



# MedArtSal

## WP 5 - Marketing Proposals for partners

January 2022



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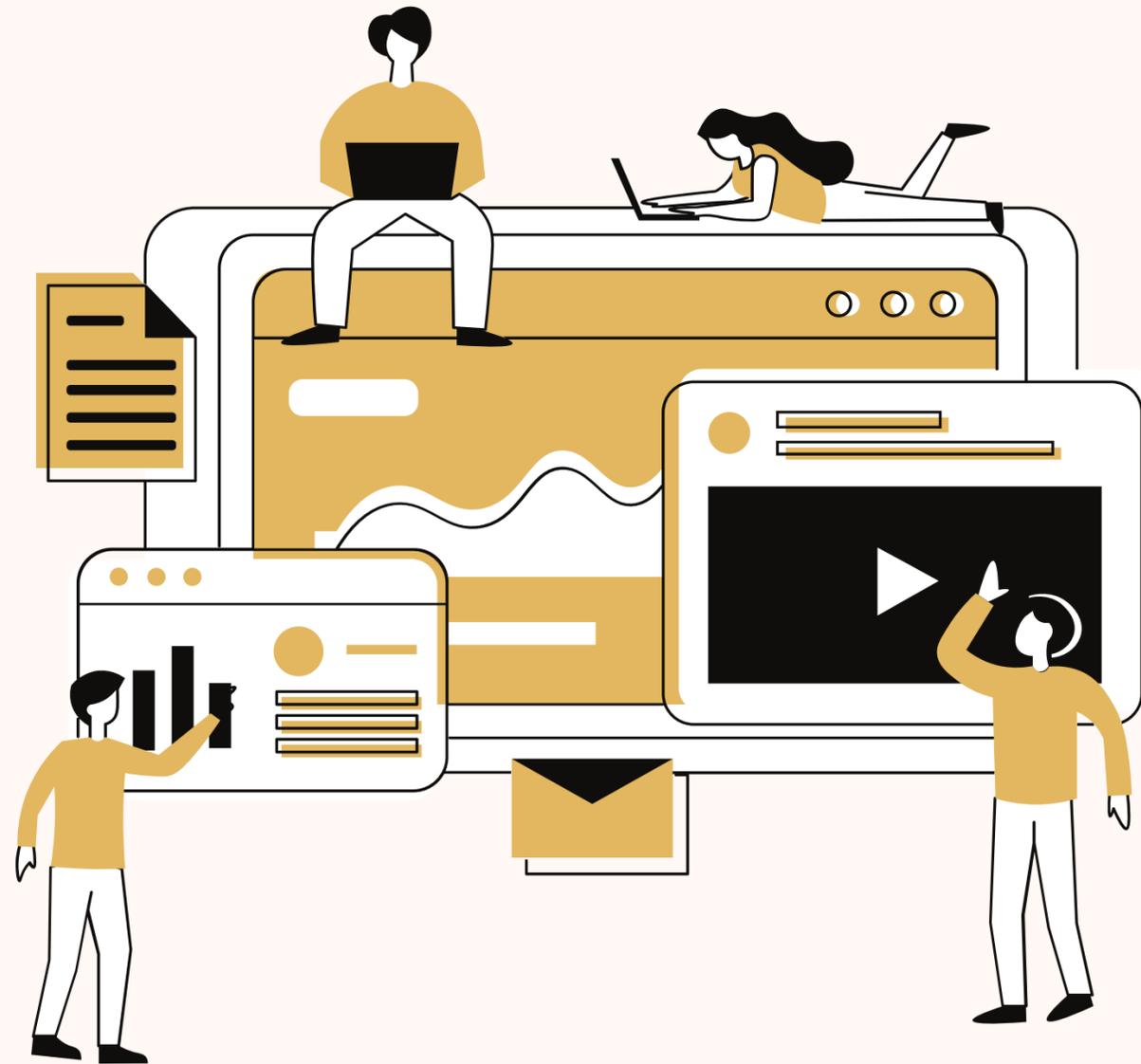
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# Introduction



The artisanal salt market is an interesting niche that has grown significantly in recent years and where the business opportunities are encouraged by the fact that the control of the distribution channels is much lower than the industrial salt one. To approach, a Marketing Plan that combines traditional and digital strategies is absolutely essential, since the internet channel has the greatest interest for the commercialization of the potential products created in the project.

In the course of the MedArtSal project, the marketing team has developed a series of activities for all those partners who are interested in taking ideas to develop new strategies in their salt flats, thus getting more out of it and increasing, consequently, the benefits.



# Part 1. Market Research

The demand for exotic food and sophisticated dining is increasing among consumers, so they are ready to spend more on these facts. This is expected to boost the demand for gourmet salt as consumers believe that it is better than table salt.

Companies are trying to expand their market presence, product portfolio, and distribution networks through acquisitions and collaborations as gourmet salts market is highly fragmented and highly competitive with a large number of small local players and few global players.

End-user companies and manufacturers are collaborating and forming alliances on the basis of quality of products as in the U.S. and European countries, companies are more concern towards the purity and quality of gourmet salts.

