



## THE CONSUMER, MARKETING AND BRANDING: WORK SHEETS





### **Exercise 1: Who is your consumer?**

*Purpose: To explore who you think are your customers. Give them a fictional name and describe them! Describe when you think they will demand your product (e.g. special occasions, New Year) so as a group we can explore customer demand patterns.*

(e.g.

- *Mrs Zhu is a 60 year Chinese housewife from Shanghai who purchases eels monthly from the supermarket for a family stirfry she makes regularly.*
- *Mr Chung is a 40-year-old head chef who works for a five star hotel and has eels on the menu at least twice a year where he experiments with fusion food and flavours*

### **Exercise 2: Drivers and barriers**

*Purpose: To explore what you think are your consumer's barriers and drivers to purchase*



**Barriers**

**Drivers**



### **Exercise 3: What's your special story?**

*Purpose: To identify the special story or the unique features of Australian eels (e.g. sun, clean water, harvest methods, untouched rivers etc.)*



**Exercise 4: Marketing and branding assets and activities**

*Purpose: To know what marketing assets already exist in the Australian wild caught eel sector and what marketing activities have taken place. Are there marketing assets that other sectors or other industries have used that you think would be good for Eels?*

Marketing Asset or Activity (including Branding) - Domestic or international	Purpose of Asset or Activity	Result	Who do we Contact to get Copies/Access/Find out More Information?



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## Comments/Suggestions

*Thank you*