



MedArtSal Kick off Meeting

Marketing

WP 5

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Partner Leading Work Package:
UCA

Contributing partners:
All, but CUEIM, CTICI and FTL more active in some activities



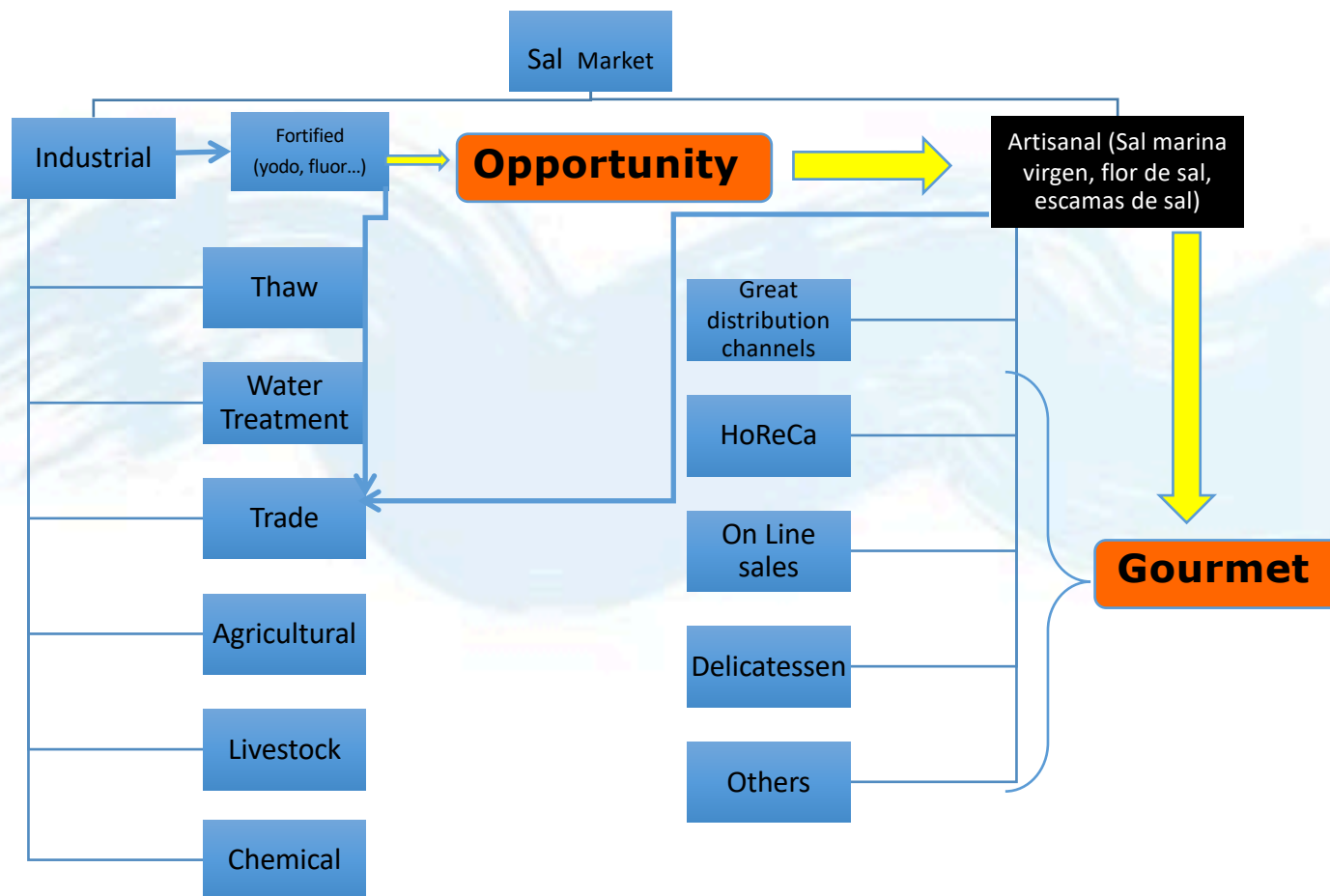
MedArtSal is funded by the European Union under the ENI CBC Med Programme. The project total budget is € 3.2 million and the EU contribution is € 2.9 million (90%)

WP 5 OVERVIEW

OUTPUT	Date	Activity	Other WP relation
Strategic Marketing plan	I, II, III	Perform market analysis and define marketing strategy objectives Identify a target and brand positioning. Definition of commercial goals Design Marketing plan and Strategy	Wp1 as coordinator Wp2 as Communication Plan Wp3 as Salinas Database Wp4 as Experiences Wp6 as Networking
Digital Marketing Strategy	III, IV, V, VI	e-commerce platform Design an Inbound strategy, SEO & SEM	
Sustainable Tourism and territorial Marketing	IV, V	Cluster brand strategy SMEs cluster Awareness campaign Territorial Ho.re.ca strategy	
MedArtSal Fair	II, III, IV, V, VI	Fair organization Fair execution	