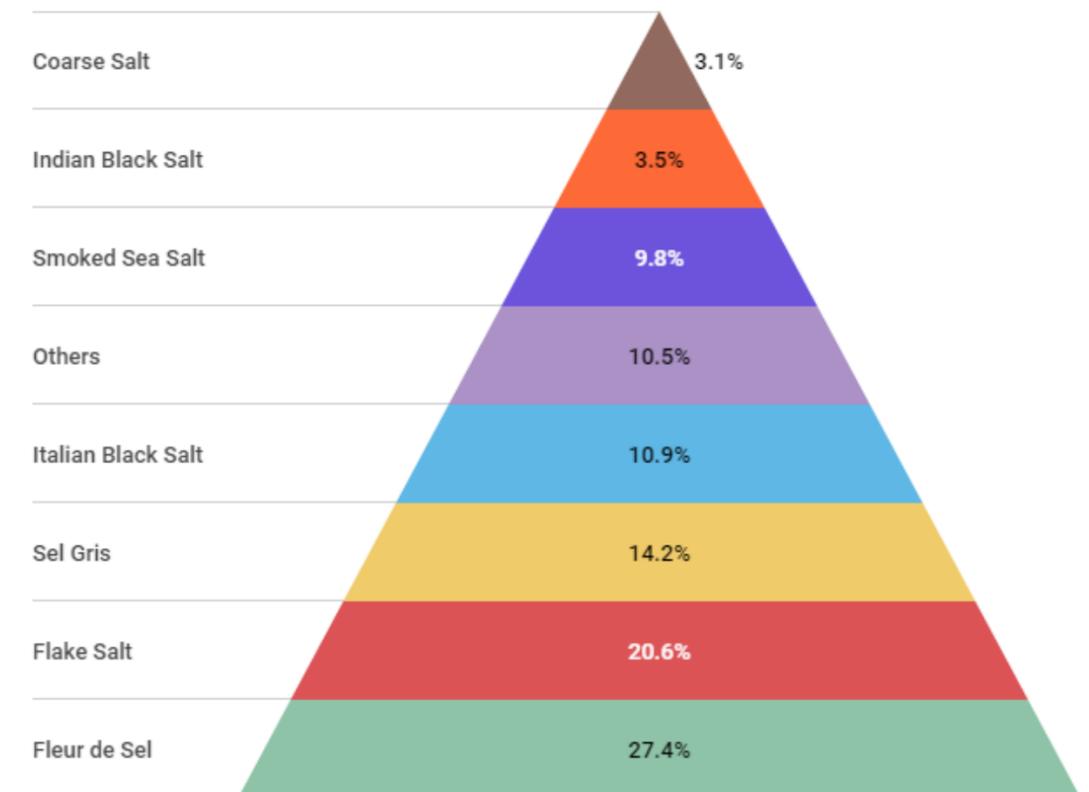
## Target market

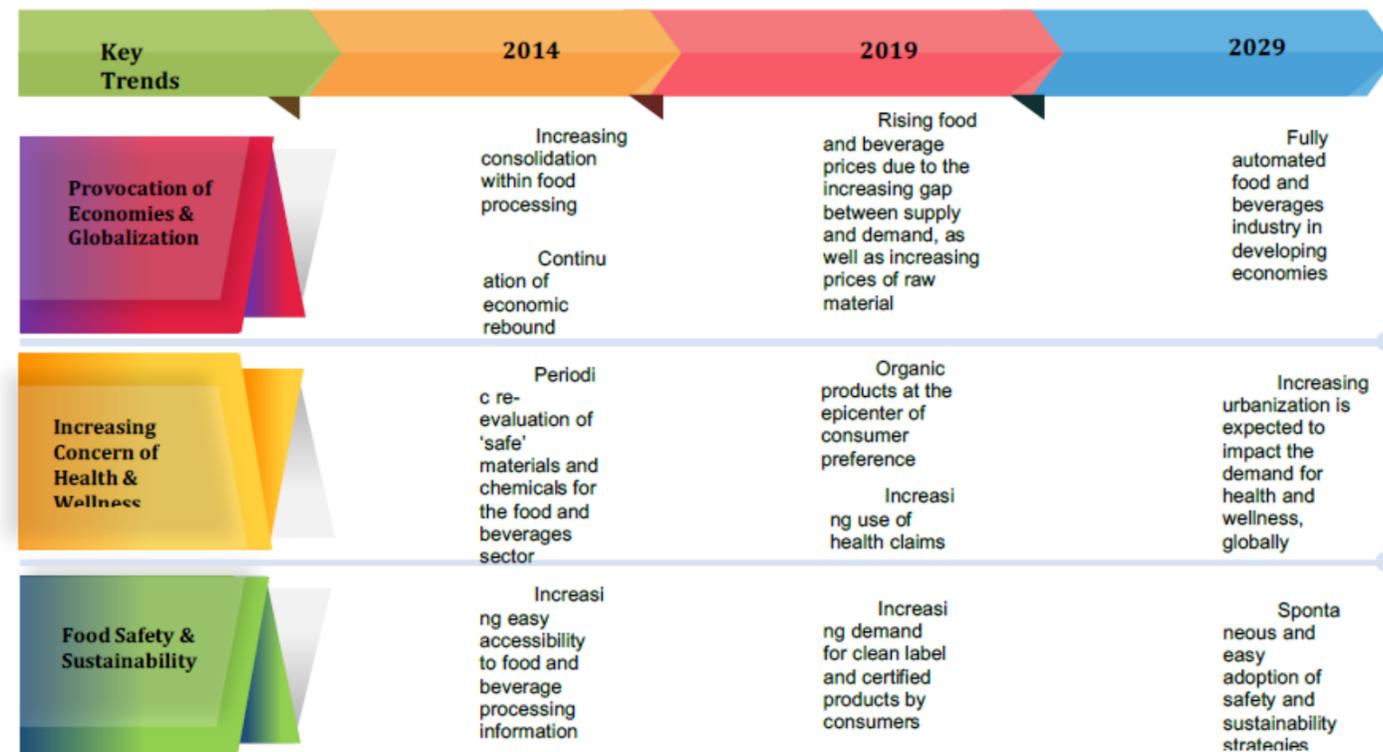
In the global market, the demand for gourmet salts is increasing in meat, poultry & fish products. Increasing demand for exotic preparations of meat & poultry is expected to increase the demand for gourmet salts across the globe. Furthermore, the increasing consumer interest in various seafood products also proves to be a positive factor for gourmet salt market.

## Target region

Europe represents a majority of market share in terms of value and volume, but the demand for gourmet salts products is expected to be low in the region. Currently, the demand for gourmet salts products is increasing at significant growth in Asian markets owing to flourishing end user industries such as food service and food processing industries. This expects to higher demand for gourmet salts in near future.

