

2nd Promotional Workshop

DIVERSIFY

Virtual store test and Revenue streams

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28-09 Maren Vos / Innovation, Technology Entrepreneurship & Marketing Group

TU / **e**

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Where innovation starts

Agenda

- **Virtual Store Test**
- **Rationale**
- **Design**
- **Pricing models & Revenue streams**
- **Input**

D30.6: Virtual test markets per species

- **Quasi real life test: concepts + communications.**
Measuring consumers' attitude and willingness to buy DIVERSIFY products in competition with other products
 - **Currently no production available to conduct regular market tests**
- **Online simulation**
Resemble countries' main supermarket online label/layout

Online store layout: 5 countries, main fish category

- **Focus on supermarkets: dominant sales channel in S, Fra, Ge, It, GB (Eumofa 2017).**
- **Trusted shopping environment: key in people's shopping experience and important mediator between web presence and purchase intention (Hassanein and Head 2007).**
- **Focus on fresh fish category: present and launch new product in competitive setting.**
- **Limit number of Diversify products shown, include only amberjack**
- **Option to buy via different routes.**
- **Create landing page that is attractive and includes announcement of Diversify. Maximum of coverage approx. 25% of screen/image.**

ASSIGNMENT

- Dear participant, we kindly ask you to please shop for fish product for a:
 - 1= meal for yourself.
 - 2= meal for eating with a group of friends.
- Potential shopping assignment, tbd

Dear participant,

Thank you very much for your willingness to participate in the present study.

This study is a part of the research project DIVERSIFY, funded by the European Union's Framework Programme for research, technological development and demonstration.

This survey is entirely anonymous and thus responses will not be linked to any particular people.

Remember that you:

- You first will get a small shopping assignment in online store context that we will show you in a minute
- Next we ask you to fill out a brief questionnaire
- Note that you:
 - ...are required to provide an answer in order to move to the next question.
 - ...cannot go back to see or change your previous answers.

The whole survey will take approximately 20 minutes to be completed.

Thank you very much in advance for your participation.

NEXT

Landing page: concept from AH.nl (NL)

The screenshot shows the AH.nl landing page with a dark navigation bar at the top containing the AH logo, a search icon, and menu items: Producten, Bonus, Allerhande box, Recepten, Winkels, Acties, Meer... On the right side of the navigation bar, there are buttons for 'Translate' and 'Nope', and a user profile icon with the number '0' and the name 'clit'.

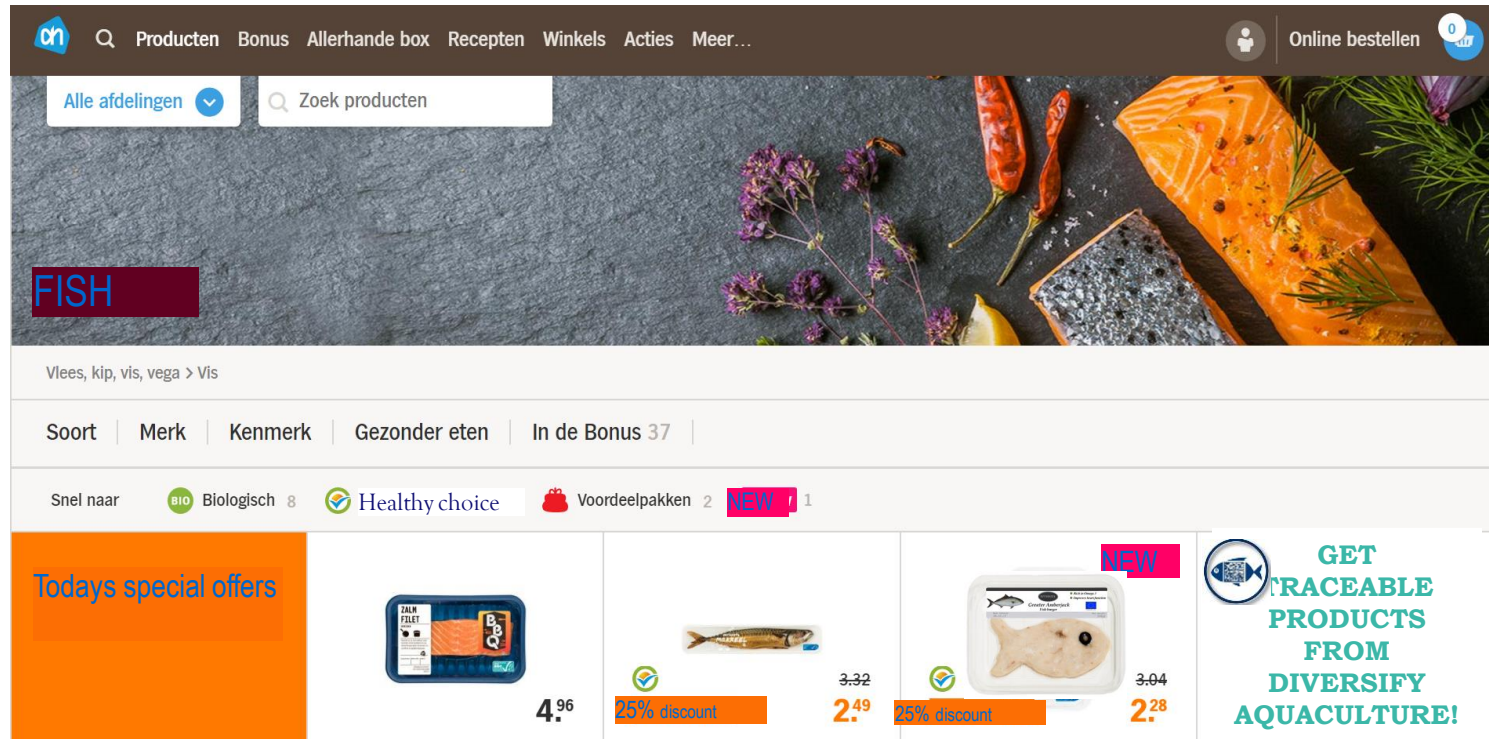
The main banner is yellow and features the text 'WONDERLIJKE wereld' in large, stylized letters. Below the text, there is an illustration of a man sitting cross-legged holding a globe, surrounded by various world landmarks and animals. To the left of the illustration, the text reads 'Collect all wonderful world-pictures > Discover more'.

