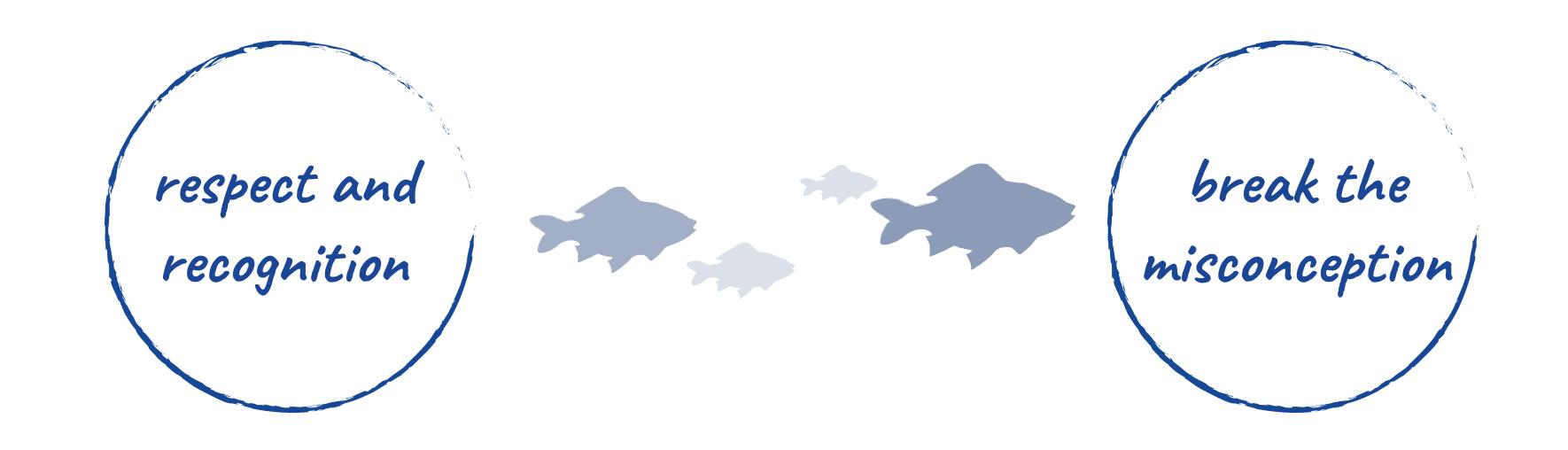
REEL

REEL FOOD STARTS REAL TALK

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



NEEDS OF THE SYDNEY FISH MARKKET (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

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

- Hear about and its location for that day
 (facebook, instagram, word-of-mouth)
- Drawn in by the food / urgency of the experience

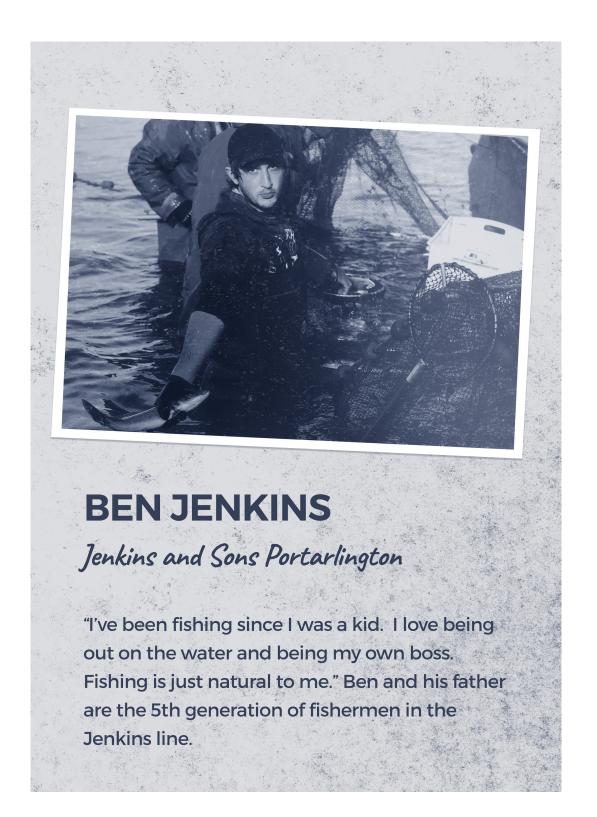
Customers in line, passing-by and eating are exposed to and engage with the content + see the cooking.

