



# Strategic goals

Promote the marine sector's image as an attractive career opportunity for students with a higher education degree

Strengthen the image of the nordic marine sector by using new media to reach to students and stakeholders

# Strategic goals WP4

- Development of the strategic **brand image** for the AQFood Master education based on information and knowledge collected in WP1-WP3
- Design of an identity system including brand **logo**, support elements and visual language
- Design of applications as prototypes to **communication materials** for stakeholders and students
- Development of storyboard that brings **digital promotion** material to life in the form of a creative orientation



# Identity and image

It's about the feeling you get

The product is the heart

New design and innovation, technology, feminine, modern, cutting edge



# Questions..

How can we...

- Build a brand image of a admired and compelling education?
- Provide a unique value-added master education suited for the industry and students at five universities in 4 different Nordic countries?
- Make students excited about think of themselves as holding af AQFood Master degree.
- Get students to joining up to the new AQFood master program? Where they will have different motivations, act differently, create the atmosphere that the AQFood master needs, to attract more students.

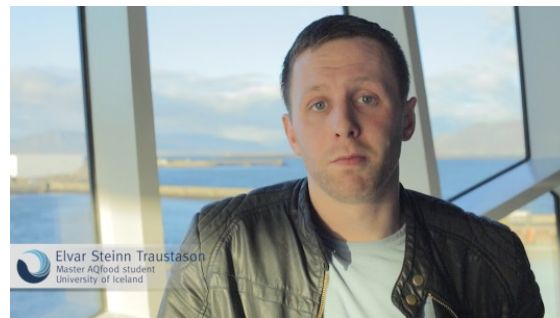
# Segmentation

## Primary

- Industry (external)
- Students (internal)

## Secondary

- Teachers (internal)
- General public (external)



# Myth of the industry

Iceland



Norway



esbjerg

Denmark



fish

Sweden



# History and cultural myth?





# Challenges!

- Myths differs between countries – which might call for different types of communication, design and pictures...
- Attracting students requires emphasizing on what they are interested in..

# What is the general image?

“The products are **cold, slimy and smelly** and that does not help with the image. Our image should be better”

“The image is still ‘fishing and processing’... and clearly the **industry still has a bad reputation in the society.**”

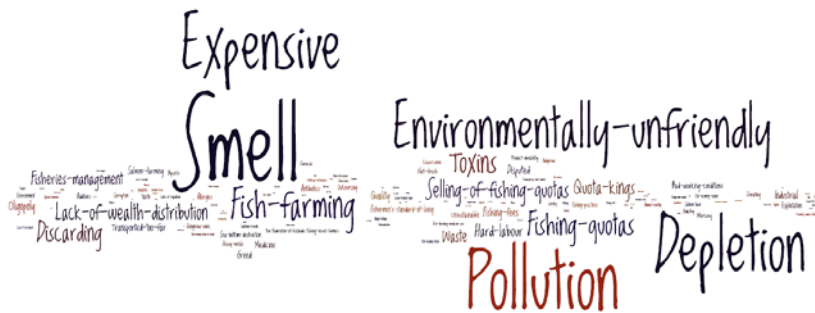
# How should the image be like?

“I think it is a **very effective and sustainable production**. You use less resources for a kg of fish than a kg of meat. This is something the business should better communicate to the public. It is food with a **high quality, healthy fat, good taste.**”  
(Female, Veterinarian)

“To improve the image – we need to tell the good stories about the fish as **an exciting business with healthy products**”

# Negative images/perceptions of the profession

# Overfishing





# Emphasizing on positiv image and perceptions of the profession



# Healthy

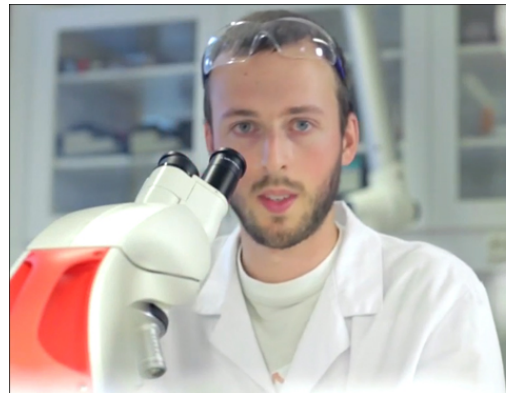


# What's unique about product AQFood?



# Target groups motivation

- Challenging tasks
- Job opportunities
- Dynamic environment
- Global work
- Innovation
- Laboratory and research
- Product development
- Sustainability
- Valuable resources





# Trends in the profession

- Industry recognize importance of **increased level of education**
- Reducing cycle times for **innovative new products**
- **Time-to-market and quality** and improving manufacturing
- Recognize the **need of innovation and advanced quality systems** beyond laboratories and end-of-line.



