

MOWI[®]

Branding in a commodity market

NASF 2022

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The brand mission

De-commoditizing the salmon category



The MOWI[®] brand promise: CARING

We care...

...for best salmon.

...for the environment.

...for our consumers

**SALMON IS GOOD,
MOWI IS GOODNESS.**



The MOWI brand: A premium salmon range in the top and upper-medium price tier



MOWI®

Undisputed top quality: MOWI products have received several awards for its superior taste, both from consumers and experts

QUE CHOISIR



LE MIEUX NOTÉ
LE MIEUX NOTÉ


Mowi SAUMON FUMÉ PRESTIGE
BIO, FUMÉ AU BOIS DE HÊTRE

57,90 €/kg **15,5/20 | ★★**

ELETTO PRODOTTO DELL'ANNO 2022

1 CONSUMATORI PREMIANO L'INNOVAZIONE 2022

Ricerca su 12.000 consumatori scelta da BR: su selezione di prodotti venduti in Italia. prodottodellanno.it cat. Salomone



PANIER TOUT FRAIS
Repas facile

UN SAUMON AUTHENTIQUEMENT SAVOUREUX

Texture moelleuse et goût incomparable... Ces pavés de saumon fumés et marinés au thym et au citron sont prêts à être dégustés, pour sublimer vos repas à la maison!

91% SONT SATISFAITS DU PRODUIT

90% EN SABLET PORTITIFUMES

4,65/5 NOTE DE GOÛT ET DE SAVOIR (MOYENNE: 4,80)

"L'un des meilleurs saumons que j'ai goûté! Pour voir le déguster chaud ou froid est un vrai plus!"
Caroline, 41 ans

"Très belle découverte [...] Une texture incomparable, un goût parfait. Je recommande vivement."
Nadège, 54 ans

"Un goût unique et savoureux. Un prix largement à la hauteur de sa qualité."
Ludmilla, 53 ans



