2nd Promotional Workshop
DIVERSIFY

Virtual store test and Revenue streams

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28-09 Maren Vos / Innovation, Technology Entrepreneurship & Marketing Group
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.
• 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.
Collect all wonderful world-pictures
> Discover more

Most choice in sustainable fish
During our concious fish week
> Explore assortment

Home recipes
Time to enjoy
> See all recipes

Wil je elke week Persoonlijke Bonusaanbiedingen ontvangen?
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
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!
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!
Single portion Greater Amberjack
Price/kg €23.08
130 gr.

€3.00

Beautiful fillet from traceable source by sustainable Diversify acqua culture
- [description of structure/taste]...
- Easy to prepare, e.g. ...
- High on Omega 3

**Fixed descriptions**
**Potentially include whole fish**
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

- 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.
Script: Please buy fish for a meal [for self OR for dinner with friends]. Assume that the other products for the meal will be available to. Select fish product in your normal budget range, from online store we will show you next.

Prime respondent via landing page, which mentions new products of Diversify and reference to recipes. Manipulation: yes/no clear mention of Diversify as transparent production.

Show screen with options. Respondent makes choice

Choice for other product

Survey: question about awareness, attitude / behavior, demographics and evaluations
Next steps, planning

### Business Models

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- x: Task execution
- +: Active involvement

### Planning

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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?