# Global trends for Masters 2013

## Forbes analyze

Outside comeback  
Entrepreneurship  
Strategic management  
Innovation  
Job opportunities/security

vs

## AQFood

Valuechain  
High-tech  
Management  
R&D  
Global growth

# To consider

- AQFood aspires to be known as an **international master education**
- providing strong **unique knowledge and talents for the industry**
- The industry and students **does not know about AQFood**
- Image today is that the industry was a **low level education area, traditional, old fashioned and uninteresting business.**

# Messages to bring forward

1. Students learn to ensure and **improve safety and quality** aspects
2. Aquatic food is **healthy, ecologic and high quality** food
3. Many **exiting jobs and opportunities** in Aquatic Food Production industry
4. It is a **dynamic, exiting and highly innovative** industry and master education
5. There is a need of **highly educated people** and scientist and engineers
6. You can help to influence to a **transparent, sustainable and responsible growth**
7. There is a close **global interaction** between universities and AQ Food industry

# Brand value propositions



- Sustainability
- Management
- Safety
- Quality
- Innovation
- Technology

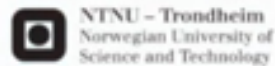


# Brand architecture and positioning



[www.aqfood.org](http://www.aqfood.org)

AQFood International Master Program  
Aquatic Food Production - Safety and Quality



# Photo Style

## What we like...

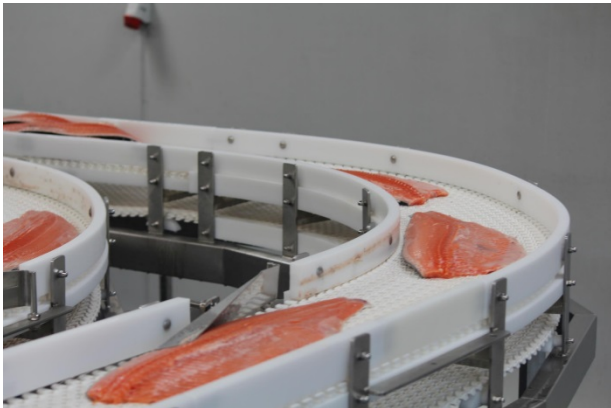
- Semi close ups and close ups
- People and sence of people
- Contrast - focus and blurred



# Photo Style

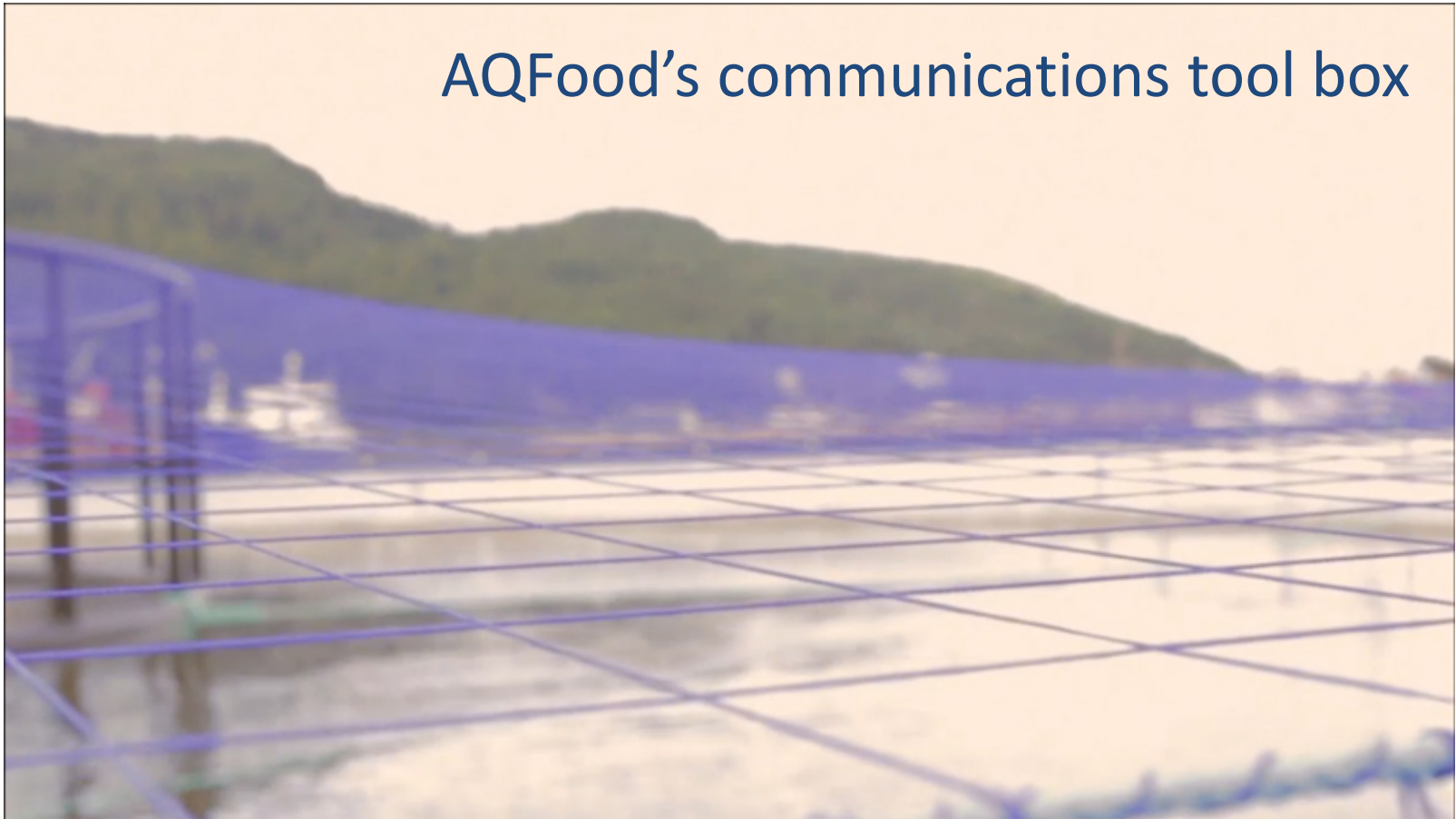
## What we do not like...

