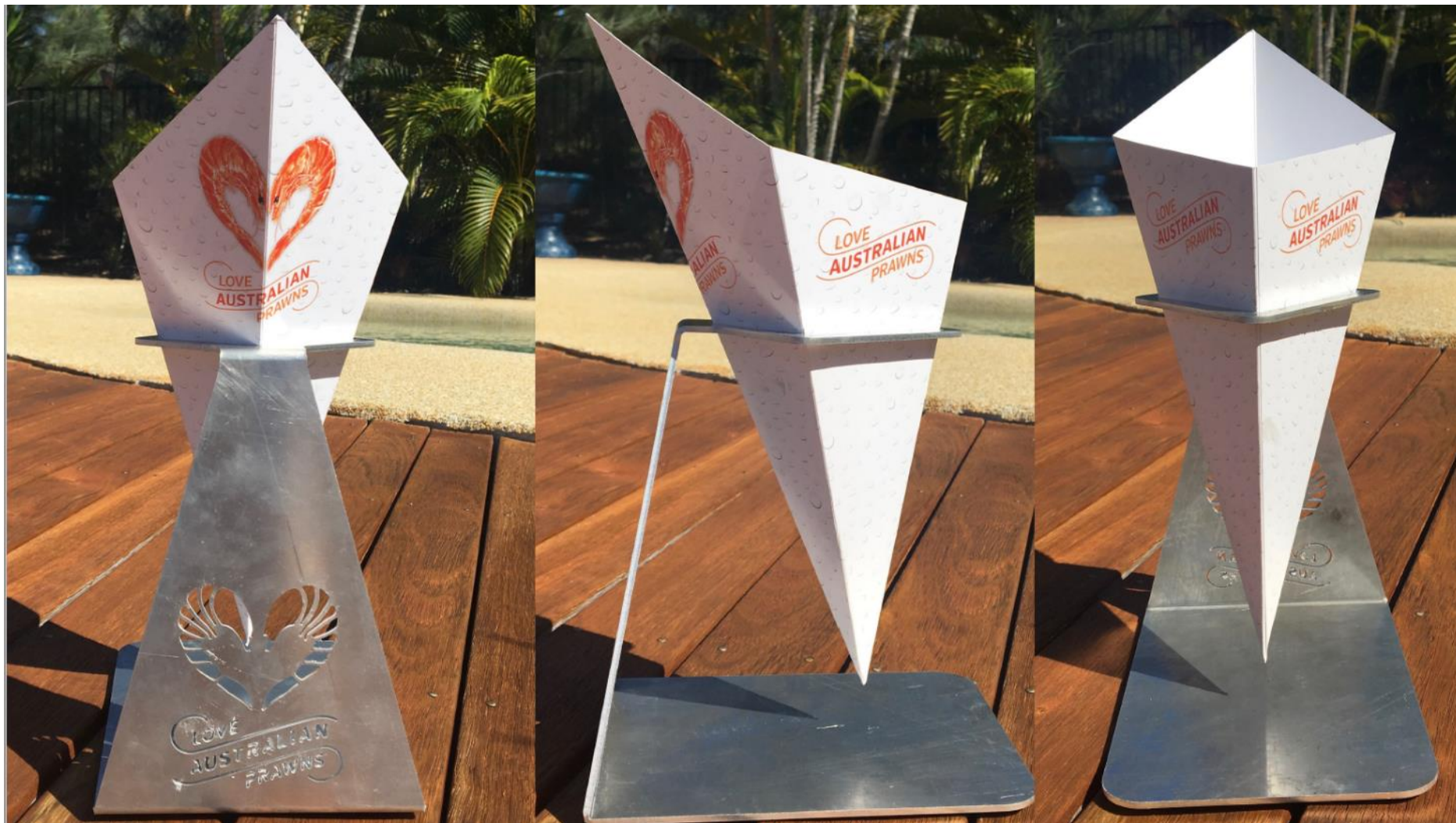


Figure 4 Prawn cone prototype batch 1 – June 2018

Appendix 1: Project Materials Developed



Prawn cone prototype batch 1 – June 2018

Appendix 1: Project Materials Developed

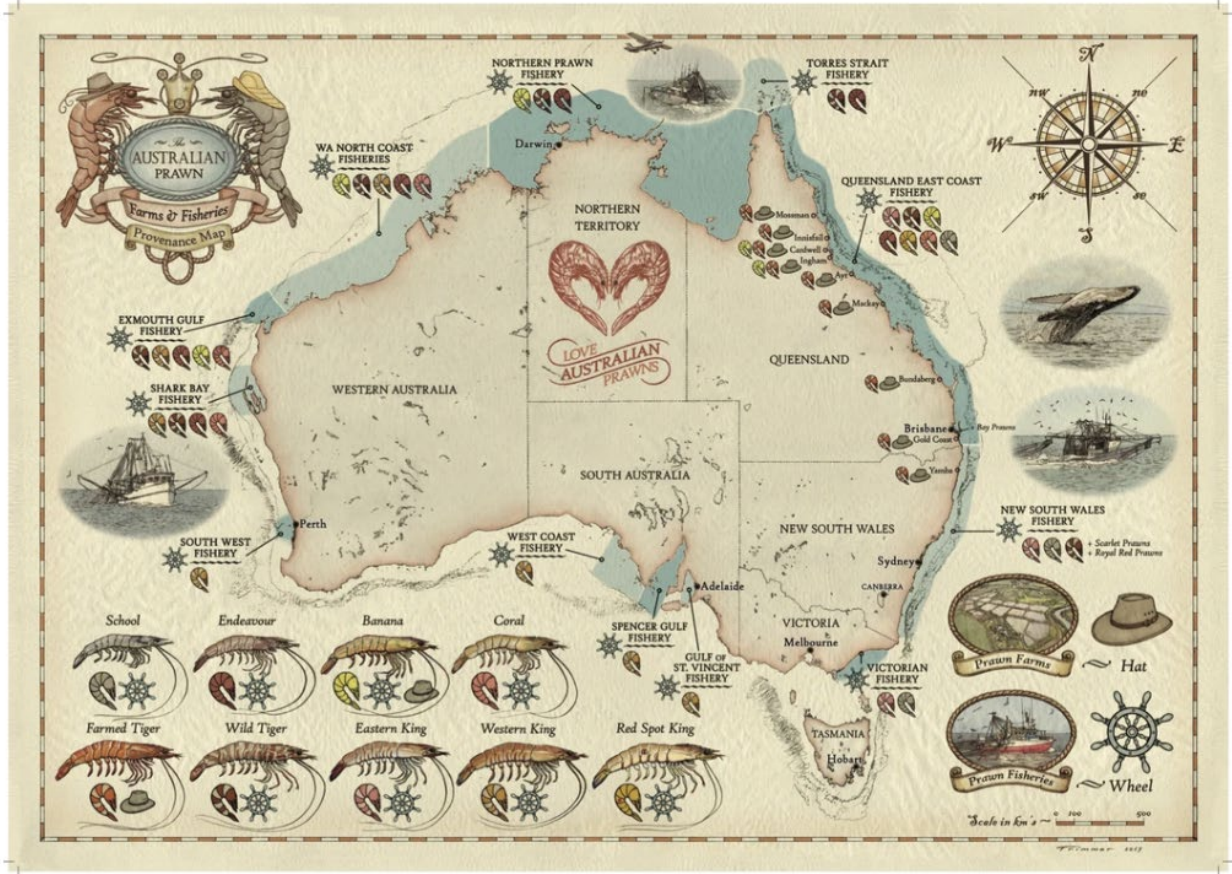


Figure: Provenance map for retailers as it appears in the LAP Online store

Appendix 1: Project Materials Developed



Figure: Australian Prawn Story as it appears on the LAP Online store

Appendix 1: Project Materials Developed

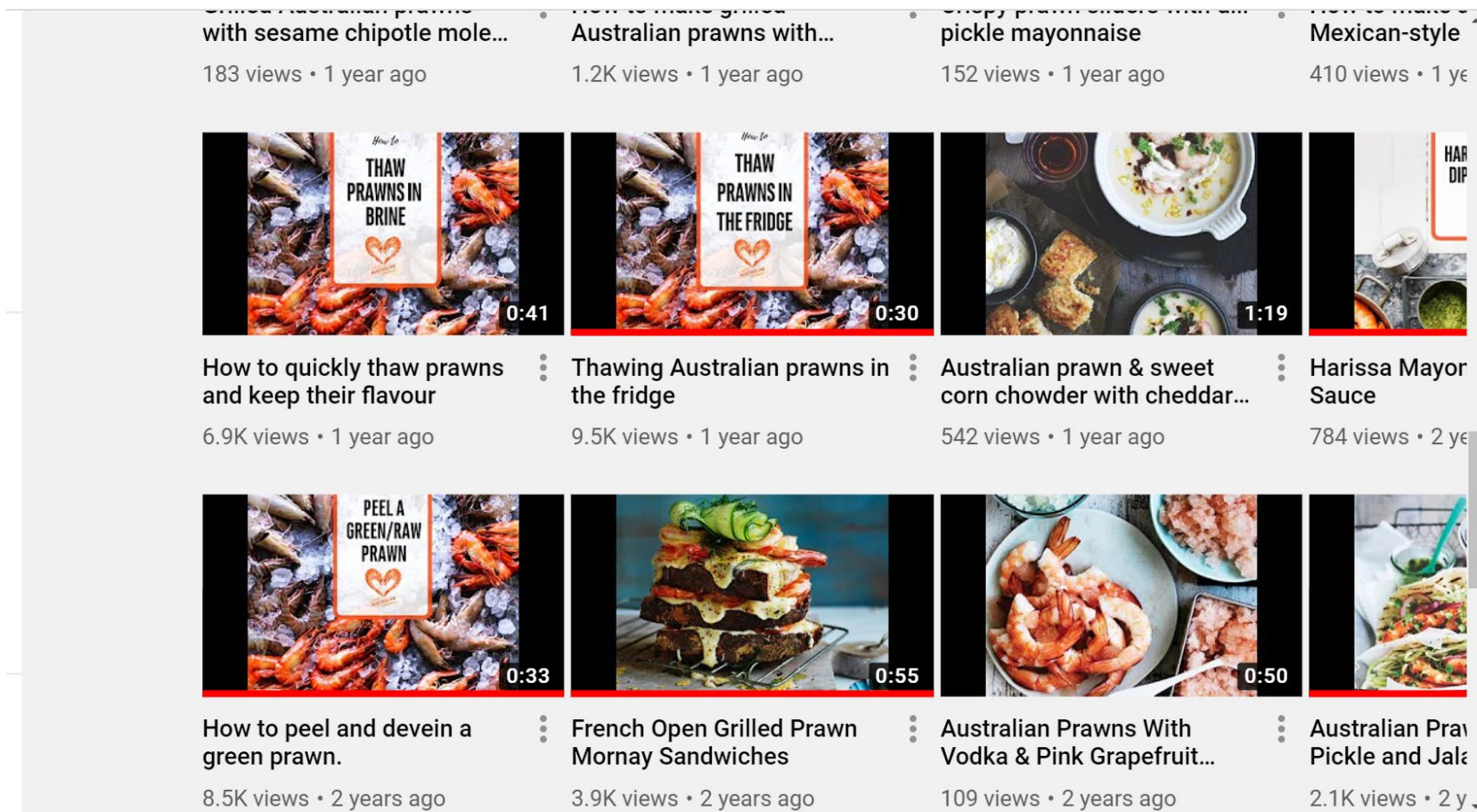


Figure: How-to videos housed on Love Australian Prawns Youtube channel