Below the banner, there are three promotional sections:

- Bonus offer:** 'BONUS offer' in orange and white, followed by 'gen' in grey. Below this is 'This weeks specials Check it out' and '> See offers'. To the right is an image of various food products with a 'BONUS 2:1 GRATIS' tag and prices like '7.47' and '4.98'.
- Special event:** 'Actie Special event' in blue, followed by 'Most choice in sustainable fish' and 'During our concious fish week'. Below this is '> Explore assortment'. To the right is an image of fish products including 'FISH TAILS', 'SARDINES', and 'TONIJN'.
- Home recipes:** 'allerhande Home recipes Time to enjoy' in blue, followed by '> See all recipes'. To the right is an image of a baked dish.

At the bottom of the page, there is an orange banner with the text 'Wil je elke week Persoonlijke Bonusaanbiedingen ontvangen?' and a small 'BONUS' icon.

Fish category page: concept from AH.nl



- Fixed text on Diversify aquaculture

- On click on right field (Traceable products from...) respondent should see next slide)

- Introduction about Diversify aquaculture from previous experiment

PRODUCTS FROM DIVERSIFY AQUACULTURE!

All products are made with the same attention to quality

Diversify aquaculture fish products come from a carefully selected finfish species and a production method that allows for both greater diversity of fish species and new value-added products. The fish species, such as Greater Amberjack, is selected based on its growth, size and excellent product quality. Fish are grown in large cylinder-shaped pools that float on the sea surface and reach down up to 20 meters depth. This sustainable method is used for rearing finfish species in coastal and open waters, within areas sheltered from excessive wave action but with sufficiently deep water and fast current speeds where the water flows freely through the pools and allows fish to grow in clean and highly oxygenated water. Diversify aquaculture is renowned for its high quality, sustainability and consumer protection standards.

With Diversify aquaculture imagine the benefits for you and your family!

NEXT

Specific page: Diversify fish products

- Fixed price and product weight
- Fixed label NEW

Vlees, kip, vis, vega > Vis > Nieuw

NEW **3.00**
Fish burger
130gr
Price/kg 23.08€

NEW **3.00**
Greater Amberjack fillet
130gr
Price/kg 23.08€

NEW **3.00**
Greater Amberjack smoked fillet
130gr
Price/kg 23.08€

Boodschappen Allerhande Service

Transparent journey for a responsible tomorrow

Fish from Diversify aquaculture is a traceable meal choice that you can track to its roots, with the carefully selected product's history from the fish species, including the rearing site, the rearing technique and the processing method of the final product. We are proud to say that products from Diversify aquaculture meet the very highest standards of good and responsible production practices.

The high standards that you demand and deserve!