To confirm prejudice and negative perceptions.  
Overfishing, factories, transport, dirt, smell,  
fishing quotas, corruption.



# Creative execution

## AQFood's communications tool box



# Identity

- 5 universities
- 5 step in the value chain
- A proces going forward
- Graduation from light (new) to heavy (experienced)
- Simple but complex
- Graphic elements



# AQFood



# Design manual

AQFood Identitet & guideline

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**Identitet** **Sekundært logo**

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Logo grid oppbygning



Primært logo negativtårand



Negativt/positivt variant

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**Farvepalette** **Sekundær farvepalette**

|                                                      |                                                        |                                                       |                                                       |                                                      |                                                     |                                                    |
|------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------|
| C:80 M:96 Y:18 K:87<br>RGB: 30,86,27<br>Hex: #004A27 | C:76 M:44 Y:28 K:10<br>RGB: 68,118,143<br>Hex: #44749F | C:70 M:32 Y:20 K:8<br>RGB: 75,135,167<br>Hex: #4E3E47 | C:86 M:20 Y:13 K:3<br>RGB: 86,159,194<br>Hex: #56A7C2 | C:80 M:8 Y:5 K:0<br>RGB: 101,187,222<br>Hex: #66B3D2 | C:0 M:0 Y:0 K:0<br>RGB: 255,255,255<br>Hex: #FFFFFF | C:80 M:80 Y:80 K:100<br>RGB: 0,0,0<br>Hex: #000000 |
|------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------|

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**Primær typografi** **Sekundær typografi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ Æ Ø Å  
abcdefghijklmnopqrstuvwxyz æ ø å  
nopqrstuvwxyz æ ø å  
1234567890+?!@.,;:

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
1234567890+?!@.,;:

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Minor Regular **And** Bold / Regular

AQFood Identitet & guideline

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**Identitet variasjoner** **Sekundært logo**

