

Bright ideas. Grounded.

The Prawn Lady: Where do we go from here ?



PINK SHOES: BRIGHT IDEAS. GROUNDED

KAREN THE PRAWN LADY

Pink shoe wearing, strategic planner, innovative thinker, creative communicator, prawn loving chef wannabe.

Ambassador for Wild Atlantic Prawns at events, in colleges, with chefs and students.

Busy working mum, Seafish alumni, seafood lover, food careerist and custodian of Pink Shoes.





2013

London.
The project idea was born.
Target acquired.

2015

Copenhagen.
One year in. Going well.
Making progress.

2017

Rekjavik
Initial project reaching completion.
Measuring impacts.

Wild Atlantic Prawns

2014 - 2017

Investing in the category.

Story of a journey



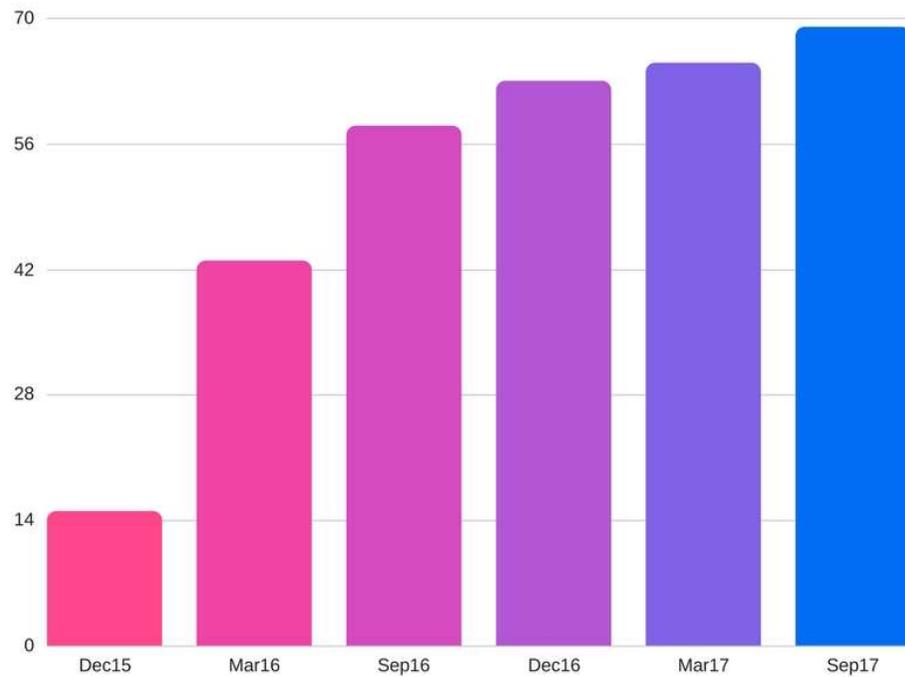
WORTHY

WHIMSICAL

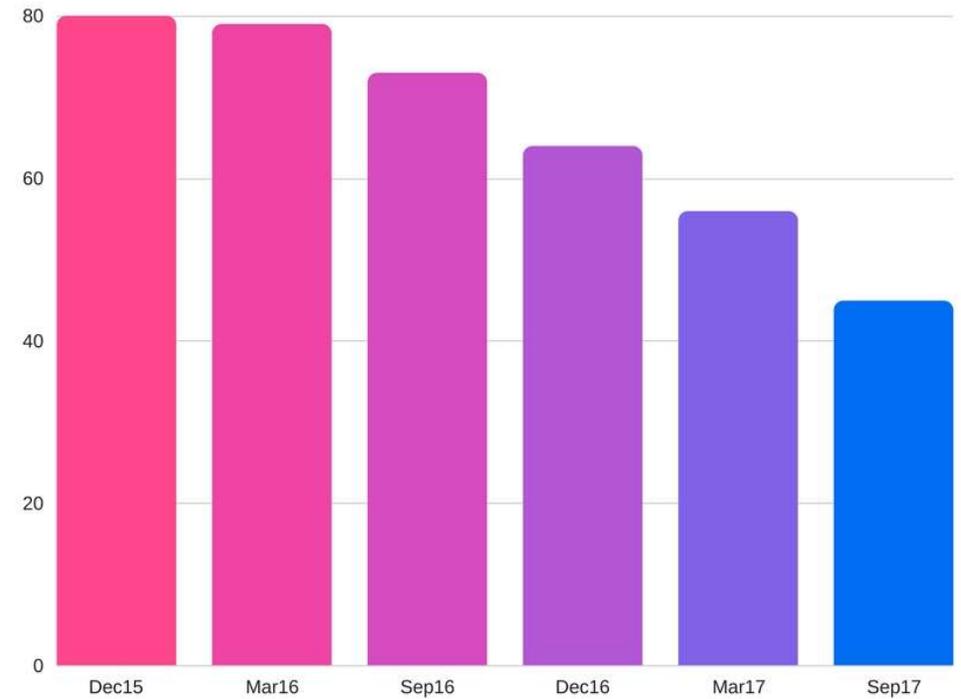
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Impacts: the key performance indicators

Awareness



Seen as old fashioned



Impacts: qualitative research



Interactions with the WAP team were almost always positive with attributes of knowledge, tailoring and resources all rated highly



Finding a date for masterclasses was sometimes problematic.



Highly rated at events: taking time to talk, actively seeking opportunities



Stands were often too busy to access



Engaging on social media. Seen as relevant, witty, engaged.