Appendix 2: Performance (reach and engagement) by channel

	FY 18/19 Views (Minimum 30 secs)	FY 17/18 Views (Min 30 secs)	Total
Facebook	179,002	98,530	277,532
Youtube	83,600	3,400	87,000
Total			364,532

Detailed LAP Facebook Ad spend/performance				
Metric	FY 18/19	FY 17/18	Total for both years	Change YOY
Spend	\$12,993	\$13,045	\$26,038	-\$52
Unique People Reached	569,750	480,754	891,924	18.51%
Total Ad Impressions	2,501,286	1,769,793	4,271,079	41.33%
Cost per thousand impressions	\$5.19	\$7.37	\$6.10	-\$2.18
Video Views to 100%	79,278	45,363	124,641	74.76%
Post Reactions (Like, Love, Haha etc)	5,937	4,635	10,572	28.09%
Post Shares	1,898	1,651	3,549	14.96%
Frequency (No of times people saw an LAP ad - per person)	4.39	3.68		19.26%
Link Clicks to LAP Website	21,900	13,571	35,471	61.37%
Cost Per Link Click	59 cents	96 cents		-38.28%
Recipe Book Downloads from LAP Website	19,927	58,934	78,861	

Please note - the above includes only paid promotion of LAP video, does not include any organic reach/video view statistics from regular content posted to the page. See below for ratio of organic/paid reach. Organic reach is small compared to paid for LAP.

Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



BENCHMARK

Compare your average performance over time.

Organic

Paid

FACEBOOK TOTAL VIDEO VIEWS - FY YTD 18/19

Performance > METRICS FOR ALL YOUR VIDEOS FROM 7/1 - 5/18 COMPARED TO THE PREVIOUS 322 DAYS ?

246.1K

Minutes Viewed
 ▲ **89.8%** from previous 322 days

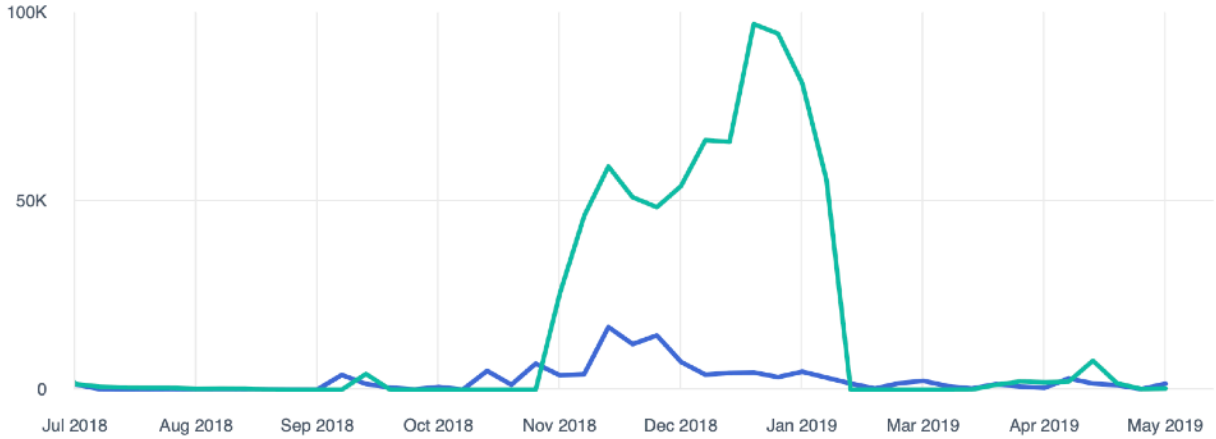
893.5K

3-Second Video Views
 ▲ **92.5%** from previous 322 days

Jul 1, 2018 - May 18, 2019

122,481 Organic 3s Video Views **771,011 Paid 3s Video Views**

Breakdown: Organic/Paid ↕



FACEBOOK TOTAL VIDEO VIEWS - FY 17/18

Performance > METRICS FOR ALL YOUR VIDEOS FROM 7/1 - 6/30 COMPARED TO THE PREVIOUS 365 DAYS ?

129.7K

Minutes Viewed
 ▲ **1642%** from previous 365 days

464.2K

3-Second Video Views
 ▲ **4977%** from previous 365 days

! The following metrics have incomplete data for the date range you selected:

- Minutes Viewed data is available starting from 05/16/2017.
- 3-Second Video Views data is available starting from 05/16/2017.

Jul 1, 2017 - Jun 30, 2018

464,167 3s Video Views **9,142 Previous Period**

Breakdown: None ↕



Note an increase in all metrics from 17/18 to 18/19 (except for Recipe Book downloads). In 17/18 we had less video content so optimised campaigns to achieve link click or recipe book downloads, whereas in 18/19 we optimised more so for completed video views. Even when optimising for video views, performance on other metrics like link clicks also increased.

Note, this is just paid Activity - it does not include any organic figures achieved by page posts, shares etc coming from our regular posting of content etc to the (almost) 10,000 people on our Facebook page.

Youtube - Performance FY 18/19 (Till May 18) Paid investment \$3,000

Views ▲	Watch time (minutes) ▲	Subscribers ▲
83.6K	58.3K	+50

Youtube - Performance FY 17/18 No Paid Investment. Videos first uploaded Jan 18 (not a full year)

Views	Watch time (minutes)	Subscribers
3.4K	2.3K	+15

Coles Magazine Ad performance

Copies Printed 1.5 million

Distributed January 2019

Ad Size: Full Page

Cost \$38,000

Results - 78 recipe scans. Other actions not measurable. Entire ad contained recipe, so no additional action required.

Woolworths Fresh Magazine

Copies Printed 1.5 million

Distributed: November 2018

Ad Size Half Page

Cost \$18,500

Results 31 QR code scans. Other actions not measurable

Appendix 3: Cone bucket designs

BIG BUCKET OF LOVE

Prototype and cone designs

SELF STANDING FOOD SAFE PROMOTIONAL STAND.