- Text box regarding transparent journey and label – primes.
- Adapt to the experimental design → 2 transparency image and message (no, yes) x 2 price promotion (no, - 25%)

FINAL, most detailed level (concept AH.nl)

Producten Bonus Allerhande box Recepten Winkels Acties Meer...

Online bestellen

Belangrijke mededeling Mora Groenten loempia. Lees meer >

Alle afdelingen Zoek producten

< Terug

Single portion Greater Amberjack
Price/kg €23.08
130 gr.

Maak favoriet

€3.00

Beautiful fillet from traceable source by sustainable Diversify aqua culture

- [description of structure/taste]...
- Easy to prepare, e.g. ...
- High on Omega 3

Anderen kochten ook

- AH Mosselen medium 2 kg
- AH Kabeljauw 2 porties 260 g
- AH Grote garnalen 100 g

Include DIVERSIFY products

Product range and price for *Greater Amberjack*):

- Low/medium/high processed product
- High price (e.g. comparable with price tuna in country)



Design: 2x2x2 in five countries

- **Goal framing in shopping**
- **Discount: 0/25%**
- **Traceability: yes/no**

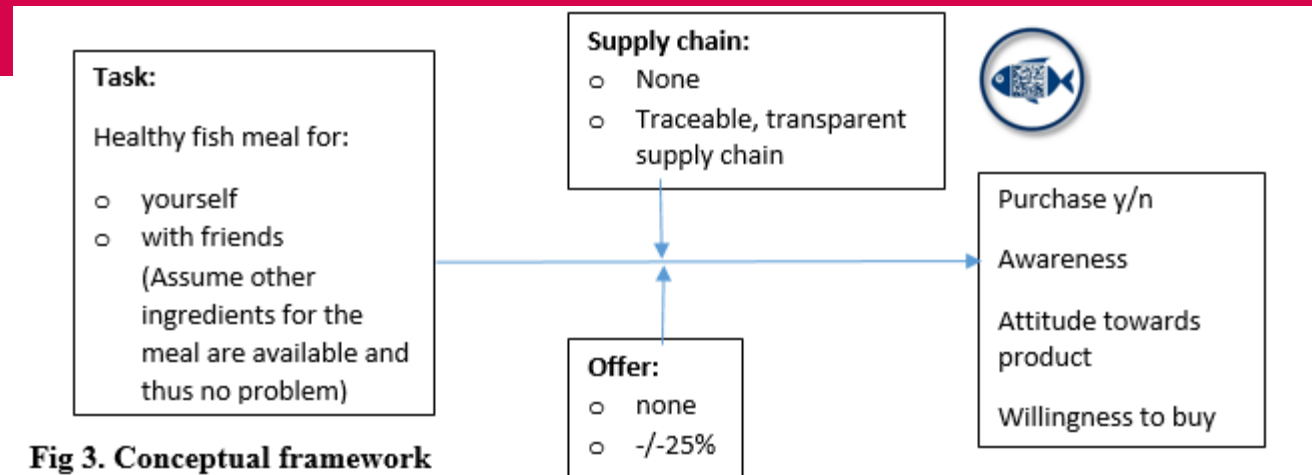
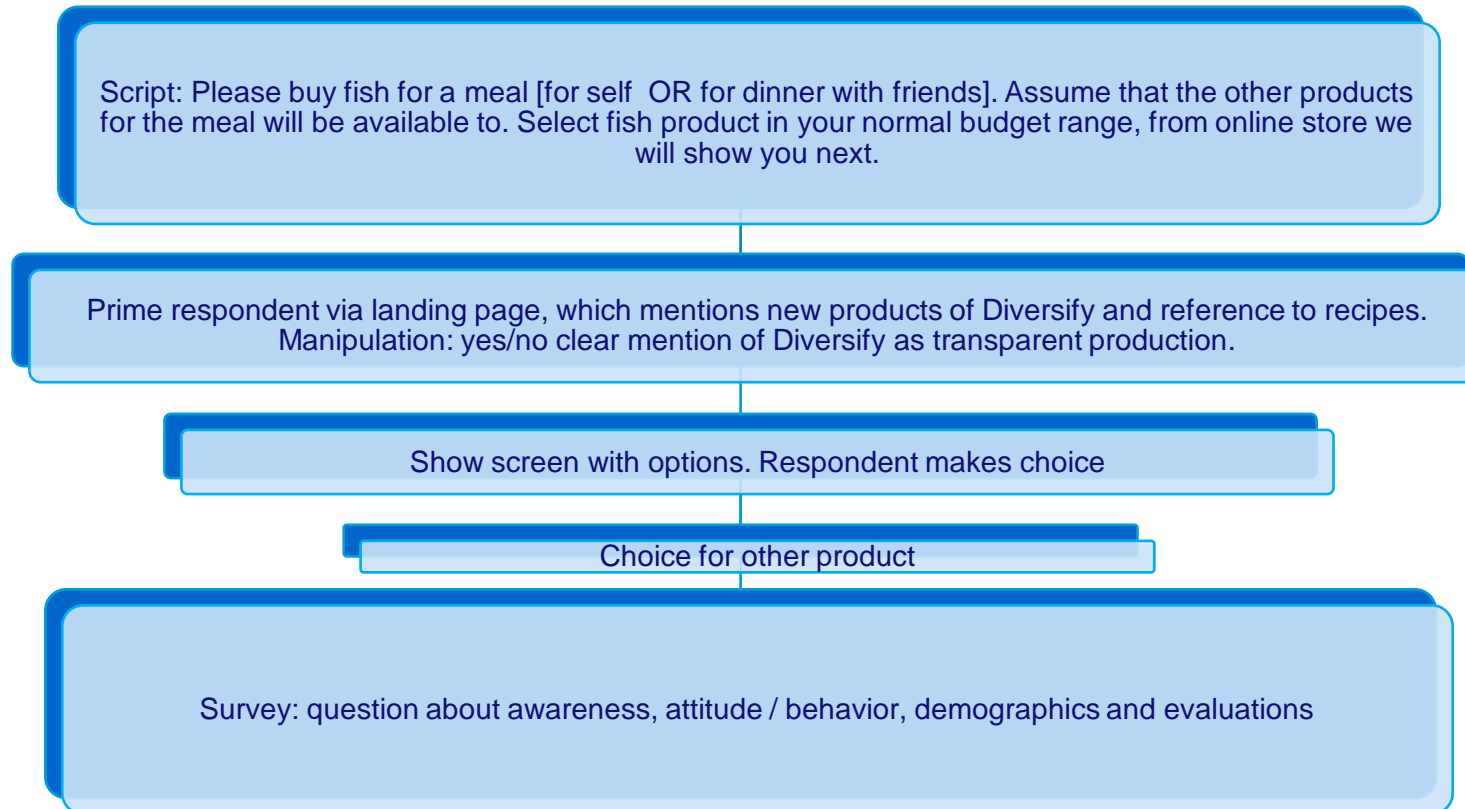


