

# Marketing NSW Oysters

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Oyster Projects Manager



**Growing  
the best**



Why?

Advice & Insights

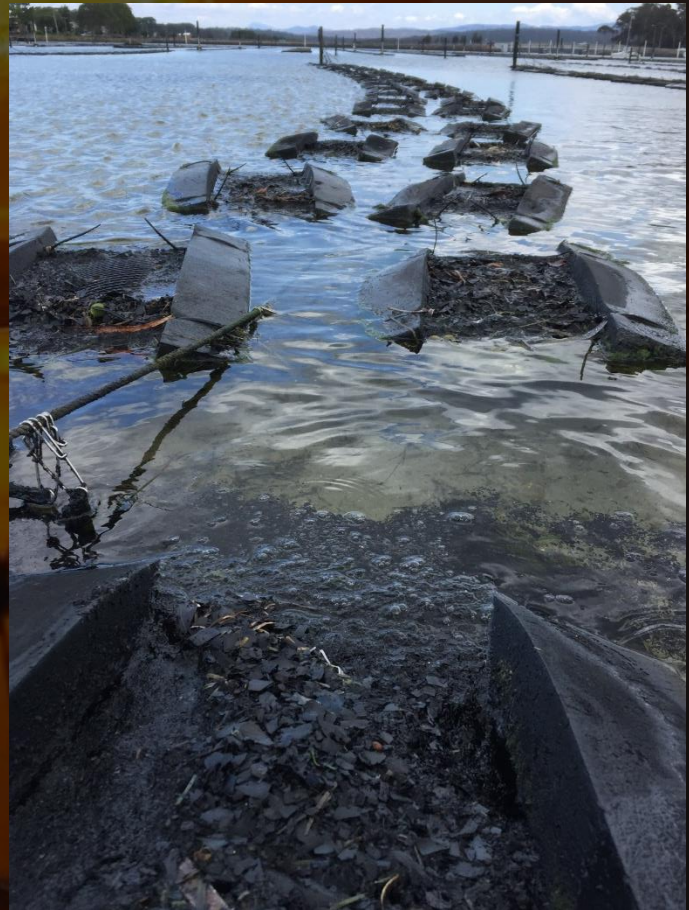
Approach

Final Materials

What Next?

# Why Marketing?

- **Early 2020**
- **Black summer bushfires**





# Why Marketing?

- Early 2020
- Black summer bushfires
- Pandemic
- March 2020 – Closure of hospitality venues

