



MAINE LOBSTER MARKETING COLLABORATIVE
Matt Jacobson



STARTING WITH A STRATEGY





OUR BUSINESS GOAL

Create demand for Maine Lobster when supply is highest and price is lowest

HOW WE'LL ACHIEVE THAT GOAL

Position Maine New Shell Lobster as a seasonal delicacy with provenance diners can taste

WHO WILL WE INFLUENCE TO BE SUCCESSFUL

Fine dining chefs and upscale casual restaurants in the Northeast

SEPERATING FROM COMPETITIVE PRESSURES

Be nimble, “purposely inefficient,” seasonally special and always sustainable

THE TRUTH ABOUT MAINE (ESPECIALLY NEW SHELL) LOBSTER

Seasonal New Shells from Maine are lobster on a higher level – let’s get the secret out

HOW DOES IT ALL ADD UP TO A STRATEGY?

A large, cooked lobster is the central focus, lying on a light-colored wooden surface. The lobster is a vibrant reddish-orange color, indicating it is cooked. Its large claws are prominent, and its antennae extend to the right. Below the main lobster, the head and front legs of another cooked lobster are visible. The background is a simple wooden plank surface.

MAINE NEW SHELL

***EVERYTHING ELSE IS
JUST LOBSTER***



2015 LEARNINGS

Sustainability: Not only representing the practices that keep the fishery healthy, but also how the industry impacts the fabric of Maine. It's a passion for product and a passion for place.

Culinary: Tasting is believing. From chefs to consumers, the sweeter, more tender taste of New Shell is apparent.

Social Sharing: Maine Lobster is a social star, with people wanting to share their experiences. Engaging in real-time is key to turning opportunities into awareness.

Media/Consumers: Education is key. Leveraging our unique storytellers and stories has proved successful. It's all about WHY MAINE and positioning Maine Lobster as a storied seafood.