## Global Gourmet salts market value share

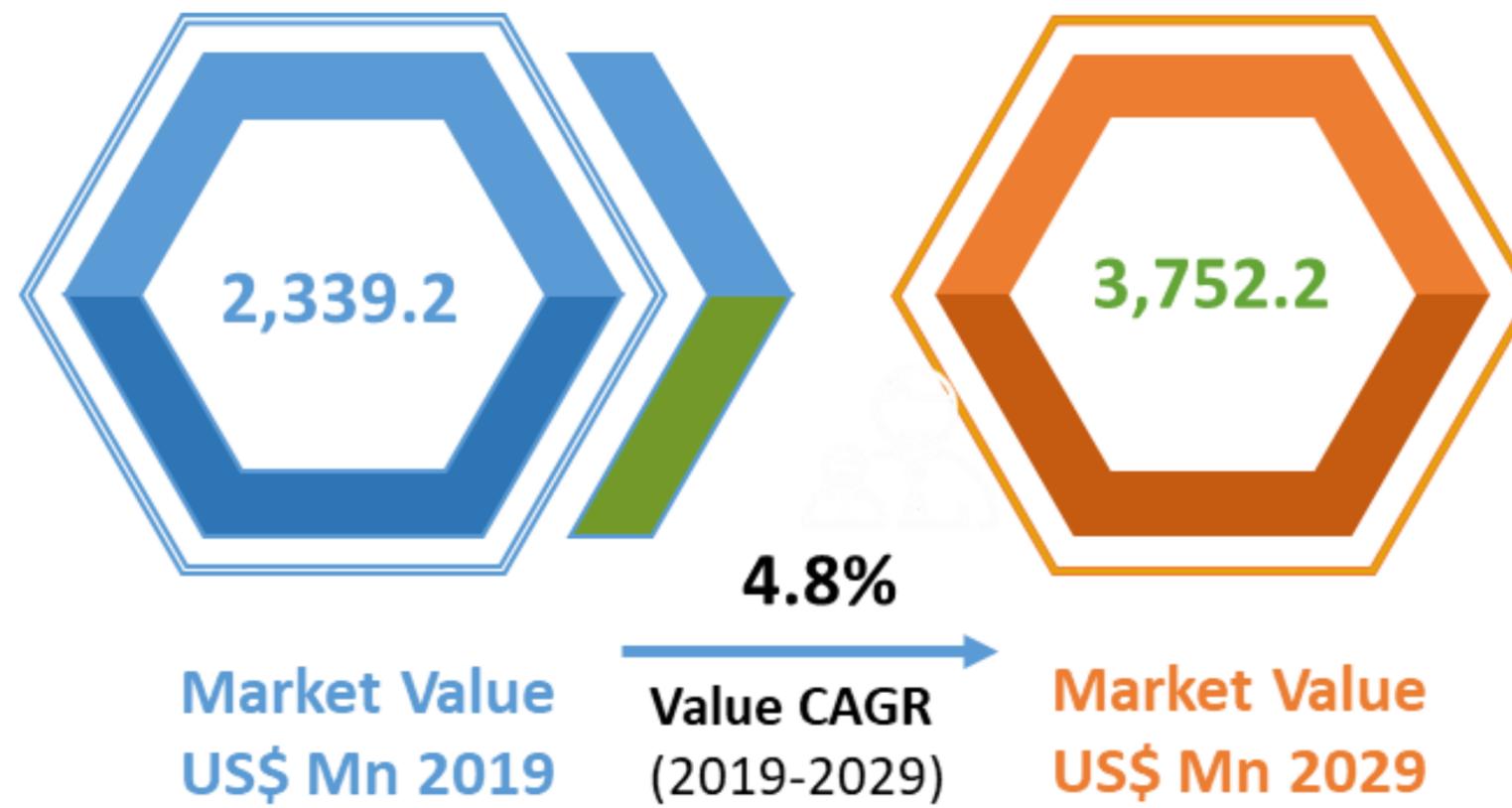




## Global food market trends

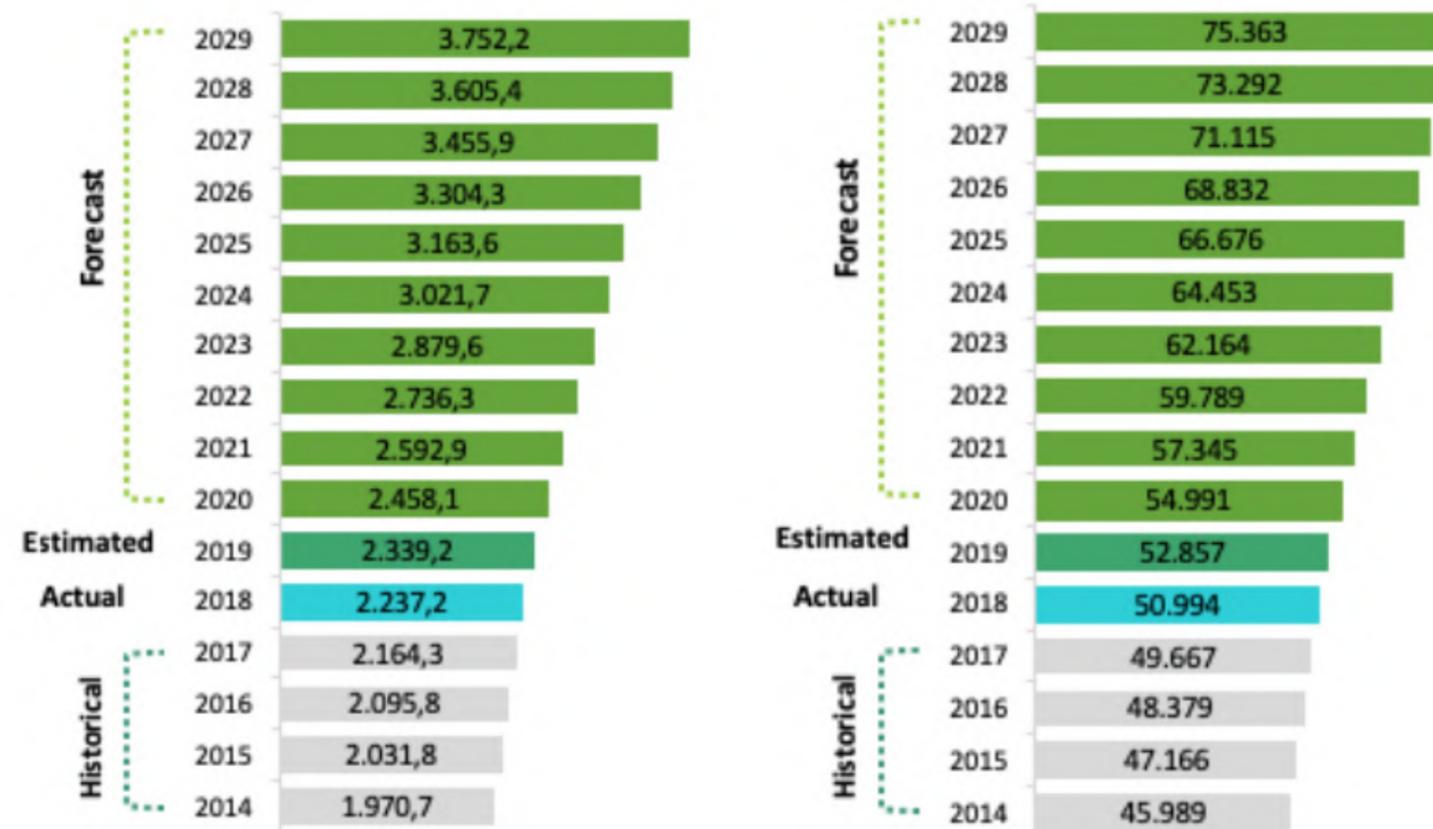
- High demand for natural, healthy, functional and organic
- Increase label scrutiny and recognized ingredient list
- Transparent and clear information
- Significance for ethical positioning such as eco-friendly, recycled, natural and others
- On-the-go consumption
- Demand for credible labeling and certification
- Preference for plant-based food and beverage products
- Animal welfare