70% of SRO traditionally sold through food-service

# Why Marketing?

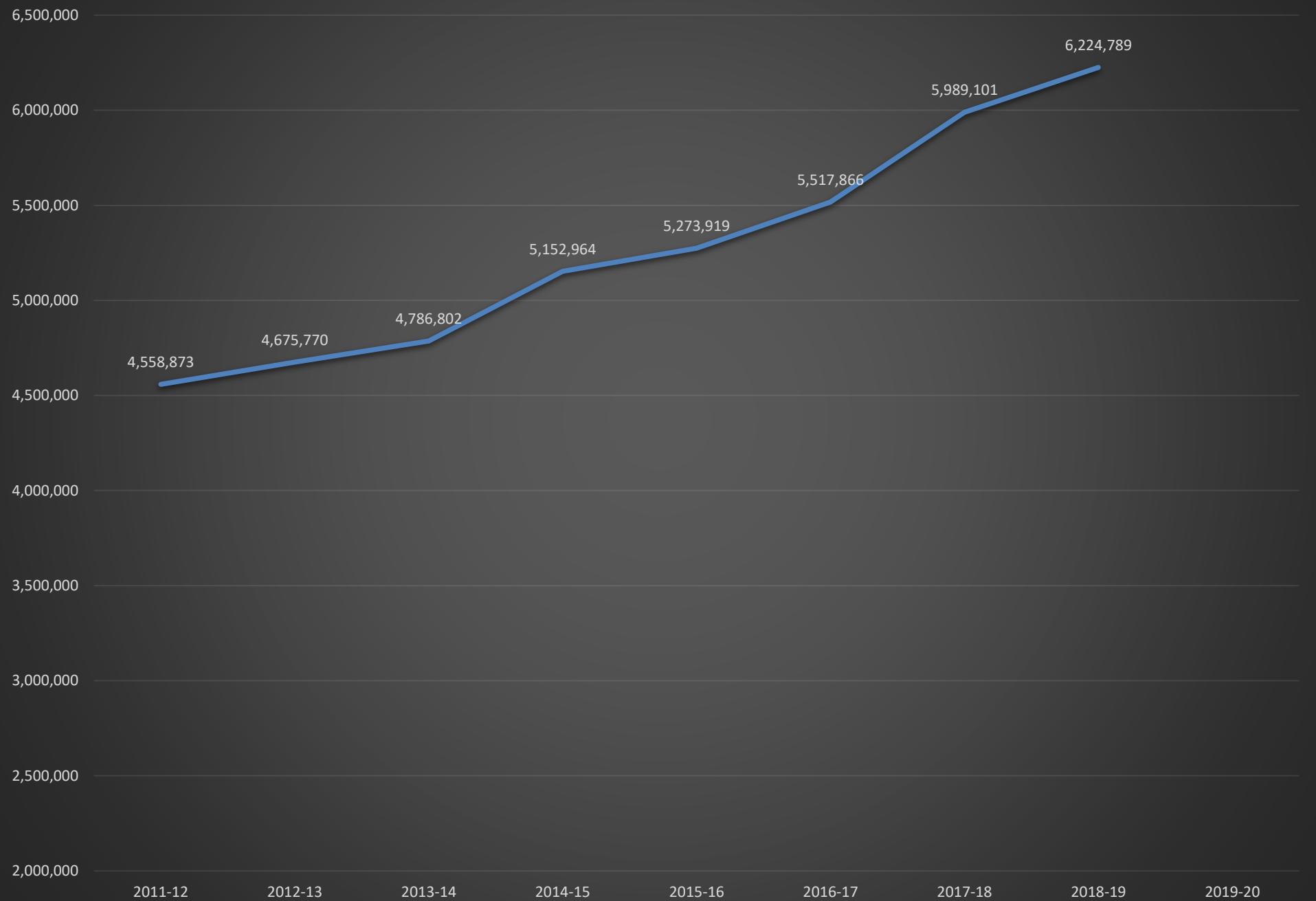


**SORRY  
WE'RE  
CLOSED  
DUE TO  
COVID-19**

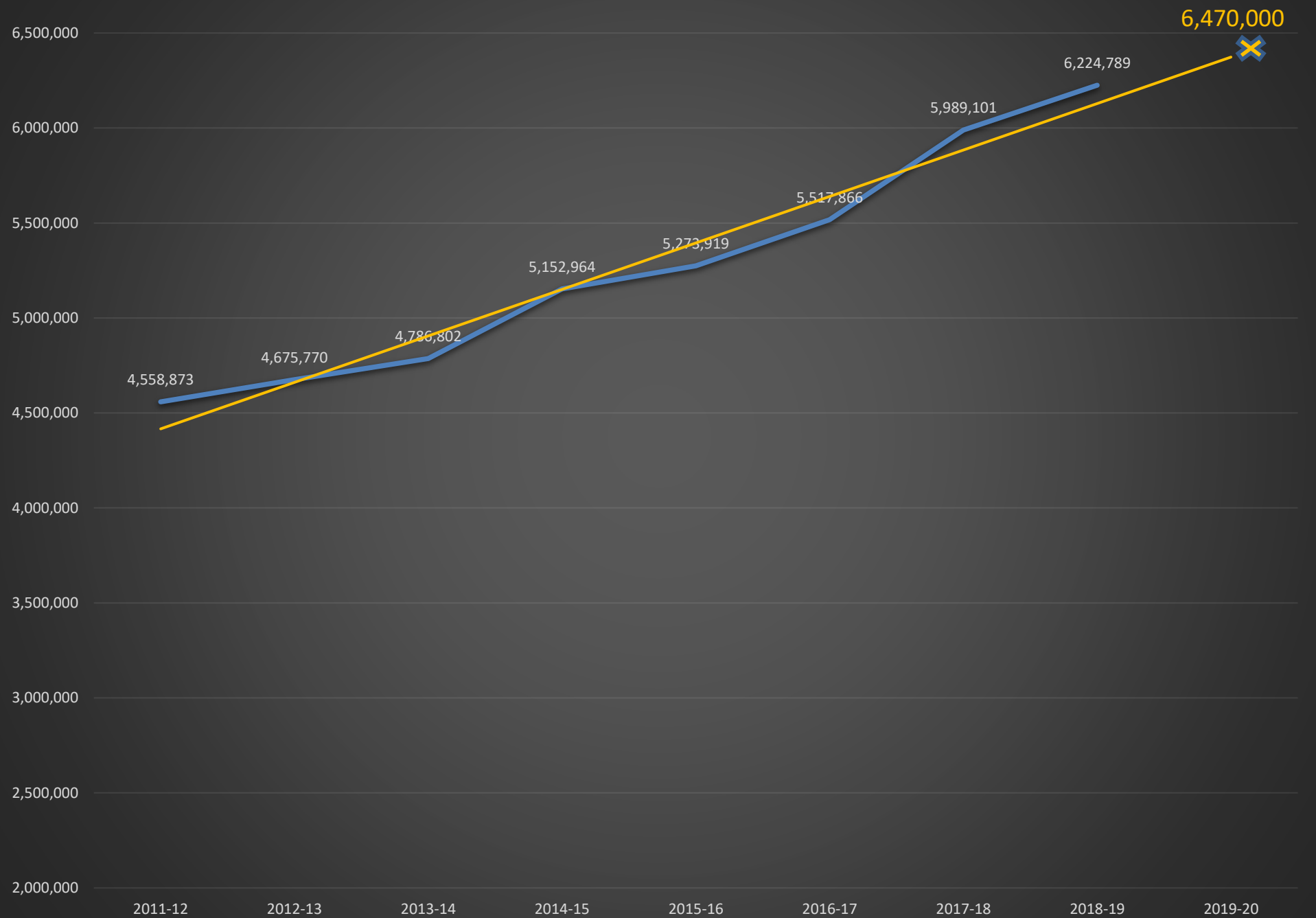
## September 2020

- 29% drop in wholesale sales
- 48% insufficient infrastructure
- 1 in 6 had disposed stock to waste stream
- Average 9% rise in retail trade