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AQFood  
Nordic Master



AQFood  
Aquatic Production



AQFood  
Nordic Master

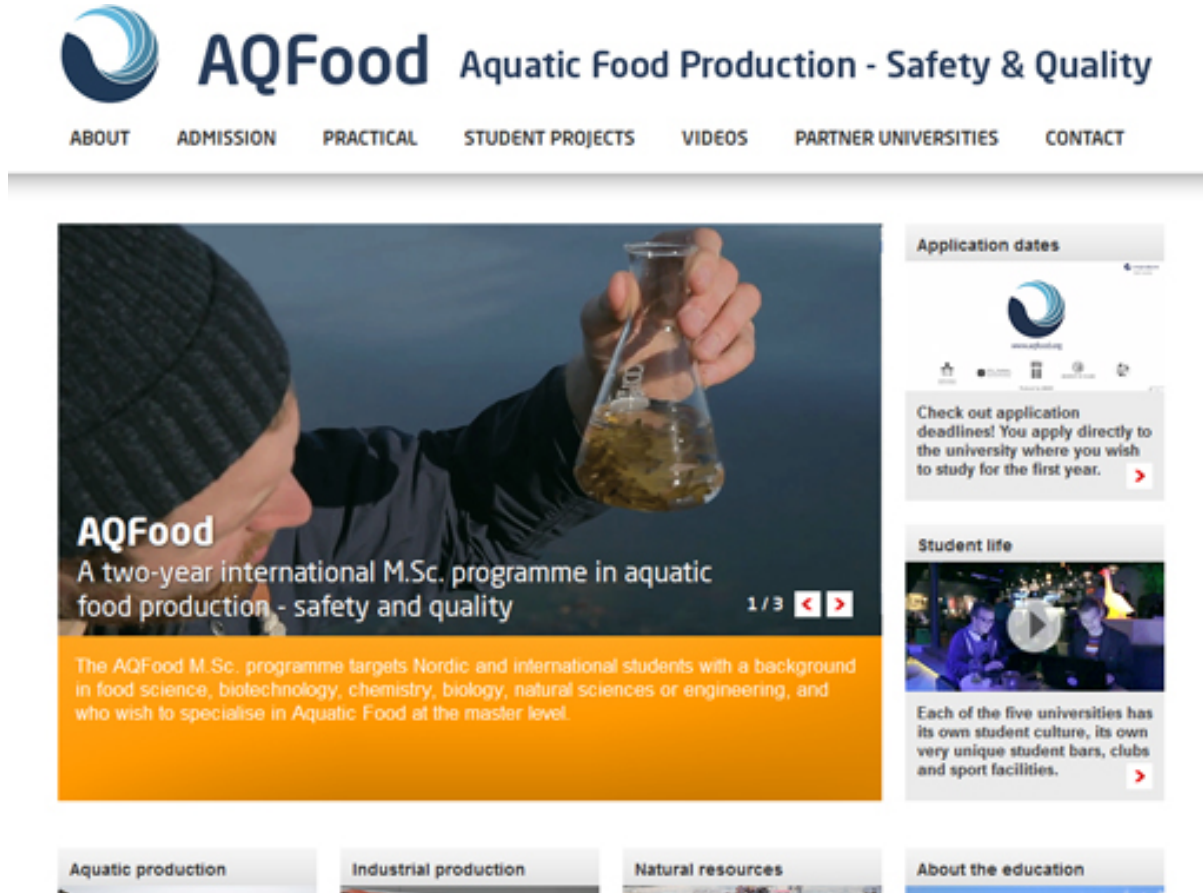


AQFood  
Natural Resources



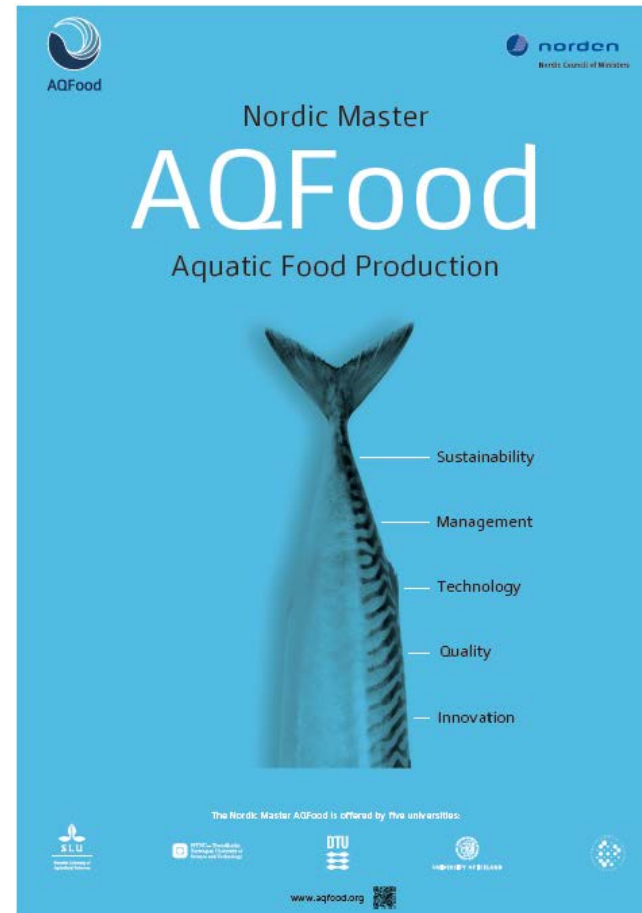
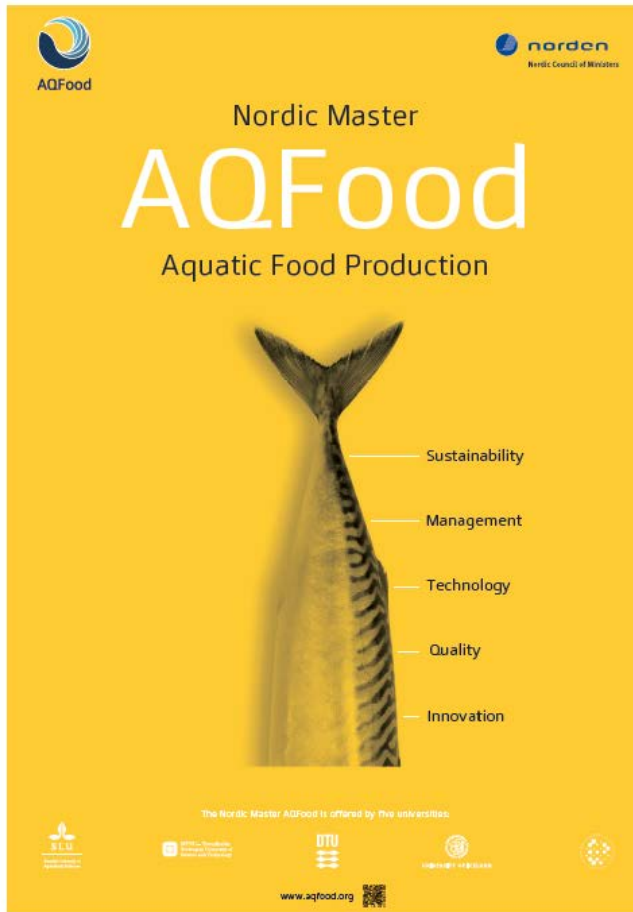
AQFood  
Industrial Production