- Takes 6-12 small - X-large prawns.
- Disposable wax paper cone



Cone Design 3



Cone Design 2.2



Cone Design 2.3



Cone Design 4.0



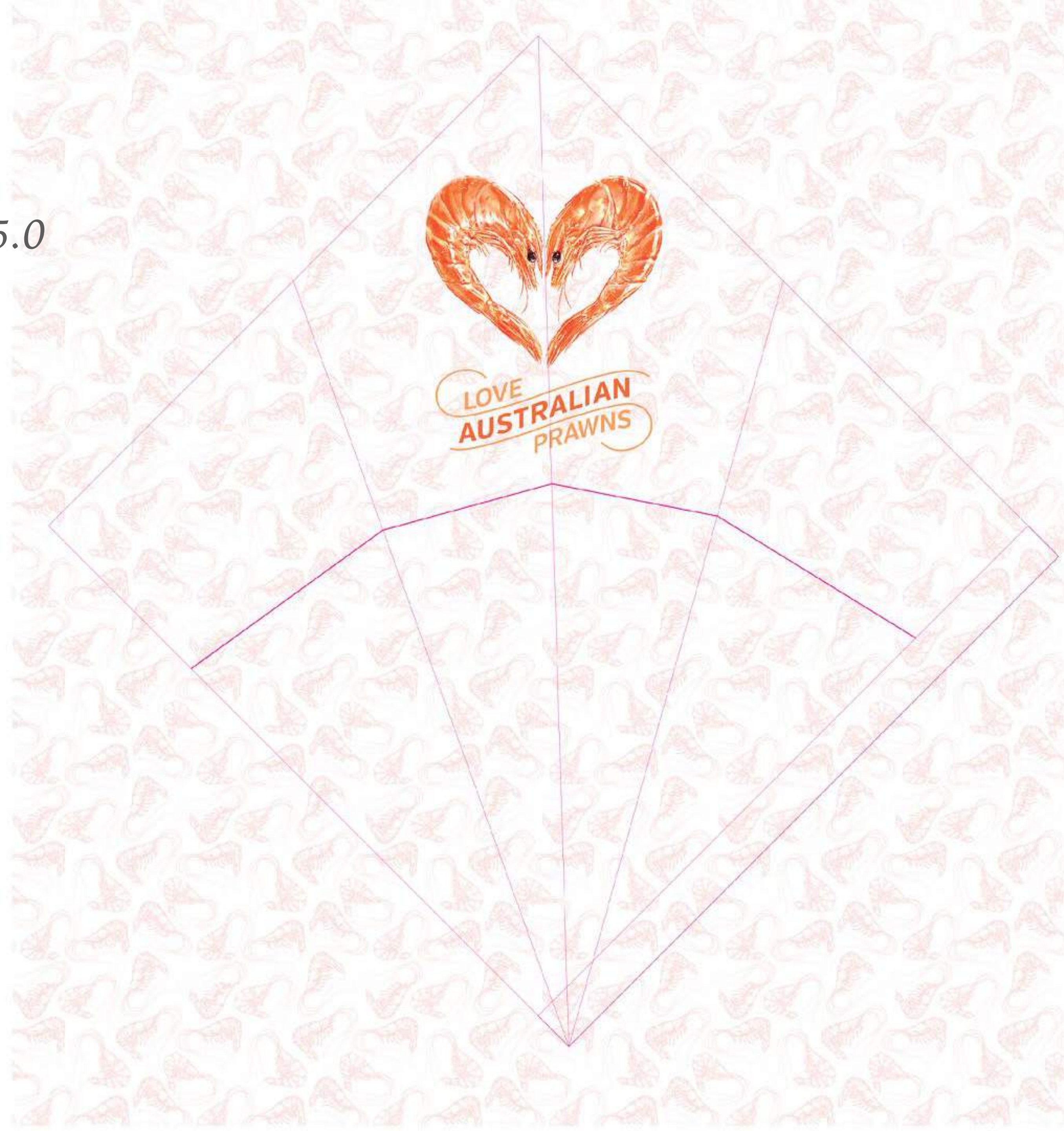
Cone Design 4.2



Cone Design 4.3



Cone Design 5.0



Cone Design 5.2



Cone Design 6



Cone Design 7



Cone Design 8