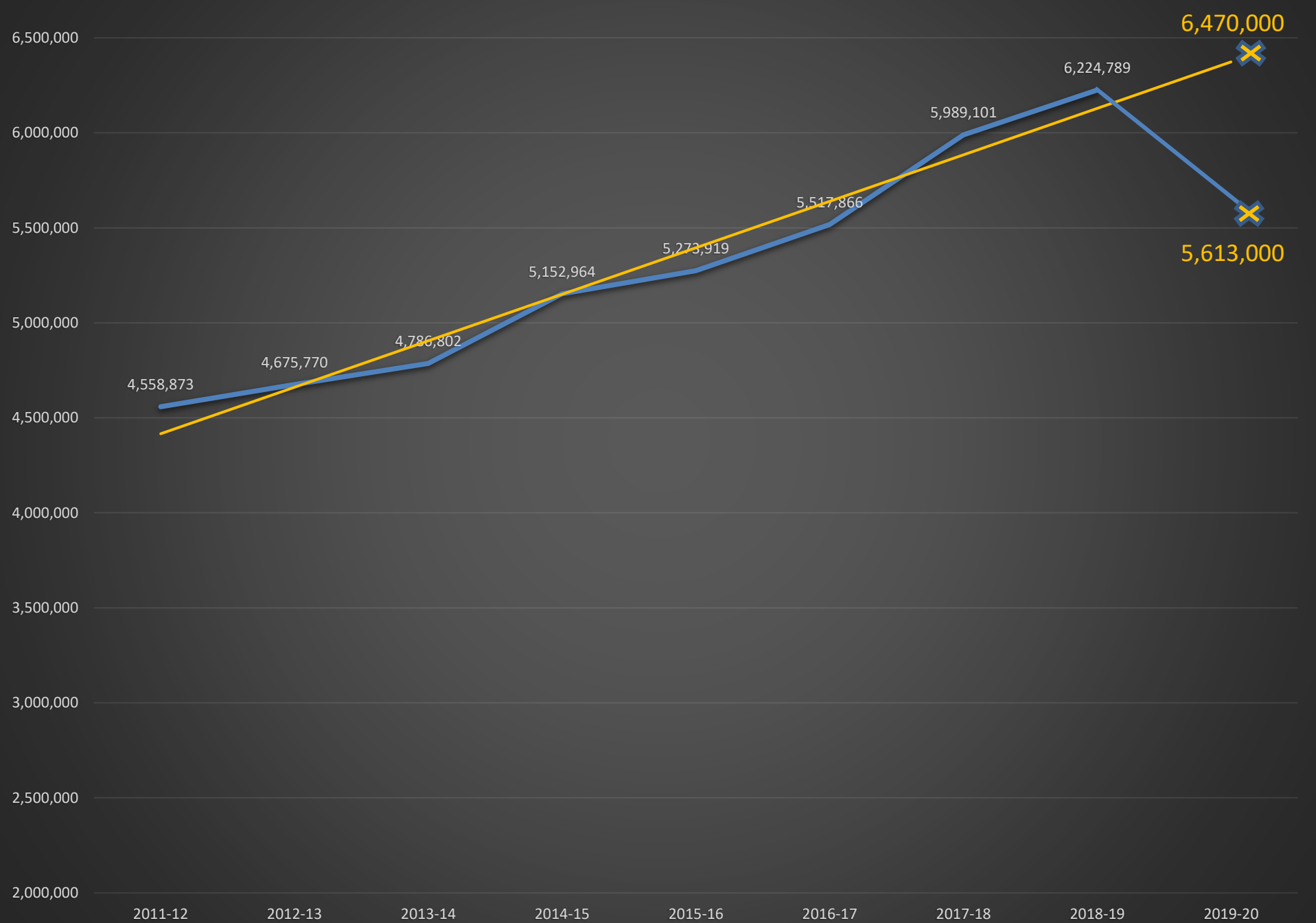
# SRO Production (dz)



