

NEEDS (who, when, why)

Busy, health-conscious consumers
Ask for protein-rich products that they could eat in a hurry, at work, after training
Want to snack healthier
Want to eat more seafood
The customers are focused on working out and their own health

BENEFITS (physical, individual, emotional)

Muscle building
Slimming
Contributes to cognitive development
Contributes to better heart health
Three bags cover a week's need for seafood
Contributes to better self-confidence and self-image

INGREDIENTS (attention, interests, trends)

High in protein (60%)
Low in carbs (2%)
High in omega 3

A snack bag of Norwegian salmon
On-the-go
Clean Label
Functional
Hi-protein



BRAND (trust)

Seafood from Norway
Norwegian Salmon
Easyfish