

Like a fish in the sea

Norwegian Seafood Council optimizes its global Marketing



In order to increase the efficiency of the global marketing of its fishery products, the Norwegian Seafood Council uses two modules from the BrandMaker MRM Suite: thanks to a platform for marketing and budget planning, the NSC can keep a closer eye on its campaigns today. And approximately 15,000 media objects are currently stored in structured fashion in a central media database, so they are up-to-date and quality-assured.

Norway's fishery tradition is centuries old. The Norwegian coast is more than 83,000 kilometers long and the ocean area managed by Norway extends across nearly two million square kilometers. Therefore, Norway's sea area is approximately seven times larger than its land area. In order to protect the ocean and secure sustainable fisheries, the state and the fishery industry have agreed on a common policy. The Norwegian Seafood Council is responsible for its coordination and monitoring. In addition to its headquarters in Tromsø, the NSC has branch offices in Sweden, Germany, France, Italy, Spain, Portugal, Russia, Brazil, Japan, Singapore, China, and the USA. The organization's fishery products are available in 150 countries – reason enough to undertake

global marketing. Efficient marketing processes are thus an important success factor.

Norwegian Seafood Council user profile:

Norwegian Seafood Council (NSC) is located in Tromsø and is represented in 13 markets. In order to win over the world to Norwegian Seafood, NSC promote Norwegian Seafood in all our major seafood markets and support marketing activities in many of the more than 150 countries that import Norwegian Seafood.

BrandMaker modules used:

- ✓ BrandMaker Marketing Planner
- ✓ BrandMaker Media Pool

Better overview thanks to consolidation

Even though the NSC is a global organization, the national branch offices are each responsible for their own marketing. The central office in Tromsø gives them complete freedom in the planning and execution of their campaigns. Access to centrally-stored marketing information is an important prerequisite to ensure that this decentralized approach works. The NSC was already using a media database to manage its media objects, but it was no longer satisfied with it. "Because BrandMaker's Media Pool won us over, we also introduced the Marketing Planner for marketing and

budget planning in a parallel roll-out”, remembers Are Sivertsen, who took over project management for the NSC in February 2010.

The requirements for the new Marketing Resource Management (MRM) system were high. The NSC wanted to map up to 1,000 marketing actions, which it conducts annually in 20 markets, in a single system. Important was also the performance evaluation: how successful was an action and what did it cost? “Previously we tried to map marketing planning using Excel and Access”, says Sivertsen. “Due to the enormous quantity of information, however, this approach was bound to fail. We simply needed a better overview of our campaigns.” In addition, it was supposed to be possible to import invoices into the system automatically. And naturally the NSC also wanted to manage its media objects more efficiently than before. “The BrandMaker modules include nearly all the functions we need even in the standard version and they can be expanded flexibly as needed”, explains Sivertsen about the selection..

International roll-out

Media Asset Management AS of Billingstad, BrandMaker's Norwegian sales partner, assisted with the implementation of the Web-based software modules. “It took approximately a year to complete the entire implementation”, recalls Sivertsen. “Because we connected the accounting software Visma Accounting to Marketing Planner using an interface, we had to redefine project- and finance-related processes such as cost accounting for external agencies. This took some time.” In the course of a pilot phase

that lasted several months, the NSC tested the MRM platform extensively. “We simulated various marketing activities for Norway, Sweden, Germany, and Japan”, remembers Sivertsen. “We were therefore able to ensure that the platform would also work after the international roll-out in December 2010.” Today, approximately 80 users in 20 countries use the new MRM system, including 40 marketing employees and ten colleagues in other departments. The NSC also works with external agencies in various countries, who may also access the platform. An individual role concept controls the access rights.



Country-specific marketing

With Marketing Planner and Media Pool, the NSC has created the prerequisites for allowing the local organizations to plan, execute, and evaluate their campaigns by themselves. For the annual planning, each country manager simply notes the planned campaigns for each type of fish and allocates the budget, which the marketing manager must then only approve. Furthermore, the tool provides users with an up-to-date and transparent overview of all planned and already-executed marketing measures. The fact that the branch offices can act without specifications from the central office is reflected in the structure of the Marketing

Planner: the individual campaigns are organized by country and fish type. Per country, there are approximately ten individual campaigns with many individual marketing actions. “In Germany, for example, we conducted a campaign for salmon at the end of 2012”, according to Sivertsen. “The campaign included seven different actions, such as special Christmas offers and cooking courses.”