RECONNU

SAVEUR DE L'ANNÉE by monadia

Goûté par un jury de consommateurs

2022

MOWI SUPREME



INTERNATIONAL TASTE INSTITUTE
BRUSSELS
2021
SUPERIOR TASTE AWARD
★★★

MOWI SUPREME

Good Housekeeping Institute

TASTE APPROVED 2021

International Taste Institute

MOWI Pure Fresh Salmon

MOWI SUPREME

is granted the

SUPERIOR TASTE AWARD

★★★

Eric de Spoelberch
Managing Director

Brussels, 2022

Laurent van Wassenhove
Managing Director

International Taste Institute

MOWI Pure Cold Smoked Salmon

MOWI SUPREME

is granted the

SUPERIOR TASTE AWARD

★★

Eric de Spoelberch
Managing Director

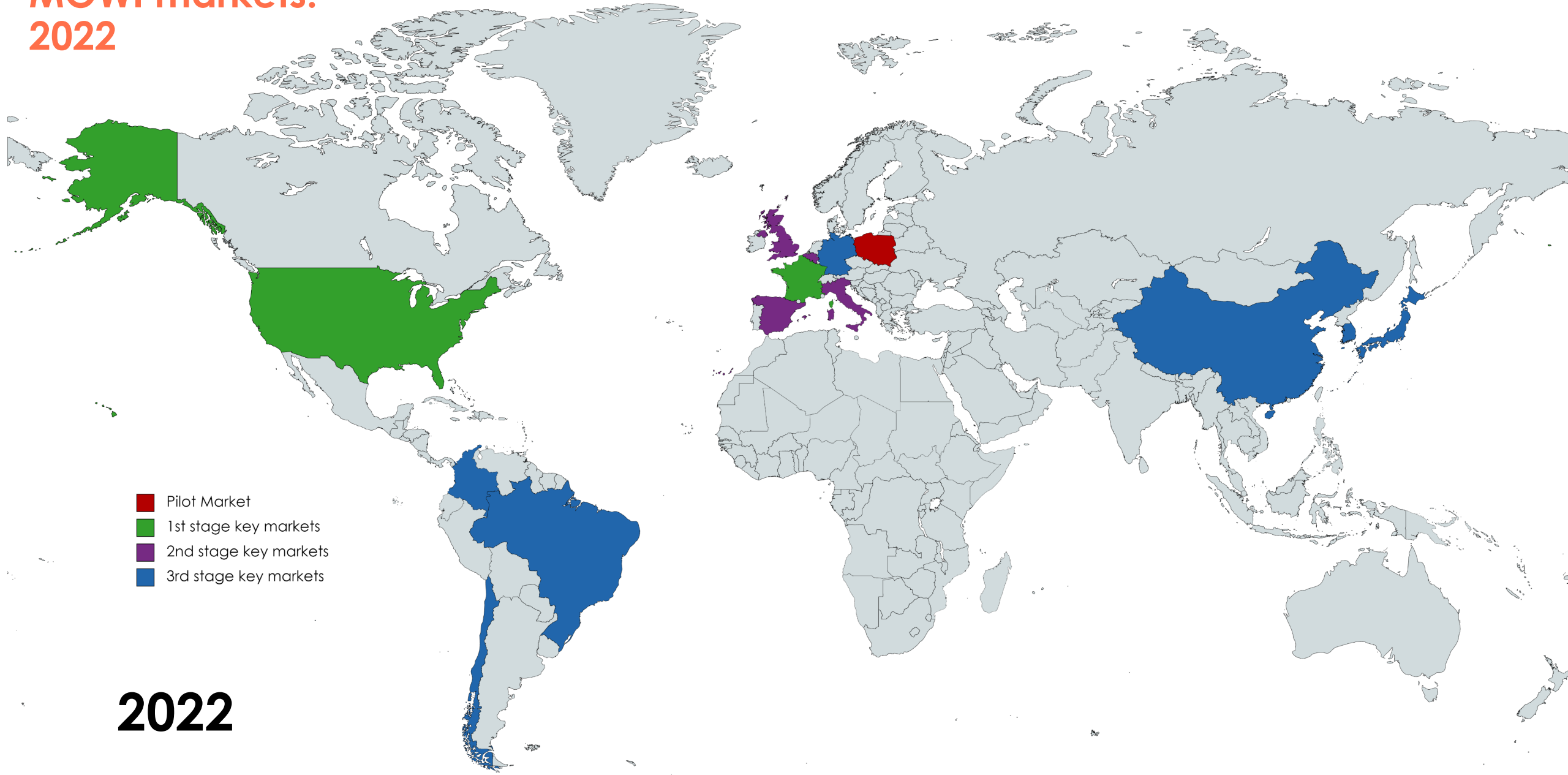
Brussels, 2022

Laurent van Wassenhove
Managing Director

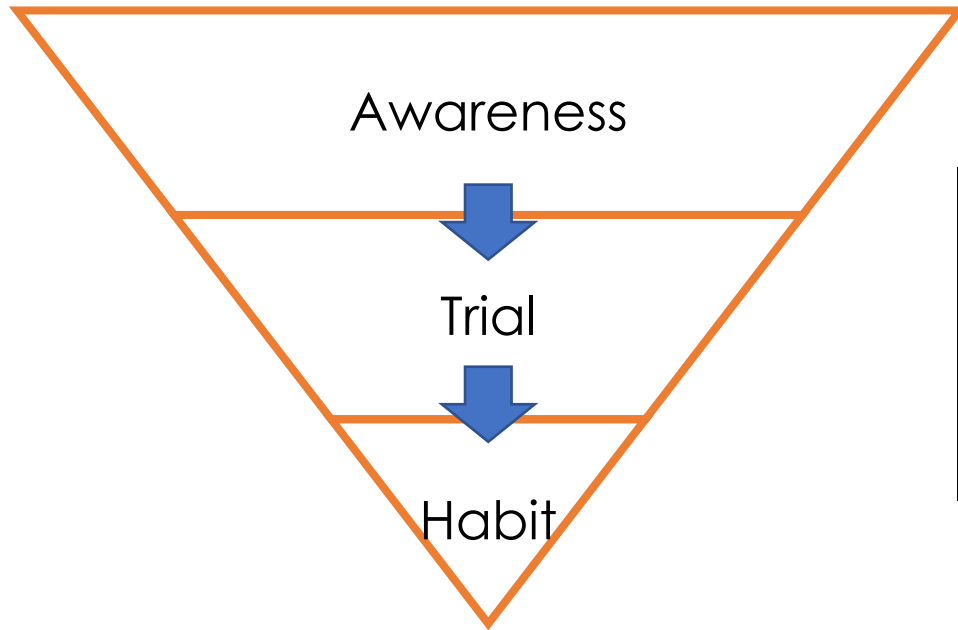
MOWI markets: 2022

- Pilot Market
- 1st stage key markets
- 2nd stage key markets
- 3rd stage key markets

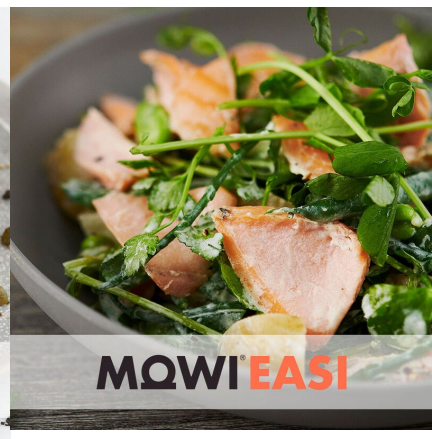
2022



Brand investments have been effective in building the initial foundation for a strong and solid brand equity with consumers



	Poland	France	UK
Brand Awareness	59 %	37 %	30 %
Ever tried	28 %	16 %	15 %
Regular users	12 %	9 %	8 %



Supporting the category



Salmon is Good.
MOWI is Goodness.