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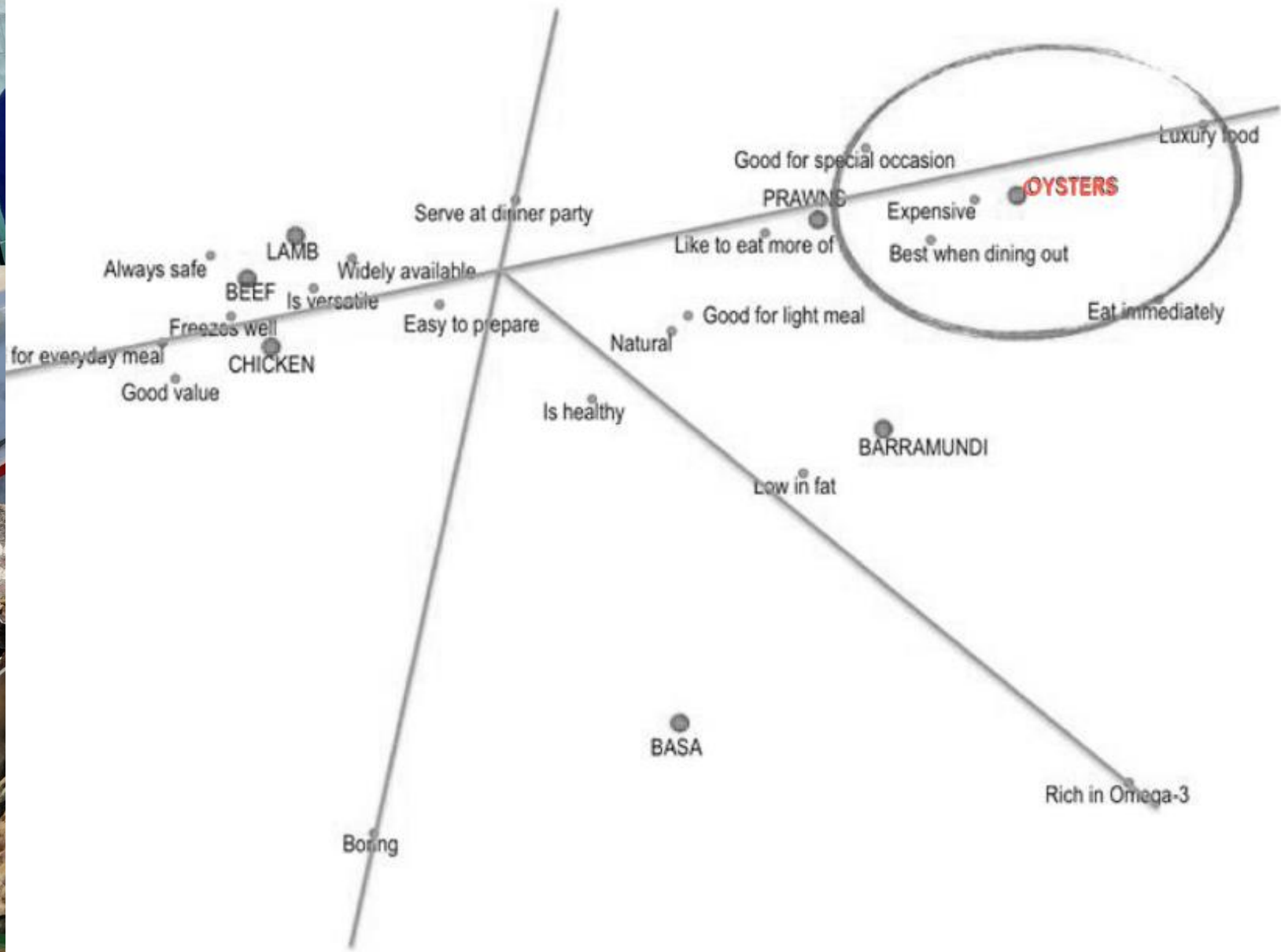


# Advice & Insights

## Brand Council (2020)

- Campaign to influence consumers at POS
  - Posters, recipe cards, tray labels, packaging, in-store videos, shucking demos & sampling
- Maintain the premium positioning