Fig 3. Conceptual framework

- **Other DV's: Purchase y/n, Awareness, Attitude, Measure on both brand (DIVERSIFY) and chosen product level (if DIVERSIFY)**
- **Controls: clicks, time stamp, search behavior (if possible), eat fish, groceries responsibility, experience online shopping, sustainable attitudes/social identification, ethnocentrism, etc.**

Schematic flow chart



Next steps, planning

			<u>Business Models</u>			<u>New product marketing strategy development</u>		<u>Recommendation for industry</u>		
			<u>value proposition</u>	<u>resources</u>	<u>cost structures</u>	<u>Strategy development</u>	<u>Strategy testing (market test ± simulation)</u>	<u>Feasibility study</u>	<u>Global market approach</u>	
Partner	Number	Person month	30.1.1	30.1.2	30.1.3	30.2.1	30.2.2	30.3.1	30.3.2	
IRTA	3	3,00				x	x	x		
DLO	6	12,83	x			x	x	x	x	
TU/e	10	21,00	x	x	x	x	x	x		
AU	11	7,82				x	x		x	
APROMAR	12	8,14	x	x	x				x	
CTAQUA	18	1,00				x			x	
ARGO	23	0,10	+					x	+	sme
DOR	25	0,10	+					x	+	sme
CANEXMAR	28	0,10	+					x	+	sme
HRH	38	0,60				x	x		x	
F2B	39	0,10	+					x	+	sme
HCMR	1							x		

x Task execution
 + Active involvement

Planning		2017					2018				
Task	Deliverable	9	10	11	12	1	2	3	4	5	
Revenue model, cost structures	D30.4										
Strategy Development	D30.5										
Virtual Market tests	30.6										

D 30.4 Revenue (pricing & costs structures) business model per species

- **Working on revenue/business models per species**
- **Limited data available so far**
- **Info still needed:**
 - **Parties in value chain**
 - **Kilograms sold (estimated)**
 - **Prices per kg**
 - **Direct customers**
 - **Partnerships**
 - **Finance/investments required**
 - **Risks**

Request: fill in survey

- **We will contact you after today to fill in a short online survey**
- **Please take a few minutes to answer the questions**

Thank you!

Questions/input/suggestions?