The Global Gourmet Salts market was valued at US\$ 2,339.2 Mn in 2019, and is projected to be valued at US\$ 3,752.2 Mn by 2029 end. Sales revenue is expected to increase at a CAGR of 4.8% during the forecast period (2019-2029).



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In terms of volume, the Global Gourmet Salts market was pegged at 52,857 MT in 2019, and is projected to reach 75,363 MT by 2029 end. Volume sales is expected to increase at a CAGR of 3.6% during the forecast period (2019–2029).



# 2. Strategic Marketing Plan



Through research, MedArtSal has defined the best strategy for companies interested in developing marketing ideas through the market.

Here is a presentation of some of the ideas included in our Strategic Marketing Plan that the salina's marketing manager may implement to develop his own strategies according to the market situation.

The purpose of the strategies presented is to promote artisanal salt in the gourmet market, including some ideas for tourism market, hence industrial salt is not included.

# Product ideas

**The product portfolio should be focused on products made with raw material from salinas and services or activities that can be carried out in them. The salinas must seek to offer good quality products and services and try to be at the forefront of developments in the sector, seeking to offer the greatest innovation in the market**

It is interesting to highlight that, although gourmet salt is the flagship product of Mediterranean salinas, there are other raw materials which are not widely used yet: seaweed, mud and halophytic plants. Some companies create products especially with seaweed so it would be interesting to sell these raw materials or, even better, create an own line of products made of them. Below, there is a summary of ideas of products and services for those salinas which want to expand their business activity.

<b>SALT</b>	<b>SEAWEED</b>	<b>HALOPHYTIC PLANTS</b>	<b>MUD</b>
<ul style="list-style-type: none"><li>• Virgin salt</li><li>• Flavoured salt</li><li>• Flake salt</li><li>• Fleur de Sel</li><li>• Chips and chocolates</li><li>• Facial and body scrub</li><li>• Bath salts</li></ul>	<ul style="list-style-type: none"><li>• Spices</li><li>• Fresh, salting and tinned</li><li>• Products with algae</li><li>• Shampoo</li><li>• Scrubs</li><li>• Soaps</li><li>• Creams</li></ul>	<ul style="list-style-type: none"><li>• Freshly</li><li>• Canned</li><li>• Spices</li><li>• Soaps</li><li>• Creams</li><li>• Masks</li></ul>	<ul style="list-style-type: none"><li>• Facial and body scrub</li><li>• Face masks</li><li>• Face and body creams</li><li>• Soaps</li></ul>

# Tourism activities

The traditional salinas are also a favorable space in which to develop tourist activities and offer experiences to visitors.

- Shop
- Guided tours
- Salt Museum/
- Interpretation Salt Center
- Restaurant
- Celebrations
- Salt, algae and fish tasting
- Saline spa
- School outings
- Summer activities
- Artisan markets
- Art exhibitions
- Sport activities
- Birdwatching
- Craft workshops
- Traditional salinas' fishing show



# Price ideas

Nowadays, new ways of seasoning dishes have become popular, being possible to find a kilo common table salt for less than one euro and a kilo of caviar flavoured Fleur de Sel for 720 euros.

This difference in prices responds, on the one hand, to the packaging used, being those products with containers made of fine materials such as glass or ceramics more expensive than those used with plastic ones.

On the other hand, the varieties of certain brands, such as the natural sea salt foam from Bras del Port or the natural sea salt rocks from Salinas Bocacangrejo, despite being products very similar to others in terms of characteristics, offer some differences making them unique and capable of setting higher prices with respect to their cost of production.

## Price range of gourmet salt



# Place ideas



Through the place policy it is decided how to facilitate products access to customers, with the intention of supplying the demand in terms of the desired quantity, the right place, etc.

Salinas may use different channels strategies from direct sales (sales made through the commercialization that the salina) to long channels including importers, distributors, wholesales, retail, HORECA and others.

## DIRECT CHANNELS

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Physical shops  
Online shops  
Markets  
Restaurants

## INDIRECT CHANNELS

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Marketplaces  
Supermarkets  
Souvenirs shops  
Specialized shops  
Hotels

# Promotion ideas



## Online Marketing

- Marketplaces
- Supermarkets
- Souvenir shops
- Specialized shops
- Hotels

It includes all those advertising or commercial actions and strategies that are executed in the media and internet channels. It allows a greater scope and the analysis of results in real time.

## Promotion

- Sampling
- Special Editions
- Events in salinas
- Involvement in local projects
- Free shipping

The goal of a promotion is to offer the consumer an incentive to purchase a product or service in a short term. Here it is important to define the innovation, the target, the temporality and the incentive.

## Public Relations

- Tourist offices
- Media
- Fairs and events
- Hotels

This task creates stronger ties between companies and clients, as well as to keep opinion leaders well informed about what is happening in their area of interest to correctly position the company in the market.