Sometimes too much of the same



WHERE DO WE GO FROM HERE ?

A range of strategic options are available.

The decision is up to you as the Wild Atlantic Prawn Industry as to how we can best align with your objectives.

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RETIRE

RENEW

REFOCUS

REAPPLY





RETIRE

Current project plans will finish April 2018 (events and masterclass bookings).

After that the Prawn Lady could put her feet up, close down the social channels and go do something different.



RENEW

Continue to focus on Catering Colleges and lecturers and evolve.

Use the same tools and techniques.

More masterclasses, events and curriculum leader focus.

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REFOCUS

Take what we have learnt and what we know about the sector and refocus our efforts in a new and improved direction.

Focus on contract catering, broader commercial partnerships and delivering broader commercial benefit. Consider how we could apply in retail.



REAPPLY

Take our learnings and reapply in new markets, with new partners and new species.

How can we develop the project to be more inclusive of our Pacific cousins?



“Those who
disrupt their
industries change
consumer
behavior, alter
economics, and
transform lives.”

Heather Simmonds

1

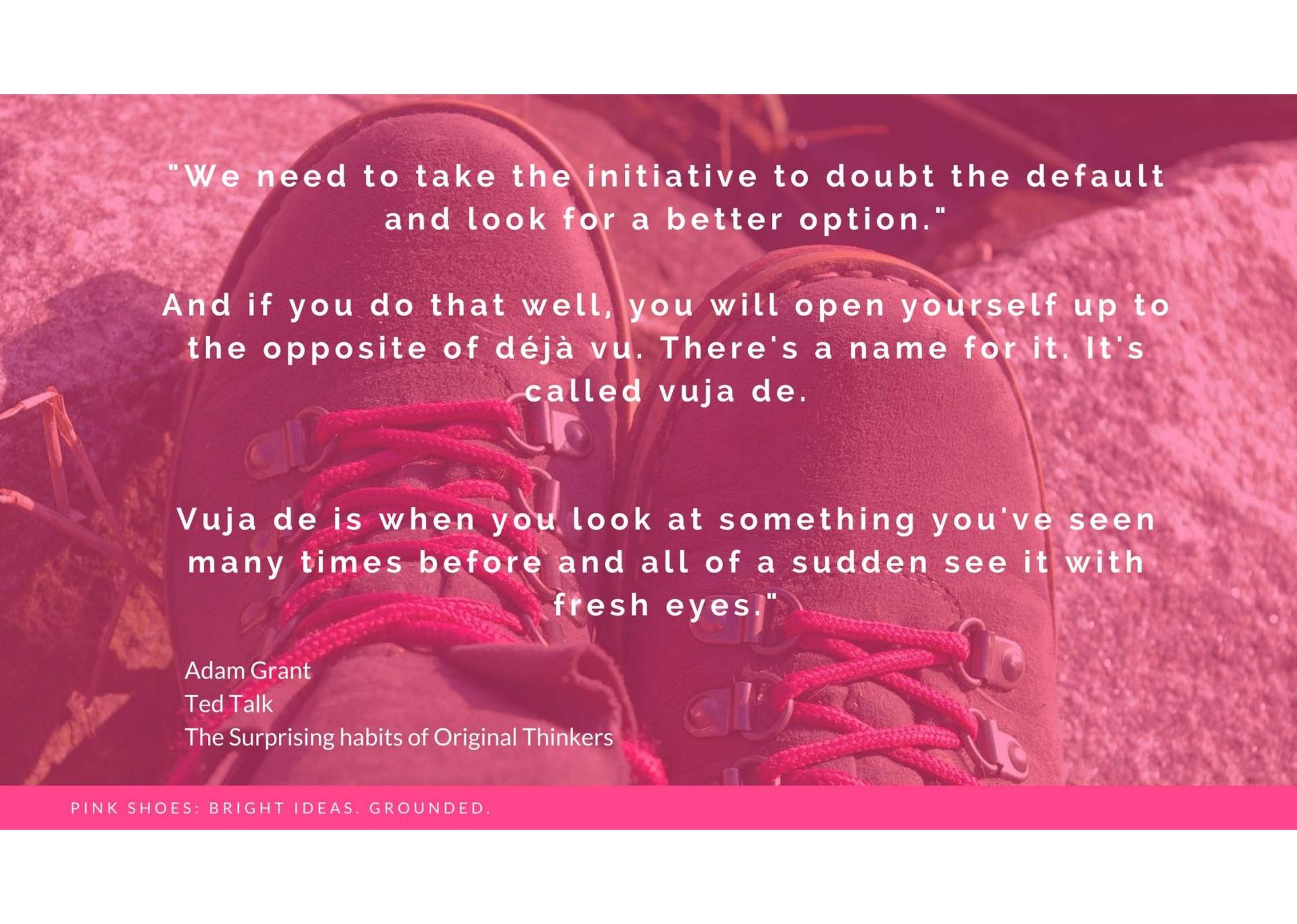
lets not accept the status quo

2

lets continue to be thought
leaders

3

Can we take the initiative to
look for a better option?



"We need to take the initiative to doubt the default and look for a better option."

And if you do that well, you will open yourself up to the opposite of déjà vu. There's a name for it. It's called vuja de.

Vuja de is when you look at something you've seen many times before and all of a sudden see it with fresh eyes."

Adam Grant
Ted Talk
The Surprising habits of Original Thinkers



It's up to you.

It's up to us.

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