www.aqfood.org



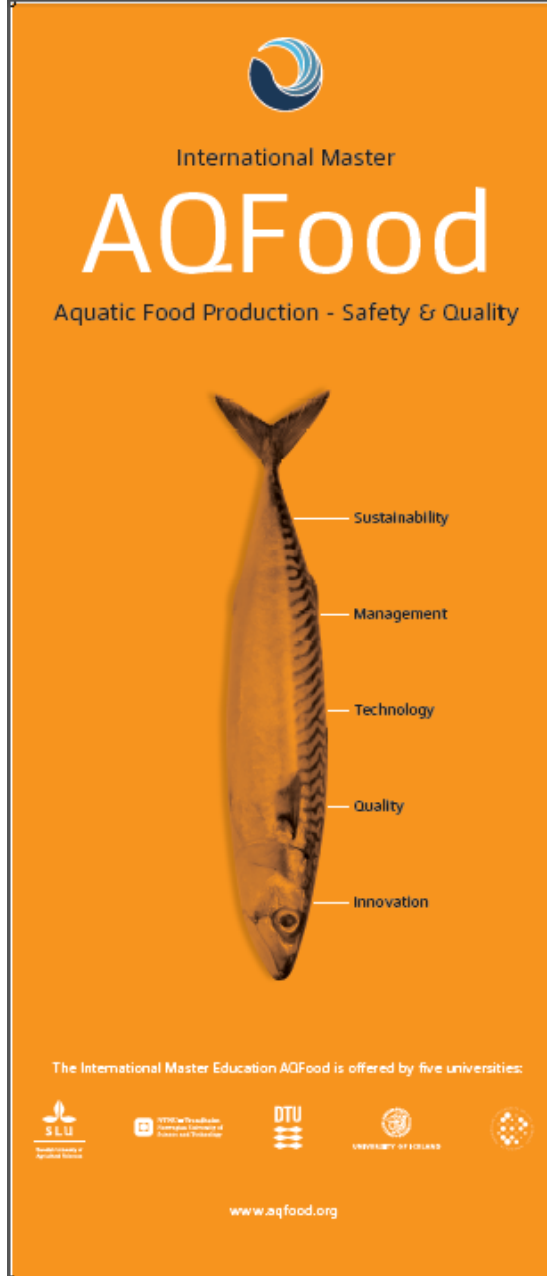
The screenshot shows the AQFood website homepage. At the top is the AQFood logo and the text "Aquatic Food Production - Safety & Quality". Below this is a navigation menu with links for ABOUT, ADMISSION, PRACTICAL, STUDENT PROJECTS, VIDEOS, PARTNER UNIVERSITIES, and CONTACT. The main content area features a large image of a person in a dark jacket and beanie holding a flask with a yellowish liquid. Below the image is the text "AQFood A two-year international M.Sc. programme in aquatic food production - safety and quality" and a description: "The AQFood M.Sc. programme targets Nordic and international students with a background in food science, biotechnology, chemistry, biology, natural sciences or engineering, and who wish to specialise in Aquatic Food at the master level." To the right of the main image is a sidebar with sections for "Application dates" (with a link to www.aqfood.org), "Check out application deadlines! You apply directly to the university where you wish to study for the first year.", "Student life" (with a video thumbnail), and "Each of the five universities has its own student culture, its own very unique student bars, clubs and sport facilities." At the bottom of the main content area are four tabs: "Aquatic production", "Industrial production", "Natural resources", and "About the education".

# Posters

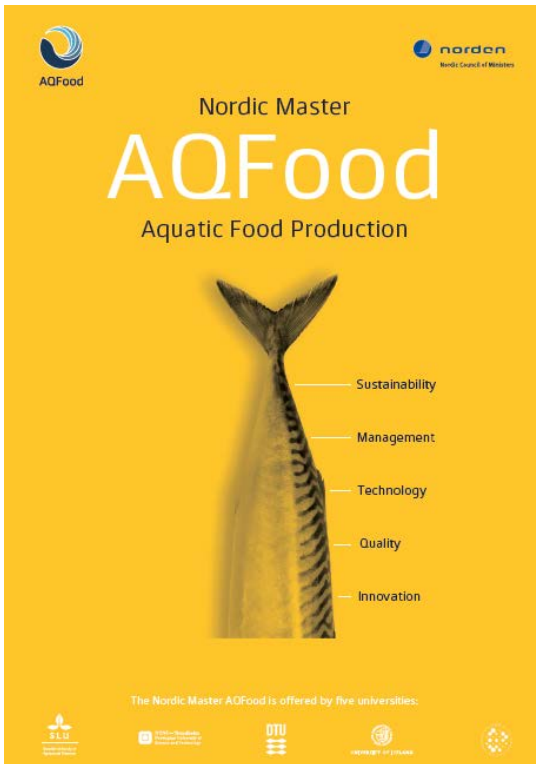


# Roll-ups

For events, exhibitions.  
Focus on brandname, logo and  
value propositions and a  
daring/innovative color choice.  
Yellow, orange, blue




# Hand outs




**AQFood** **norden**  
Nordic Council of Ministers

Nordic Master  
**AQFood**  
Aquatic Food Production



- Sustainability
- Management
- Technology
- Quality
- Innovation

The Nordic Master AQFood is offered by five universities:




**AQFood**  
Nordic Master

**Jump on board!**

Do you want to sharpen your knowledge and contribute to a more sustainable aquatic food value chain?

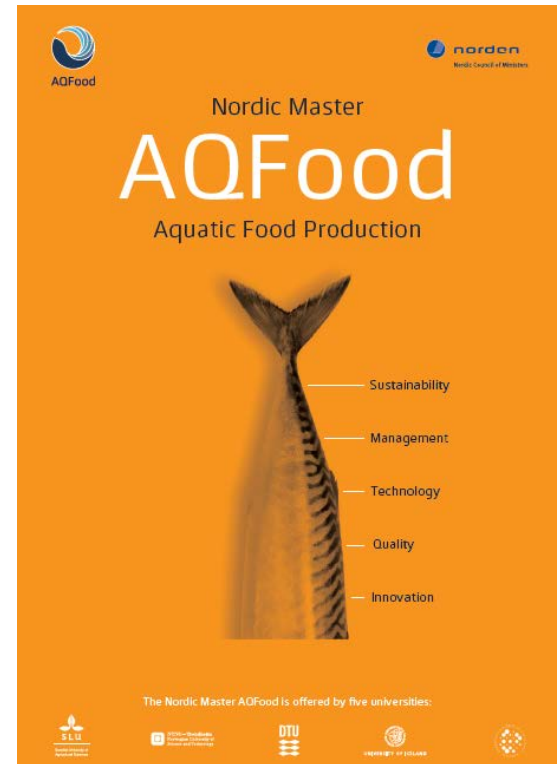
Aquaculture Wild Catch → Processing → Wholesale → Retail → Consumers

The Nordic Master AQFood is a unique education for the aquatic food sector linking advanced aquatic food production, processing and distribution with issues of importance for tomorrow's consumers, industry and society.