# Advice & Insights

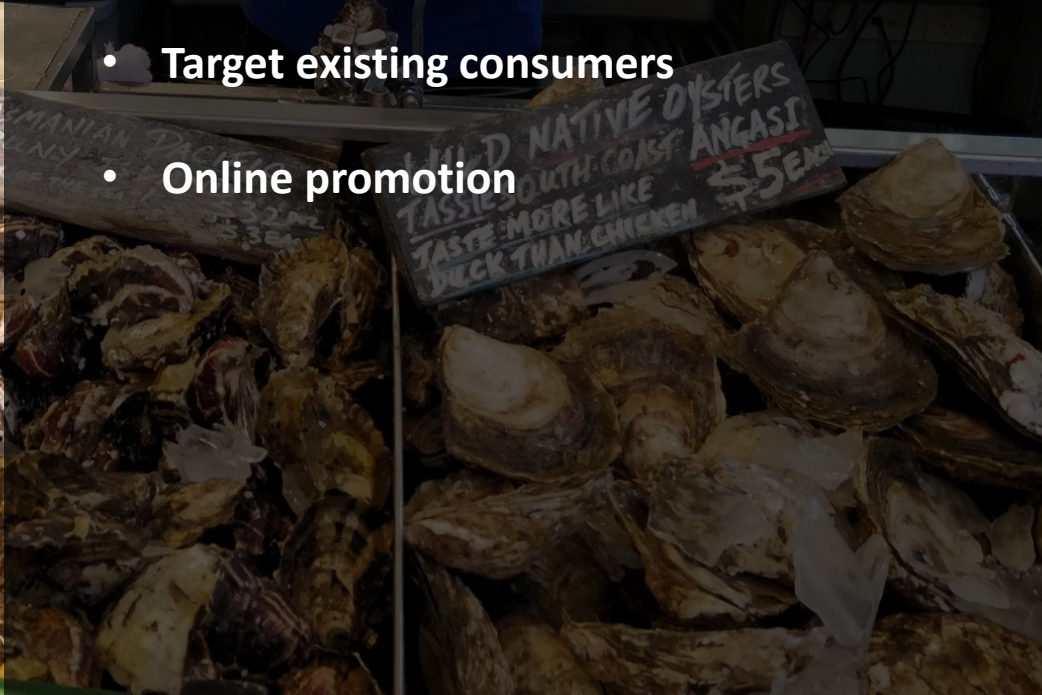
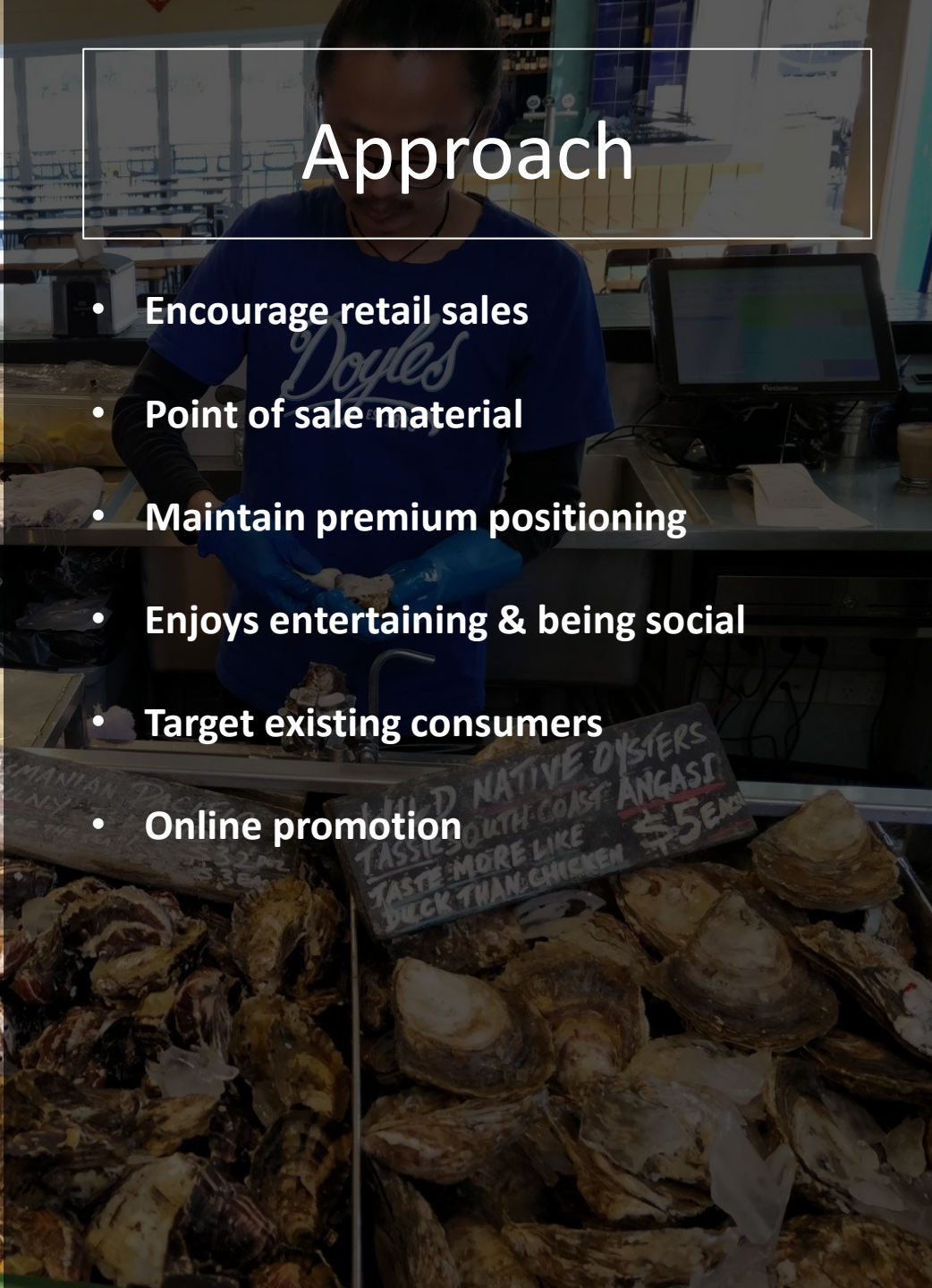
## Oysters Australia (2014)