## Part 3. Logo & packaging

**One of the goals of the MedArtSal project is to create an umbrella brand of Mediterranean salts which will be sold through a collaborative e-commerce platform, thus creating some uniformity to a range of products under the same brand name, thus making them more recognizable and easy to identify in the market**

Eye contact with a container is primarily responsible for most positive purchasing decisions. For this reason, it is necessary to introduce salt products in a container that stands out not only for the current trend of using ecological materials, but also for its design, using a logo that is associated with salt, nature and the Mediterranean

# 3.1. Logotype and labels



## Broken white and blue colours

Neutral and elegant range in order to highlight the packaging. White is the colour of the good, whereas blue evokes the sea.



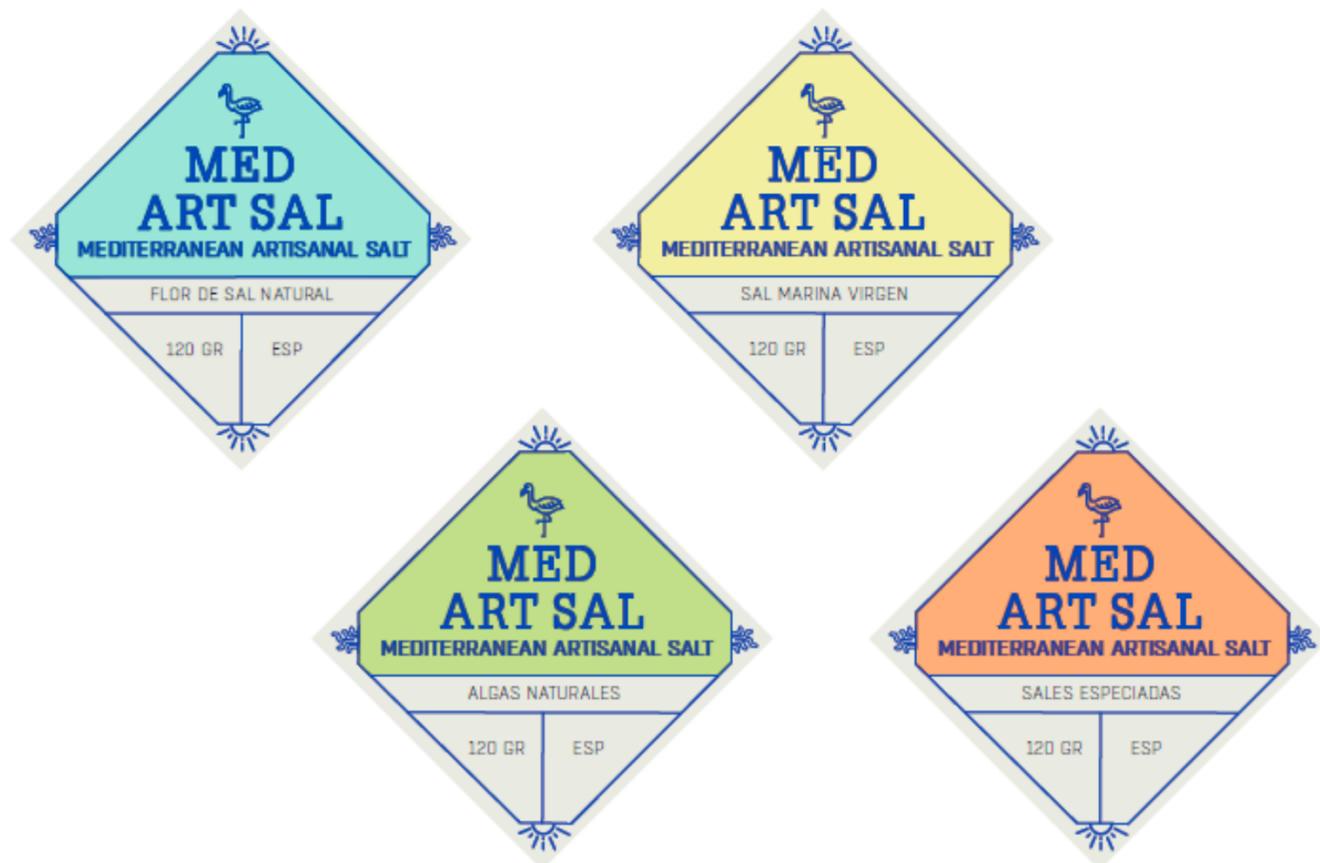
## Flamingo

Characteristic element present in any Mediterranean salina



## Modern design

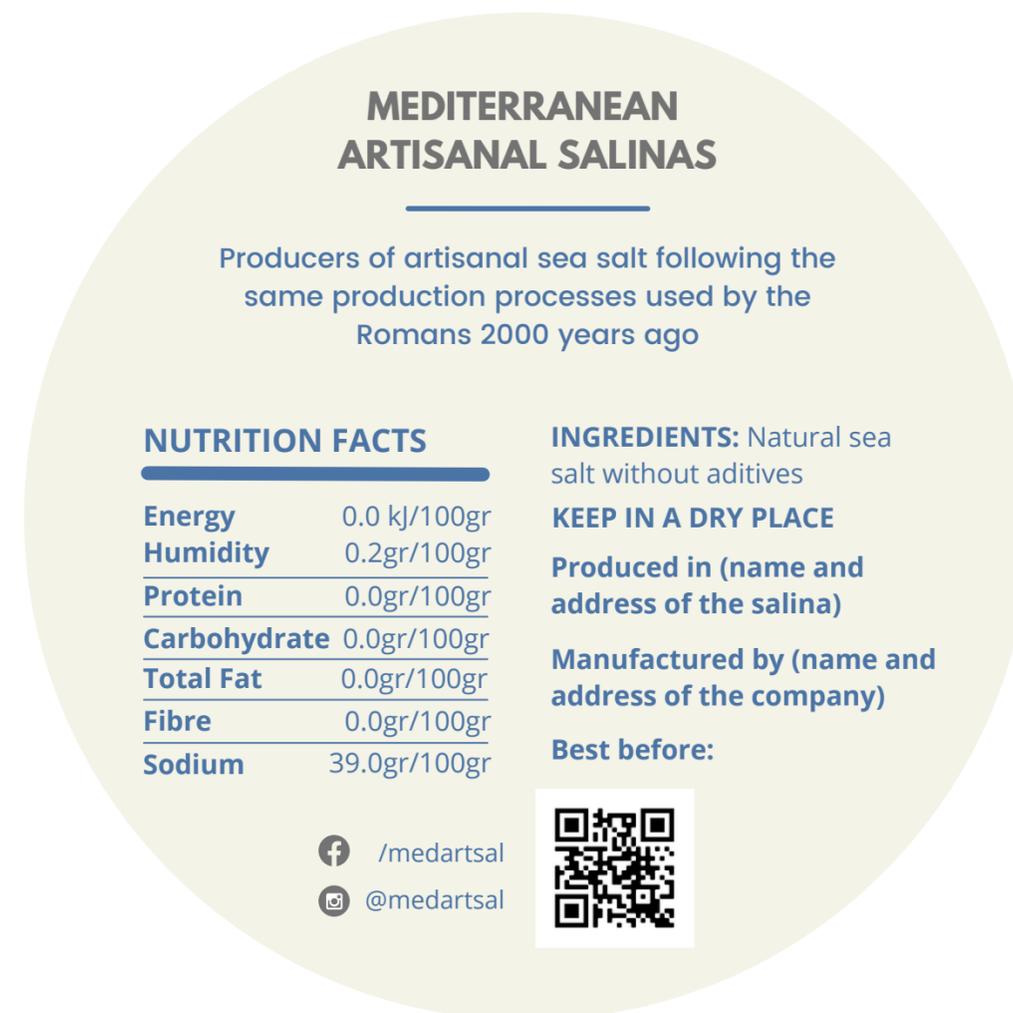
It is a modern design that, in turn, evokes the natural, classic and artisan, with touches of exclusivity