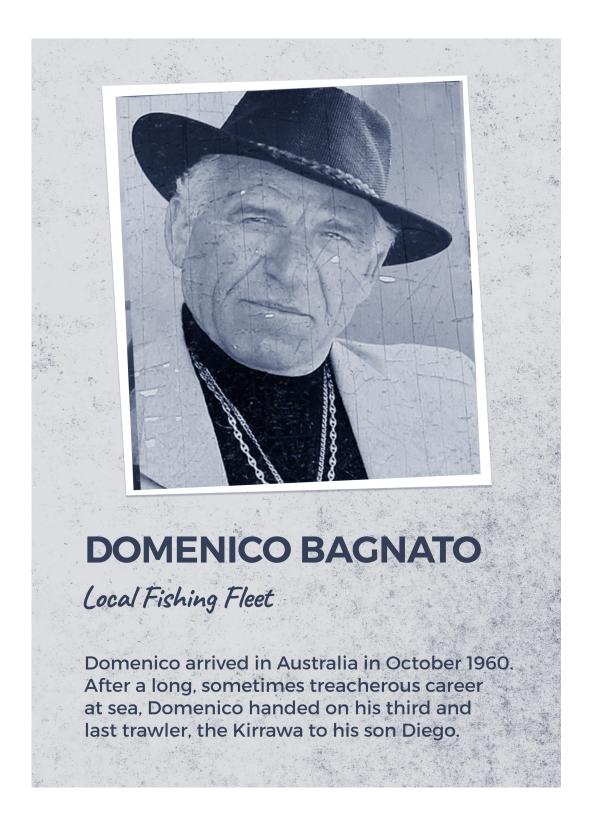
Staff or other users begin the conversation!

Exposure to new species and direction to SFM

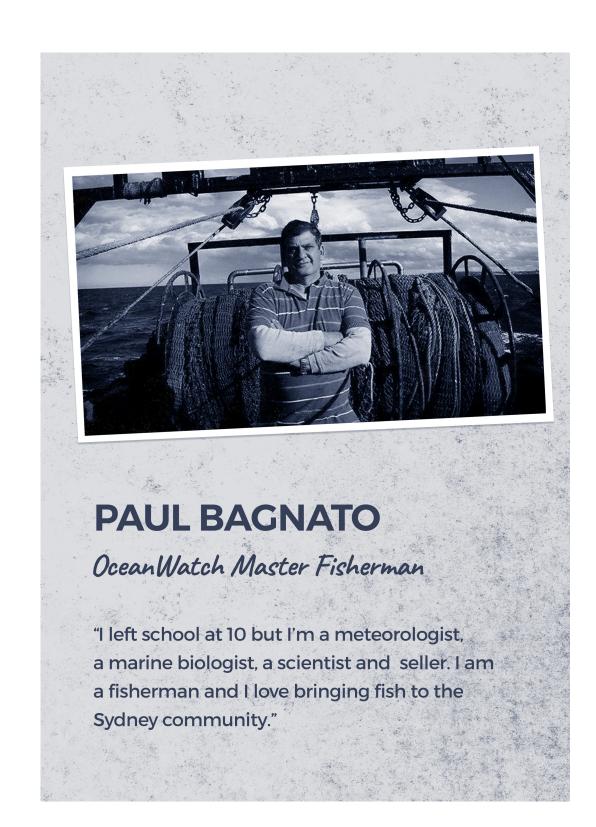


THE STORIES: FISHERMEN PROFILES









Humanise - Reality - Skills

WHY DOES IT WORK? CUSTOMER EXPERIENCE WALKTHROUGH

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

THE CONSUMERS' MISCONCEPTIONS ABOUT THE FISHING INDUSTRY ARE BROKEN

removing the blockers

CONSUMERS TASTE THE FRESHNESS

and see the easiness of cooking and preparing

RESULTING IN THE CONSUMER:

Gaining increased respect for fishermen

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