- **Trialled:**
  - Posters
  - Tray labels & stickers
  - Brochure, with storage instruction
  - In-store demos & tastings
- **Two-thirds of consumers bought oysters on impulse => POS materials critical**
- **When point-of-sale materials & demonstrations used in retail stores, sales doubled**

Fresh Australian oysters, enjoy everyday

# Approach

- Encourage retail sales
- Point of sale material
- Maintain premium positioning
- Enjoys entertaining & being social
- Target existing consumers
- Online promotion



# Approach

- NSW Farmers Association
- Sapphire Coast Wilderness Oysters
- Seafood Industry Australia (SIA)



**GREAT  
AUSTRALIAN  
SEAFOOD**

- **Materials:**
  - ✓ Logo & guidelines for use
  - ✓ Posters series
  - ✓ Recipe cards
  - ✓ Tray labels
  - ✓ Digital campaign
  - ✓ Shucking demo's & sampling with consumer feedback
- Online e-store allows for reordering



A person wearing a blue t-shirt with the 'Doyle's' logo and 'EST. 1885' is working at a counter. In the foreground, there are several trays of oysters. Handwritten signs on the trays describe different oyster varieties and prices. The background shows a restaurant or bar setting with other staff and customers.

# NSW Oysters Marketing Material

VANILLA BAY JUMBO SIZE  
SYDNEY ROCK  
THESE OYSTERS HAVE BEEN  
A LOT OF PRIME MINISTERS!  
4.50  
4.00

TASMANIAN PACIFIC  
BRUNY ISLAND  
WAGON OF THE SEA  
3.20  
3.50

WILD NATIVE OYSTERS  
TASSIE SOUTH COAST  
TASTE MORE LIKE  
DUCK THAN CHICKEN  
ANGAST  
\$5.50

Materials - Logo

◆ NSW ◆  
OYSTERS

◆ NSW ◆  
OYSTERS

◆ NSW OYSTERS ◆

◆ NSW ◆  
OYSTERS

# Materials - Posters

## Taglines:

- Treat yourself
- Share a little luxury
- Escape with NSW Oysters
- Make today memorable