DESCRIPTION AND OBJECTIVES



DESCRIPTION AND OBJECTIVES 1/3

Industrial market:

- 1.- World production volumen 286 mill. Tn. Value = **10 bill. €**
- 2.- China and EE.UU. 40% of total production
- 3.- **Increasing 3% annual** (Chemical industry specially)
- 4.- Marine Salt = 18% World Total Salt

Market Key:

- 1.- 25.000Tn **minimun production** to be competitive
- 2.- **Logistic costs** are an important factor
- 3.- Food consumption belongs to trade distribution channels. **Low prices and low margin** are usual.
- 4.- Fortified salt as an **emerging sector**



DESCRIPTION AND OBJECTIVES 2/3

Artisanal Market (Gourmet)

- 1.- World Market (2013) = 680 mill. €
- 2.- **Increasing = 6,3% annual**
- 3.- Flor de sal World Production = 1.000 Tn.
- 4.- Flor de sal Production Value = 50 mill. €

Market Key

- 1.- Channels **not as controlled** as in common salt market
- 2.- On Line sales increasing
Europe = 11%
- 3.- **Positioning**
Natural product, artisanal, traditional
Company Environmental responsibility
High quality Packaging
Prescription at HoReCa
- 4.- **Innovation: Flavours, Textures, Shapes, Smells**
- 5.- **Tourism** activity in Salines
- 6.- **Affordable for consumers**

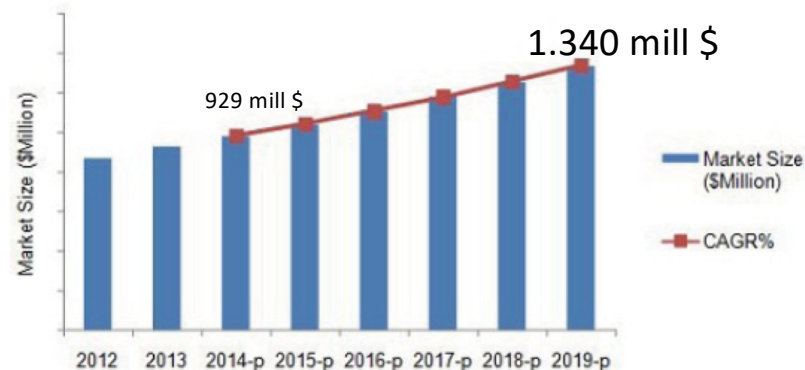
International categories:

1. Flor de Sal – Salt Flower
2. Grey Salt
3. Himalayan Salt
4. **Scales Salt**
5. Specialo Salt (Flavour, Somked...)
6. Others (Italian y Hawaian...)

¿Sal marina virgen?

Evolución prevista del mercado de sal gourmet

Annual Gourmet Salt Market Size Trend, by Geography, 2012–2019 (\$Million)



Fuente: Markets and Markets



Objectives:

- 1.- To Study Salt Market
- 2.- Design a Marketing Strategy for Mediterranean Salinas
- 3.- To create an e-commerce platform for Salines to commercialize brands
- 4.- Digital Marketing Strategy
- 5.- To design an umbrella Brand for Mediterranean salines
- 6.- Sustainable Tourism Marketing Strategy





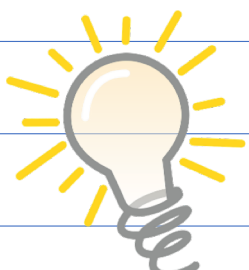

OUTPUTS AND RESPONSIBILITIES



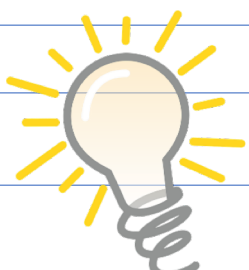
OUTPUT	PERIOD	CUEIM	MedSea	ADR	IUCN	UniCadiz	CTICI	FTL	SAIDA
O5.1 - Strategic plan for the marketing	M2 – M18								
O5.2 - Digital Marketing Strategy	M11 – M36								
O5.3 - Sustainable tourism and territorial marketing	M18 – M25								
O5.4 - MedArtSal Fairs	M19 – M35								



OUTPUT 5.1

ACTIVITY	TITLE	STARTING MONTH	ENDING MONTH	RESPONSIBLE PARTNER	PARTNERS INVOLVED	WHAT TO DO TOGETHER/URGENT THINGS
A5.1.1	Perform a market analysis report and define marketing strategy objectives	M2	M9	UCA	ALL	Report market information.
A5.1.2	Identify target segmentation and brand positioning. Definition of commercial goals	M9	M12	UCA	-	Commercial goals analysis
A5.1.3	Design of the Marketing plan and Strategy	M13	M18	UCA	-	Country range interest
...	 <p>Here add your idea of output, like an image of map, deliverable, platform, something already experienced and to be shared with the partners for suggestion</p>					