## Labels for each type of product



Following the logo style but adding other characteristic elements of a salina, each packaging may have an identifying label that indicates the product and its country of origin, as well as the weight. This might have a different color for each type of product.



## Label for bottom cover



As required by the European law, it is mandatory to indicate some information such as the list of ingredients, nutrition facts, the origin of the product or the commercialization company



## Informational leaflet for the interior

In order to help the buyer understand the product they have just purchased, we suggest attaching a brief explanatory brochure indicating how Mediterranean artisanal salt is obtained and additional information on the variety of the purchased product.

Here it is shown an example of a diptych for the Fleur de Sel.





## What is Mediterranean artisanal salt?

It is salt obtained from the evaporation of sea water, exclusively by the action of the wind and the sun, collected by hand and washed only in the crystallizer, without the addition of any ingredient



We store seawater in estuaries, extensive lagoons where the salt concentration is 3,5°Bé



The water is pumped to the «concentrators», where it progressively evaporates by the action of the sun



When the concentration of salt reaches a maximum of 30°Bé in crystallizers, we carefully collect the salt manually



Finally, we store it in the form of mountains to dry under the Mediterranean sun before packing

## FLEUR DE SEL

The Fleur de Sel is a thin layer of salt that forms on the surface of seawater in the crystallization beds of maritime salt flats. Its gastronomic and organoleptic value make this salt the "gourmet" salt par excellence

### Properties

Unlike sea salt, Fleur de Sel (low in sodium) is composed of sodium chloride, magnesium chloride and potassium chloride while sea salt is composed only of sodium chloride (86%) and trace elements such as calcium, potassium and iodine. Apart from this, Fleur de Sel contains significant amounts of calcium and magnesium salts.

### Benefits

The flower of salt is a food product with unique characteristics and flavor, it has more than 80 trace elements and minerals of vital importance for the human body and a low sodium content that makes it ideal for people with diabetes, hypertension or kidney failure.

### Ideas of use

For all kinds of dishes, due to its chemical composition, it is tastier than other salts. Gastronomy experts advise using Fleur de Sel at the end of food preparation, even at the table itself, and it is especially recommended for tasty salads, grilled meats, fish and vegetables.

## 3.2. Packaging



From a marketing point of view, it is easier to sell the salinas through a packaging with an artistic approach. Each tin will be designed by an illustrator, this way we will give them the unique nature that artisanal salinas have, where the whole process is manual.

This packaging will be a collector's work that will make the buyer feel special, in the same way as if they collected salt in the salina with their own hands.

### **Sustainable**



Containers made of kraft cardboard with reusable and sustainable materials in sync with the project's philosophy.

### **3 designs per country**



Packaging will be made with the designs of three graphic artists from each country so that there are enough options to create an interesting offer for the market.

### **Collectible**



Original designs with a Mediterranean and local atmosphere so that the buyer wishes to acquire them and form a collection.