*Escape with*  
◆ NSW ◆  
**OYSTERS**

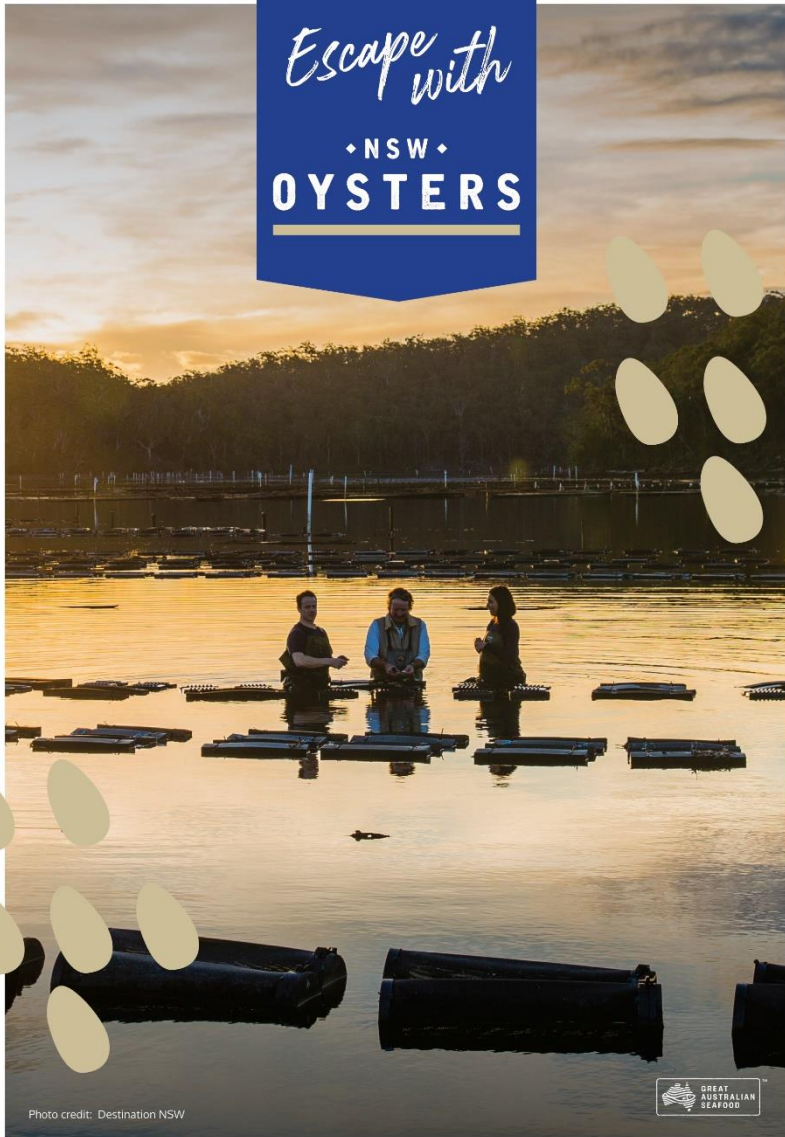
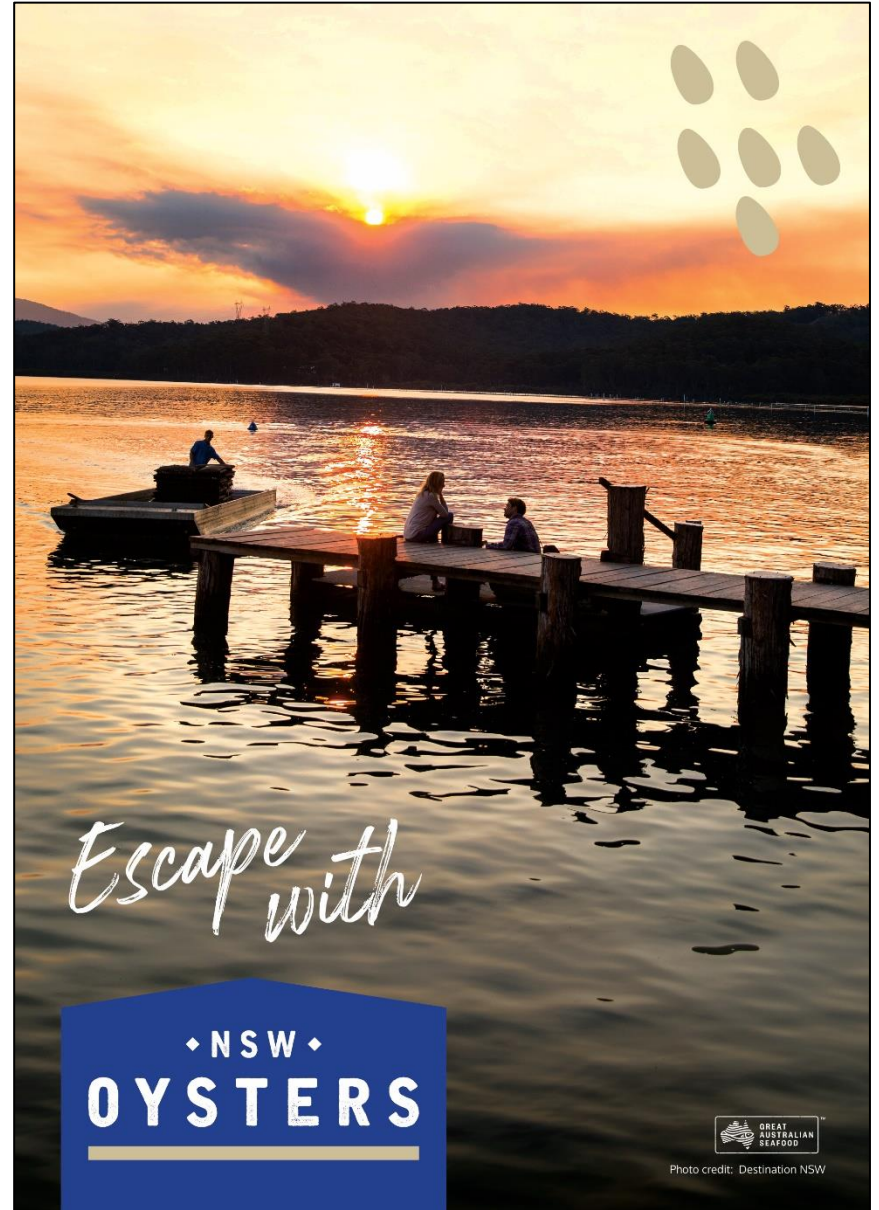


Photo credit: Destination NSW



*Escape with*

◆ NSW ◆  
**OYSTERS**



Photo credit: Destination NSW

◆ NSW ◆  
**OYSTERS**



*Share a  
little luxury*

Photo credit: Destination NSW



◆ NSW ◆  
**OYSTERS**



*Share a  
little luxury*

Photo credit: Destination NSW



• NSW •  
**OYSTERS**

*Treat yourself*



Photo credit: Destination NSW



*Treat yourself*



• NSW •  
**OYSTERS**



Photo credit: Destination NSW

◆ NSW ◆  
**OYSTERS**



*make today  
memorable*

Photo credit: Destination NSW



◆ NSW ◆  
**OYSTERS**



*make today  
memorable*

Photo credit: Destination NSW



# Materials - Posters

Digital only:

- Make today memorable – Christmas, Valentines, Easter, Mothers Day

Still in design:

- Health benefits
- Sustainability element
- Endemic product to NSW



# Materials – Recipes

- 5 recipe cards developed – DL size
- Pass the woolies test
- Storage instructions
- Link to shucking demo