Keeping an eye on budgets at all times

The NSC also tracks budgeting and performance evaluation in the Marketing Planner. “Each day, we import current data and figures from the accounting software into the MRM system”, explains Steinar Øvergaard, Director Finance at the NSC. “This way we have absolute cost transparency in real time.” The Marketing Planner contrasts plan budgets and actual costs with one another, automatically calculates budget totals and remaining budgets, checks the data for any inconsistencies, and issues a warning in case of deviations, for example the exceeding of intended budgets. “We can display all relevant information about an action and

compare the costs of a measure with the intended plan budget”, explains Øvergaard. In order to determine the success of marketing, a business intelligence (BI) system is incorporated into the MRM platform. The performance figures stored there (key performance indicators, or KPIs for short) can be imported into the Marketing Planner with just a mouse-click. After completion of a measure, the NSC can analyze on the country level whether it achieved the desired effect, for example whether it succeeded in generating the striven-for 100 new leads for an event. An annual comparison is also possible.

Clear and structured

The second component of the MRM solution is the central media database. The NSC simply migrated all media objects and all associated structures from the old system into the new Media Pool. The content management system (CMS) eZ Publish is also connected to the media database. “This way, our eeb editors can access the media objects directly from the CMS and publish them on our website with just a mouse-click”, explains Are Sivertsen. “The fact that the pictures are stored by category and automatically converted into the correct format is an enormous time-saver.” The NSC stores a total of 15,000 media objects in the Media Pool – largely photos, but also posters and brochures. In addition to the NSC employees, registered exporters also have access to a publicly-accessible area. There, they can download photos that the NSC has approved specifically for them and use them for their own purposes. For marketing documentation, the NSC also takes advantage of the possibilities of the

structured storage of files. After the country manager has planned a campaign in the Marketing Planner, he stores all associated briefings and documents there. Thus, the marketing director and the participating agencies also have access to all campaign-specific information.

More structure, transparency, and efficiency

“Introducing BrandMaker's MRM system was a very good decision”, summarizes Project Manager Sivertsen. “Even if in the beginning we had to overcome hurdles with respect to the then-limited browser selection, we are very satisfied with our marketing platform.” Thanks to BrandMaker, the NSC has succeeded in optimizing its marketing processes across the boards, from planning and budgeting to execution on through to the evaluation. “Today our marketing is much more structured, transparent, and more efficient because all information and materials are available centrally, because we can plan actions more easily and quickly, and because we always keep an eye on costs”, is how Sivertsen summarizes the most important advantages. “A success all down the line.”

About BrandMaker:

BrandMaker is the leading provider of Marketing Resource Management (MRM) systems in Europe. Established in 1999, the company develops and market sophisticated software solutions for the marketing communication of medium-sized and larger organizations. Leading analysts position BrandMaker as a "Leader" in the MRM sector and count the company among the world's fastest-growing providers.

BrandMaker's Marketing Efficiency Cloud is an extensive solution suite that can be operated either in a private cloud or as an internally-hosted client-server installation. Among other things, it includes modules for brand management, marketing planning, and campaign control; digital asset management, the automation of advertising material production and advertising logistics; as well as for advertising performance evaluation and local area marketing.

Well-known companies that use BrandMaker solutions in their communications and marketing departments include, among others: ABN Amro, Audi, Bayer, BayWa, Commerzbank, DB Schenker, DekaBank, Ernst & Young, EnBW, GLS, SaraLee, UBS, and ZF.

BrandMaker is headquartered in Karlsruhe, Germany and employs more than 200 people. A global partner network, branch offices in various European countries, and BrandMaker Inc., which is headquartered in Atlanta, Georgia, support BrandMaker's international customers.

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