Social media

92% PLASTICA RICICLATA



MQWI
SIGNATURE
Salmon Affumicato
Qualità Superiore
NORVEGEESE
4 Fette | 100g

MQWI

LO SAPEVI?
BRAIN FRIENDLY

MIGLIORA IL BUONUMORE

RIDUCE LO STRESS

STIMOLA LA MEMORIA

RAFFORZA i NEURONI



MQWI

ricco in Omega 3

fonte di vitamina D

fonte di ferro e calcio

alto contenuto proteico



MQWI

LO SAPEVI?
LA RICETTA DELLA FELICITÀ




MQWI

LO SAPEVI?
RICCO DI PROTEINE



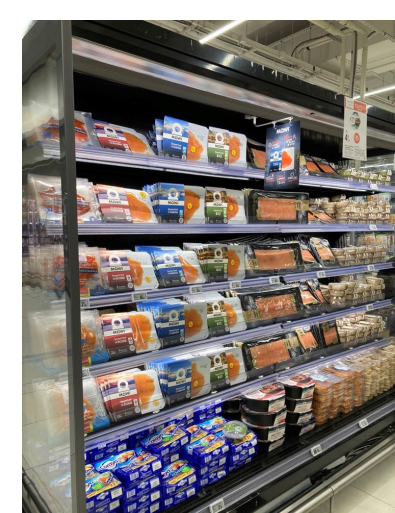
MQWI

**PREMIUM
AUTENTICO
VERSATILE
PER TUTTI**



MQWI

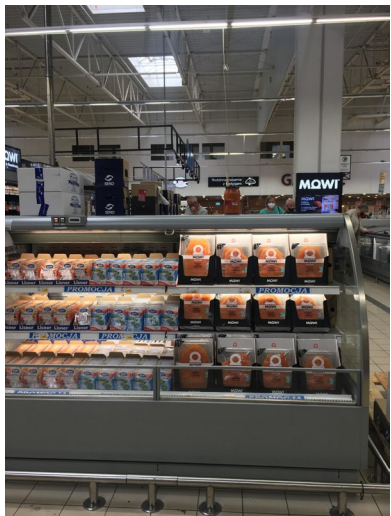
POP France



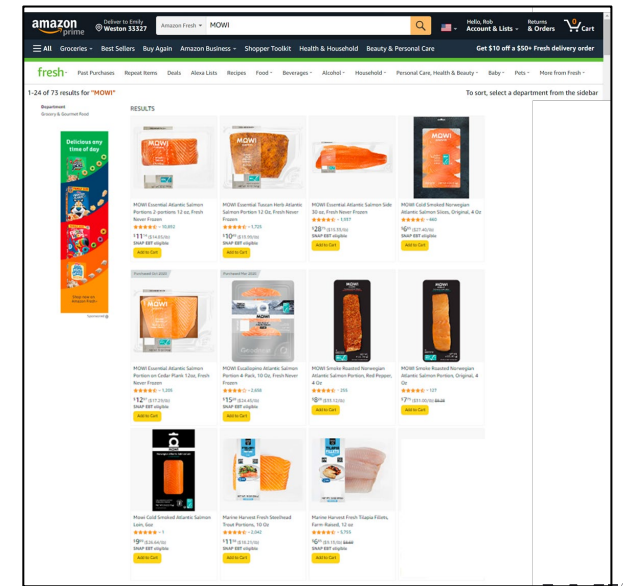
Poland: «In-store theatre»



POP Poland



POP USA





WE KNOW REALLY
EVERYTHING ABOUT
OUR SALMON:
EVEN WHAT THEY HAD
FOR DINNER.



MOWI[®]

SALMON IS GOOD. MOWI IS GOODNESS.

WE AT MOWI ARE
VERY PROTECTIVE.
THAT'S WHY WE TAKE
CARE OF EVERYTHING
AROUND OUR SALMON
OURSELVES.



MOWI[®]

SALMON IS GOOD. MOWI IS GOODNESS.





YOU WONDER WHY
NORWAY IS THE HAPPIEST
COUNTRY IN THE WORLD?

HERE'S A HINT:



MOWI[®]

SALMON IS GOOD. MOWI IS GOODNESS.