AQFood is an international master education open to all and offering mobility between the Nordic Countries and with three specialised study lines: **Aquatic Production, Natural Resources and Industrial Production.**


**Join us Now!**

Get more information:  
[www.aqfood.org](http://www.aqfood.org)


**AQFood** **norden**  
Nordic Council of Ministers

Nordic Master  
**AQFood**  
Aquatic Food Production



- Sustainability
- Management
- Technology
- Quality
- Innovation

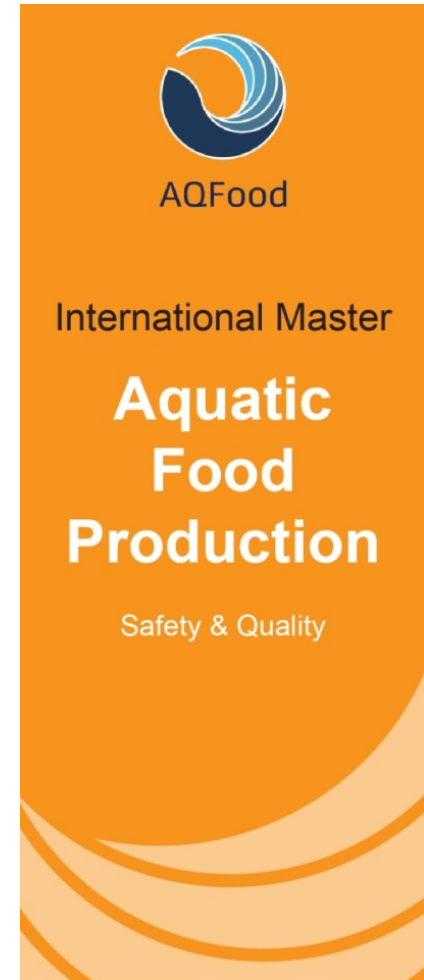
The Nordic Master AQFood is offered by five universities:





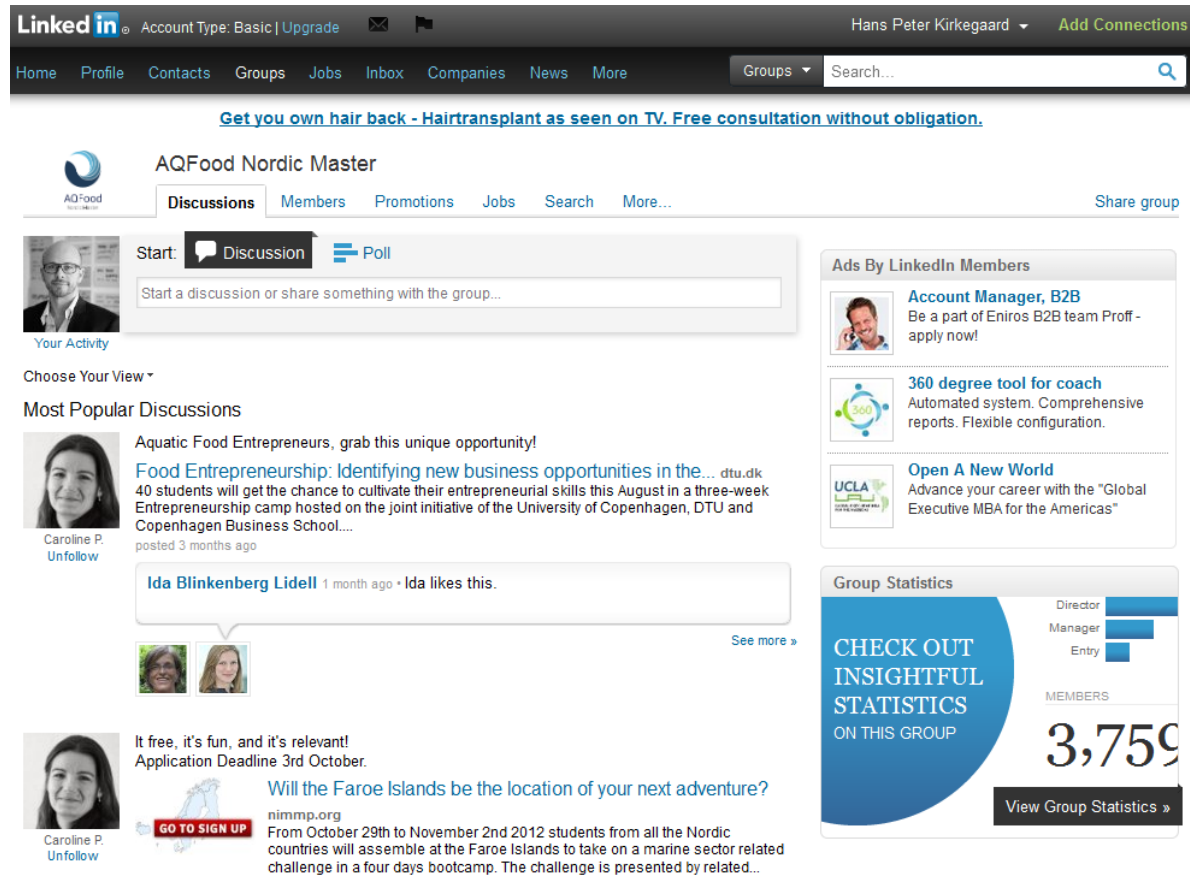
# Banner adds

Uses the logo  
as an graphic  
element



# LinkedIn

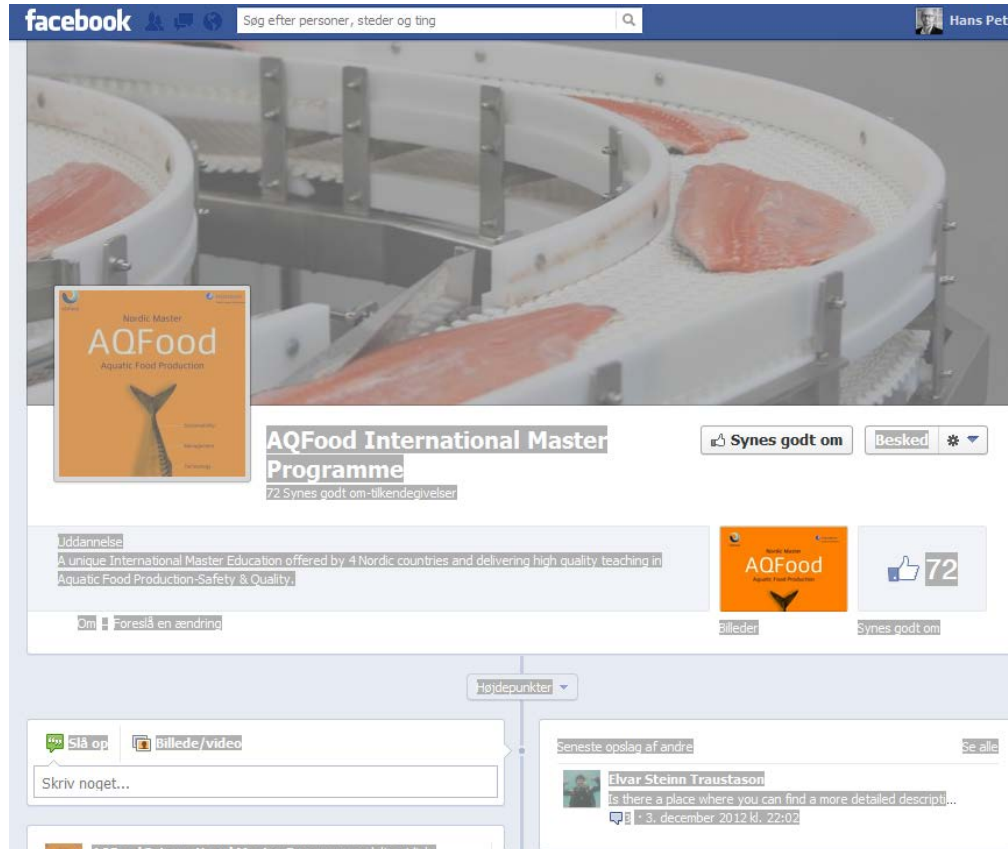
Status updates



The screenshot shows a LinkedIn group page for 'AQFood Nordic Master'. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is also present. Below the navigation, a banner reads 'Get you own hair back - Hairtransplant as seen on TV. Free consultation without obligation.' The group name 'AQFood Nordic Master' is displayed with tabs for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', and 'More...'. A 'Share group' link is on the right. The main content area features a 'Start' section with 'Discussion' and 'Poll' options, and a text input field. Below this is 'Your Activity' and 'Choose Your View'. The 'Most Popular Discussions' section includes a post by Caroline P. about 'Aquatic Food Entrepreneurs' and a post by Ida Blinkenberg Lidell. A 'GO TO SIGN UP' button is visible. On the right, there are 'Ads By LinkedIn Members' and 'Group Statistics' showing 3,759 members.

# Facebook

Status updates



facebook Søg efter personer, steder og ting Hans Peter

**AQFood International Master Programme**  
72 Synes godt om-tilkendegivelser

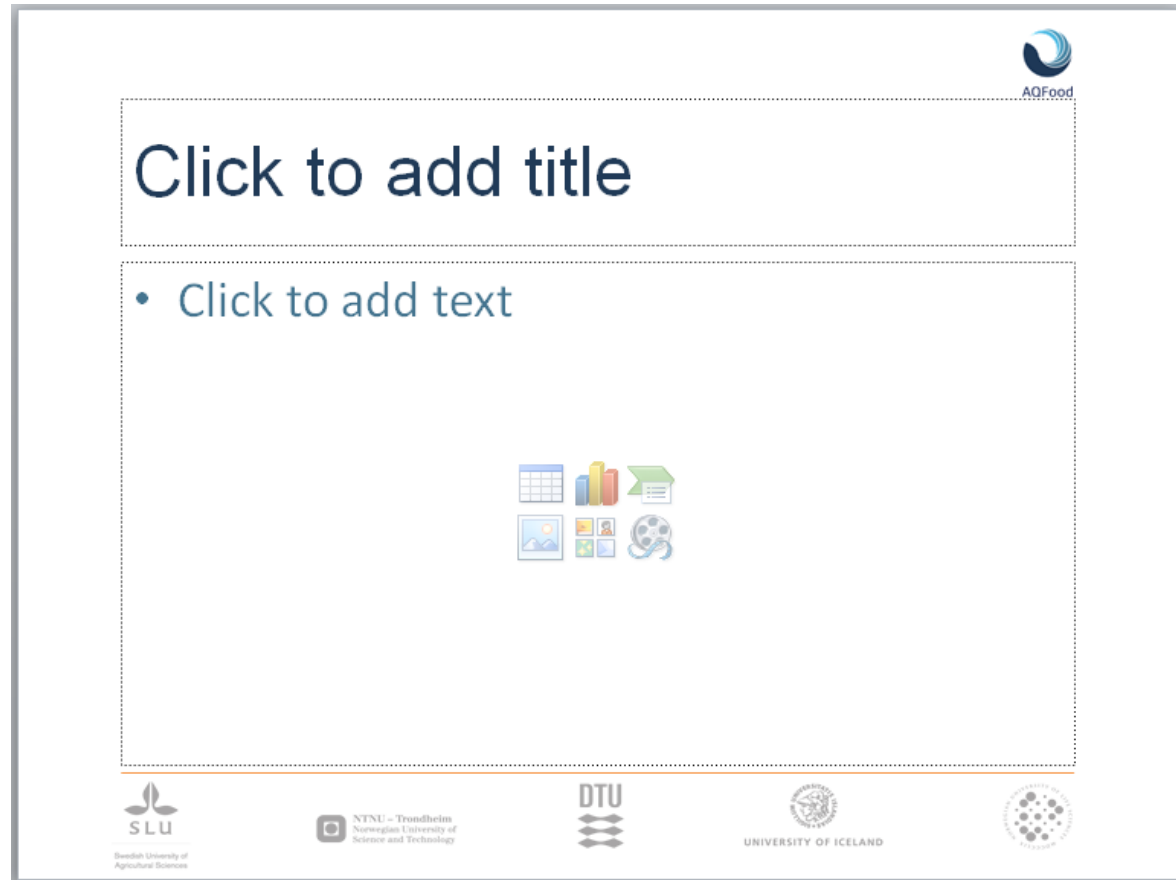
**Uddannelse**  
A unique International Master Education offered by 4 Nordic countries and delivering high quality teaching in Aquatic Food Production-Safety & Quality.