# MED ART SAL

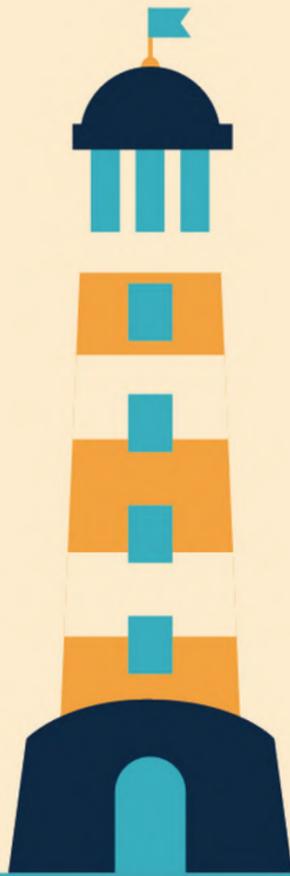
MEDITERRANEAN ARTISANAL SALT

ALGAS NATURALES

120 GR

ESP



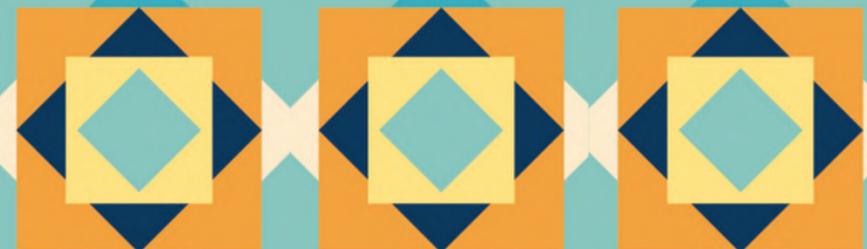


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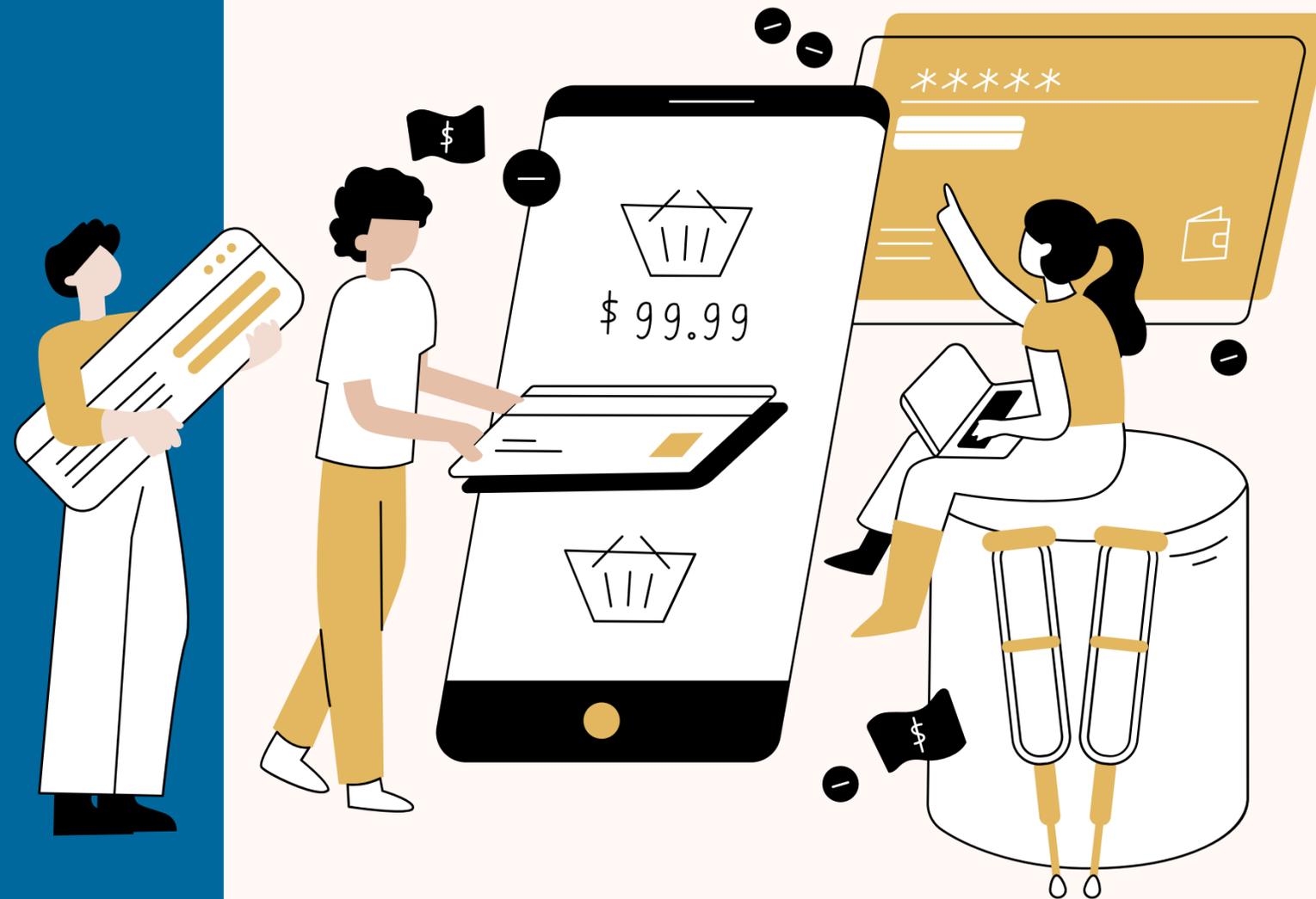
SAL MARINA VIRGEN

120 GR

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# Part 4. E-Commerce



The products created under the MedArtSal umbrella brand will be sold in a shop integrated in [www.medartsal.com](http://www.medartsal.com), regardless of the salina's source of the salt.

This platform, which will transmit modernity and professionalism, will include not only products to buy, but also relevant information about the world of Mediterranean salinas to give them visibility. Likewise, information on the salt flats that so wish will be included in order to promote them.

The platform will be open to all users (both salinas involved in the project as well as their competitors) in order to increase the diffusion and to maximize the effect on the market.

# Main Menu

The main or primary menu is visible from anywhere on the website, it is located at the top of it and contains the main pages of the website

## Gourmet Shopping Center

The e-commerce platform itself, the shop where the user may buy the different products of the umbrella brand, will be divided by product categories

### Salinas

This part aims to bring the Mediterranean salinas closer to the user, showing them aspects such as their biodiversity or the extraction process

### Companies

Divided by country, this page includes all the salt flats participating in the project, with basic information and data about them

### Tourism

Those salinas that wish to, can show here the tourist services they have, such as restaurants, guided tours, spa and others