OUTPUT 5.2

ACTIVITY	TITLE	STARTING MONTH	ENDING MONTH	RESPONSIBLE PARTNER	PARTNERS INVOLVED	WHAT TO DO TOGETHER/URGENT THINGS
A5.2.1	Create an e-commerce platform to support Mediterranean salinas commercial products and activities	M13	M30	UCA	ALL	Identify brands interested and their goals
A5.2.2	Design an Inbound strategy, SEO & SEM positioning strategies	M28	M36	UCA	-	Keywords study
...	 <p>Here add your idea of output, like an image of map, deliverable, platform, something already experienced and to be shared with the partners for suggestion</p>					



OUTPUT 5.3



ACTIVITY	TITLE	STARTING MONTH	ENDING MONTH	RESPONSIBLE PARTNER	PARTNERS INVOLVED	WHAT TO DO TOGETHER/URGENT THINGS
A5.3.1.	SMEs cluster	M18	M24	UCA	ALL	Contact database
A5.3.2	Cluster brand strategy	M18	M21	UCA	ALL	Identify Potential partners Objectives of potential partners
A5.3.3	Territorial Ho.Re.Ca strategy	M21	M25	UCA	-	Identify Ho.re.ca. businesses Packaging support Identify potential tourism products
A5.3.4	Awareness campaign	M21	M25	UCA	ALL	Keywords... Problems identification Identify local schools to be involved



OUTPUT 5.4



ACTIVITY	TITLE	STARTING MONTH	ENDING MONTH	RESPONSIBLE PARTNER	PARTNERS INVOLVED	WHAT TO DO TOGETHER/URGENT THINGS
A5.4.1	Fair organization	M11	M34	?	ALL	
A5.4.2	Fair execution	M19	M35	?	-	
...						



ROLE OF ASSOCIATED PARTNERS



OUTPUT	ASSO 1 - ASSOCAMERESTE RO	ASSO 2- Municipality of Anfeh	ASSO 3- Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible	ASSO 4 - Fund for the Stewardship and Recovery of the Salt Marsh (Salarte)	ASSO 6 - SECRETARIAT MEDWET	ASSO 7 - Ente di Gestione per i Parchi e la Biodiversità-Delta del Po
O5.1 – Strategic Marketing Plan	Market data	Market data	Market data	Market data	Market data	
O5.2 – Digital Marketing Strategy						
O5.3 – Sustainable tourism and territorial marketing						Market data
O5.4– MedArtSal Fair	Participation	Participation	Participation	Participation	Participation	Participation



RESULTS AND OUTPUTS INDICATORS

PROJECT OUTPUT	OUTPUT INDICATOR (Annex 2 of JOP)	PROJECT TARGET VALUE	STRATEGIES AND ACTIONS TO REACH THE TARGET VALUE
Strategic plan for the marketing	Output 1.2.1.2.b: International business events / initiatives organized aiming at enlarging activities to new markets of enterprises involved in CBC-MED projects	12	<p>1 to design a marketing strategy that facilitates the international commercialization of products (goods and services);</p> <p>2) to carry out a market research of the artisan salt;</p> <p>3) to study the possible market segments as well as the desired positioning for the group's brands products;</p> <p>4) to establish the commercial objectives in accordance with the salinas capacities and with the minimum necessary profitability;</p>
Digital Marketing Strategy	Output 1.2.1.2.b: International business events / initiatives organized aiming at enlarging activities to new markets of enterprises involved in CBC-MED projects	12	Depending on the results of the research, market segments, positioning, commercial objectives and strategies to be followed will be defined
Sustainable tourism and territorial marketing	Output 1.2.2.4.d: Public Private Partnerships (PPPs) between public actors and enterprises involved in CBC-MED projects formally established during project implementation and operating beyond project closure	4	<p>Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches</p> <ul style="list-style-type: none"> - To define and integrate a unique Brand strategy involving local producers using a bottom-up approach - To study the potential interest of Ho.re.ca. Channels in salinas' products - To study potential tourism intermediaries interested in selling sal-based thematic tourism



RESULTS AND OUTPUTS INDICATORS

PROJECT OUTPUT	OUTPUT INDICATOR (Annex 2 of JOP)	PROJECT TARGET VALUE	STRATEGIES AND ACTIONS TO REACH THE TARGET VALUE
MedArtSal Fairs	Output 1.2.1.2.b: International business events / initiatives organized aiming at enlarging activities to new markets of enterprises involved in CBC-MED projects	50	1) partner with local stakeholder (HoRECA actors, local and national authorities...) 2) organize venue 3) Organize logistic 4) invite salinas representatives 5) organize activities during fair 6) develop and implement a communication campaign around the event



ADDITIONAL INFORMATION

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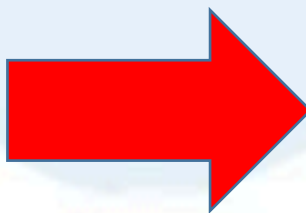


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ADDITIONAL INFORMATION

The aim idea is to go from here...



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THANK YOU