Om Forslå en ændring

Seneste opslag af andre  
Elvar Steinn Traustason  
Is there a place where you can find a more detailed descri...  
3. december 2012 kl. 22:02


# Powerpoint

With logo's from all the universities and the education to underline the relation-ship and the brand-architecture



Click to add title

- Click to add text




SLU  
Swedish University of Agricultural Sciences

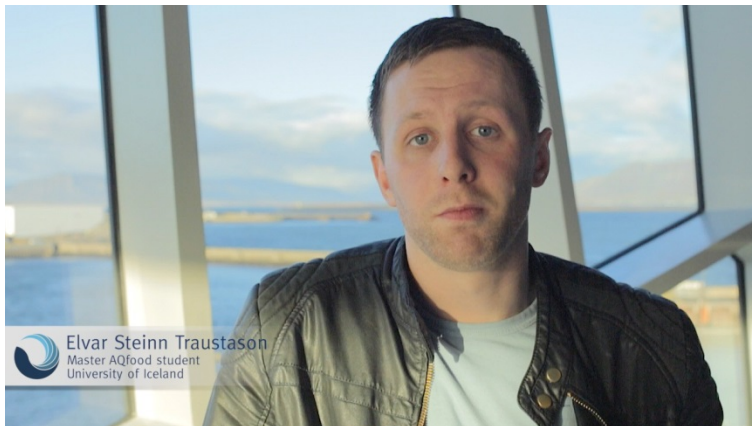
NTNU – Trondheim  
Norwegian University of Science and Technology

DTU

UNIVERSITY OF ICELAND



# 13 Questions/Answers videos





# Videos on [www.aqfood.org](http://www.aqfood.org)





ABOUT ADMISSION PRACTICAL STUDENT PROJECTS **VIDEOS** PARTNER UNIVERSITIES CONTACT

AQFood > Videos


SHARE  

## Videos about AQFood


Search news articles 

31 SELECT INTERVAL 

2013

20 DEC  **Why should I join AQFood master program**  
The AQFood M.Sc. programme targets Nordic and international students with a background in food science, biotechnology, chemistry, biology, natural sciences or engineering...

[Aquaculture](#) [Fish and shellfish](#) [Food chemistry](#) [Food quality](#)  
[Food microbiology](#) [Food production](#) [Food safety and health](#)  
[Food technology](#) [Environment and health](#)

20 DEC  **What is the link between theory and practice**  
The AQFood M.Sc. programme targets Nordic and international students with a background in food science, biotechnology, chemistry, biology, natural sciences or engineering...

[Aquaculture](#) [Fish and shellfish](#) [Food chemistry](#) [Food quality](#)



# Storyboard image film



# Conclusion identity and image

With the new identity and image for AQFood it's our ambitions that AQFood will be articulated in a different way compared to the outside world.

The focus will be on what Aquatic Food Production and education contribute to in society and its potential for future growth and dreams.

With the creative idea 'The ocean is the future' we mean that here lies both an positive and an optimistic faith in the profession's role in the future, which is a basic and vital requirement for being heard.

# Conclusion identity and image

The future offers many new and well paid job opportunities for students. They need to be addressed, and will simultaneously contribute positively to the development of a higher education level and innovation for the profession.

Aquatic Food Production can help to solve some of the major challenges we face in society, such as food, health and environment. And Aquatic Food already plays a significant role in the Nordic societies in relation to the food supply, employment, exports, etc.

We have only added a bit to create a new image of the profession in order to attract new students to the International AQFood Master Program. The ocean, people and the future will show us where it takes AQFood and the profession, and there are still a big job in front of us to spread out the word.

# Thank you for listening

Hans Peter Kirkegaard, CEO, [hanspeter@umano.dk](mailto:hanspeter@umano.dk), [www.umano.dk](http://www.umano.dk)