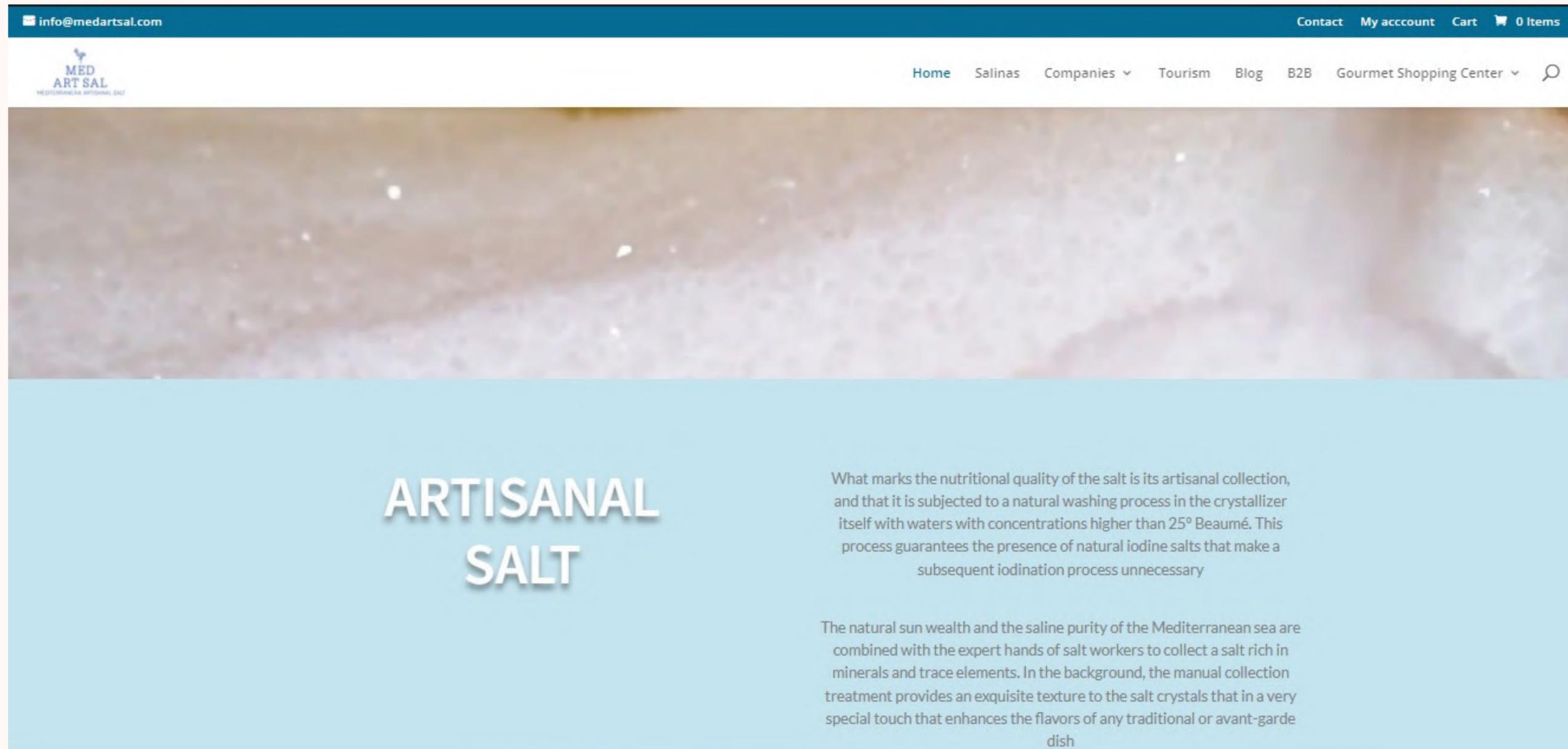
### Blog

Periodically, blog posts will be created with interesting news from the sector, curiosities of the salinas or products and any aspect that may be relevant for the user

### B2B

This section, still under development, will be destined to the exchange of information between the different companies that participate in the project

# Website



# Part 5. Digital Strategy



Parallel to the creation of an e-commerce platform, it is absolutely essential to develop SEO and SEM actions as well as an Inbound Marketing strategy that helps to position and give greater visibility to the website and, in this way, attract traffic



## Three main strategies geared towards promoting the MedArtSal brand on the internet

01

### **Inbound Marketing**

Inbound marketing is an approach to attract consumers through content and interactions that are relevant and useful and in turn non-disruptive for the user. A blog, social networks or search engines are part of inbound marketing strategies

02

### **SEO**

Search Engine Optimization consists of applying a series of techniques to optimize a website in order to improve its position in search engines. The goal of SEO is to make a website appear at the top of search results, in order to attract more visitors and thereby increase the chances of conversion

03

### **SEM**

Search Engine Marketing is a set of strategies to increase the authority of a company's digital channels in search engines, integrating online advertising ads to organic positioning actions. It helps improve brand visibility and direct qualified audiences to the website quickly

# Part 6. Participation

Those salinas that want to participate in this Digital Marketing strategy as part of the MedArtSal project, must send us the information that we present in the following slides as soon as possible in order to continue with the development of the e-commerce platform and other strategies.



## 1. Company to take charge

In order to distribute all the products created under the umbrella brand, it is necessary that a company takes charge of their management and distribution.

This company would be in charge of receiving the raw products and pack them in the packaging created under the MedArtSal project that will be shown later, as well as delivering them to the buyer. Likewise, it will be in charge of the maintenance of the e-commerce and of all the other digital marketing strategies that have been developed during this project, as well as those they consider appropriate.

It is important to know whether salinas would be interested in taking charge of it or whether they otherwise would be interested in resorting to an external company.

## 2. Artisanal salt suppliers

To continue with the development of the umbrella brand, it is necessary to find salinas that want to supply salt to the company in charge of the management.

Interested salt flats should contact, when the time comes, with the company in question to reach an agreement between both parties on the price and conditions of sale.

Although this will be a decision of the company, the idea would be that each packaging indicates the country of origin of the product as well as the salina it comes from, thus giving greater visibility to the salina itself and leaving the buyer decision to choose the origin of the salt they want to purchase.

# 3. Information for the website

All those salinas that want to appear in [www.medartsal.com](http://www.medartsal.com) must send us the following data

## Logo

Logo of the salina in PNG format.

## Information

Postal address, telephone number, website address, email address, business hours, and any other information relevant considered.

Brief description of the salina including, if wanted, its history.

Tourism services offered in the salina and a brief description of them, as well as prices, schedule, booking system, etc.

## Photos

At least three quality photographs of the salina of different types (panoramas of the salt flats, fauna, vegetation, salineros collecting salt, tools used, fisheries, remains of buildings, aerial views, etc.).

At least one photography of each tourism service offered in the salina,

# Summary

All market information and marketing strategies that partners can access at a glance



## 1. Market Analysis

Extensive analysis of the salt market valued at 8000 euros



## 2. Strategic Marketing Plan

Presentation of a series of marketing strategies that salt mine owners may apply



## 3. Logo & Packaging

Design of a logo and packaging for the creation of an umbrella brand of Mediterranean salts



## 4. E-Commerce platform

Website with an online shop to promote the salinas and sell the umbrella brand's products



## 5. Digital Strategy

Digital strategies to give greater visibility and dissemination to the E-Commerce platform



**Thank you**