## PROSCIUTTO KILPATRICK

### INGREDIENTS

- 1 dozen Sydney rock oysters
- 12 thin slices prosciutto
- 1/4 cup tomato sauce
- 1/2 tablespoon Worcestershire sauce
- 1/4 teaspoon Tabasco
- 1 tablespoon fresh parsley, finely chopped
- 150g rock salt for baking

### METHOD

1. Preheat grill.
2. Place the shucked oysters on tray of coarse rock salt.
3. Combine tomato sauce, Worcestershire sauce, Tabasco and chopped parsley in a bowl and mix thoroughly.
4. Spoon half a tablespoon of sauce on each shucked oyster.
5. Cut prosciutto into thin strips and evenly divide onto each oyster.
6. Place the tray under the grill and cook for approx. 2 minutes or until the prosciutto colours and oysters are cooked.



### OYSTER STORAGE

#### Unopened oysters:

- Unopened Sydney rock oysters should not be refrigerated, or stored in plastic, water or ice as this will kill them
- To store your unopened Sydney rock oysters, cover with a damp cloth and store at 10–15°C.

#### Opened oysters:

- If not eating straight away, cover and refrigerate between 2–5°C

Learn how to shuck  
your oysters like a pro



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**OYSTERS**





## CHAMPAGNE & MANDARIN GRANITA

### INGREDIENTS

- 1 dozen Sydney rock oysters
- 1 cup white sugar
- 750 ml champagne or sparkling wine
- 1 lemon, juice only
- 2 mandarins, juice only

### METHOD

1. In a small saucepan combine champagne, sugar, lemon and mandarin juice.
2. Heat until all sugar has dissolved but do not bring to the boil.
3. Pour into a wide base tray and place into freezer for approx. 4–5 hours.
4. When the mixture is frozen scratch the mix with a fork to fluff it up.
5. Spoon onto oysters just as you serve.
6. Garnish with the zest of a lime if desired.



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# Mignonette & Cracked Black Pepper

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## MIGNONETTE & CRACKED BLACK PEPPER

### INGREDIENTS

- 1 dozen Sydney rock oysters
- 4 shallots, finely diced
- 1 cup aged red wine vinegar
- Cracked black pepper
- 1 lemon cut into wedges

### METHOD

1. Finely dice shallots and place in a small mixing bowl.
2. Pour over red wine vinegar then leave to sit for 2–3 hours.
3. Spoon half a tablespoon of onion dressing over each oyster just before serving.
4. A little squeeze of lemon and a crack of fresh black pepper to garnish.



### OYSTER STORAGE

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- To store your unopened Sydney rock oysters, cover with a damp cloth and store at 10–15°C.

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**OYSTERS**





## GIN BLOODY MARY

### INGREDIENTS

- 1 dozen Sydney rock oysters
- 1 cup tomato juice
- 1/3 cup gin
- 1 tablespoon Worcestershire sauce
- 1 teaspoon Tabasco sauce
- 1/4 teaspoon salt
- 1/4 teaspoon celery seeds
- 1/4 teaspoon ground black pepper
- Celery leaves for garnish

### METHOD

1. Place all ingredients in a bowl and mix thoroughly.
2. Place bloody mary mix in a small pouring jug and pour onto oyster just before serving.
3. Garnish with celery sticks leaves.



### OYSTER STORAGE

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#### Opened oysters:


- If not eating straight away, cover and refrigerate between 2–5°C

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## •NSW• OYSTERS

### •NSW• OYSTERS

**PONZU & PICKLED GINGER**

**INGREDIENTS**

- 1 dozen Sydney rock oysters
- 2 tablespoon soy sauce
- 2 tablespoon tamari
- 1 1/2 tablespoon mirin
- 1 tablespoon lemon juice
- 2 tablespoon orange juice
- 80g pickled ginger

**METHOD**

1. Place all ingredients except pickled ginger in a mixing bowl
2. Mix thoroughly
3. Spoon a teaspoon of dressing over each oyster
4. Place a small piece of ginger on each oyster to finish

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**OYSTER STORAGE**


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Opened oysters:

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*Learn how to shuck your oysters like a pro*



**•NSW•  
OYSTERS**



# Materials – Tray label

• NSW •  
**OYSTERS**  
*Make today  
memorable*  
**\$16.50**  
Doz



# Materials – Sticker



• NSW •  
**OYSTERS**  
*Make today  
memorable*  
**LARGE SYDNEY  
ROCK OYSTERS**  
**\$1650**  
Coz



# What next?

- \$30k+ for initial print run & distribution
- Build demo station – & run tasting events  
=> consumer feedback
- Online campaign
- Collateral available from e-store
- Logo files available through NSW Oysters website

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Application submitted for phase 2

Contact me:

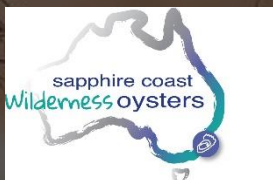
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