

SYDNEY FISH MARKET

BLEND WEEK 2018

FINAL PITCH

REEL TALK

REEL FOOD STARTS REAL TALK

ANDY | ANANDINI | CLEMENT | GRACE

**HOW MIGHT WE CREATE APPRECIATION
FOR FISHERMEN BY SHARING THEIR STORIES
WITH THE COMMUNITY OF SYDNEY?**



NEEDS OF THE SYDNEY FISH MARKET (SFM)



- Respect and recognition for fishermen
- Better understanding by the consumer of the Australian Fishing industry (sustainability)
- Ongoing engagement with SFM and its Fishermen (new and returning customers)

**TO ACHIEVE THIS WE ARE GOING TO BRING THE
SYDNEY FISH MARKETS TO THE COMMUNITY WITH...**

REEL TALK

food truck

NARRATIVE : WHY WE CHOSE THIS MEDIUM

- Speaking first-hand to fishermen.
- To replicate this experience.
- Communicating their stories to foster emotional and empathetic connections.

#BreakingTheMisconception

Reel Food Starts Real Talk

THE BEGINNING OF A CAMPAIGN:

#ReelTalk

#ReelFresh

#ReelSustainable

#ReelPeople

KEY FEATURES

Respect and recognition perspective

- Tells the fishermen's stories
- Breaks misconceptions about Australian fisherman and industry

Business perspective

- Brings the market to the community
- Resulting in the community coming to the market

HOW WE DO IT : USER EXPERIENCE

- 1 Hear about and its location for that day
(facebook, instagram, word-of-mouth)
- 2 Drawn in by the food / urgency of the experience
- 3 Customers in line, passing-by and eating are exposed to and engage with the content + see the cooking.
- 4 Staff or other users begin the conversation!
- 5 Exposure to new species and direction to SFM



THE STORIES : FISHERMEN PROFILES



BEN JENKINS

Jenkins and Sons Portarlington

"I've been fishing since I was a kid. I love being out on the water and being my own boss. Fishing is just natural to me." Ben and his father are the 5th generation of fishermen in the Jenkins line.



DOMENICO BAGNATO

Local Fishing Fleet

Domenico arrived in Australia in October 1960. After a long, sometimes treacherous career at sea, Domenico handed on his third and last trawler, the Kirrawa to his son Diego.



JOHN KEANE

Fisheries Scientist

"There is nothing more satisfying than sitting down to a meal that your own scientific research is contributing to its long-term sustainability."



PAUL BAGNATO

OceanWatch Master Fisherman

"I left school at 10 but I'm a meteorologist, a marine biologist, a scientist and seller. I am a fisherman and I love bringing fish to the Sydney community."

Humanise - Reality - Skills

WHY DOES IT WORK?

CUSTOMER EXPERIENCE WALKTHROUGH





1

THE CONSUMER LEARNS THAT FISHERMEN ARE REAL PEOPLE WITH STORIES

create empathy and open up the
consumer to be receptive by putting
a face to our fish



2

THE CONSUMERS' MISCONCEPTIONS ABOUT THE FISHING INDUSTRY ARE BROKEN

removing the blockers



3

CONSUMERS TASTE THE FRESHNESS

and see the easiness of cooking
and preparing





4

RESULTING IN THE CONSUMER:

Gaining increased respect for fishermen

Coming to SFM as they now see how great,
easy, non-exploitative it is

