

Blue



Harbor Fish Co.



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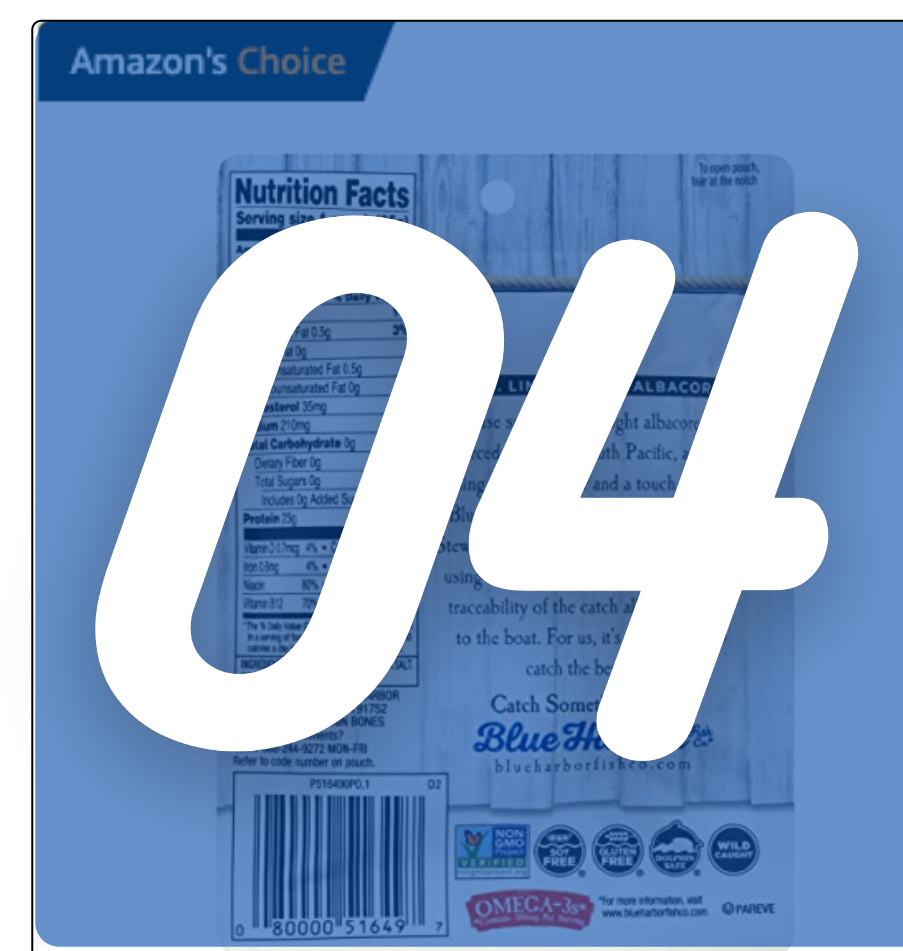
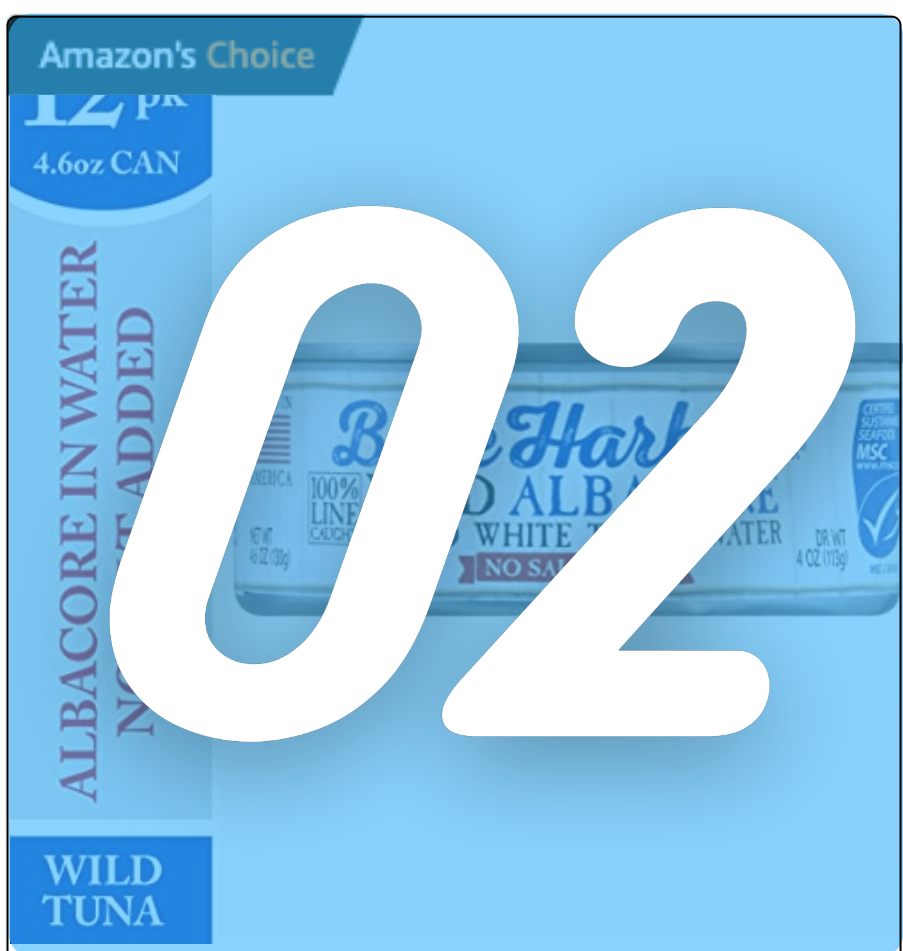
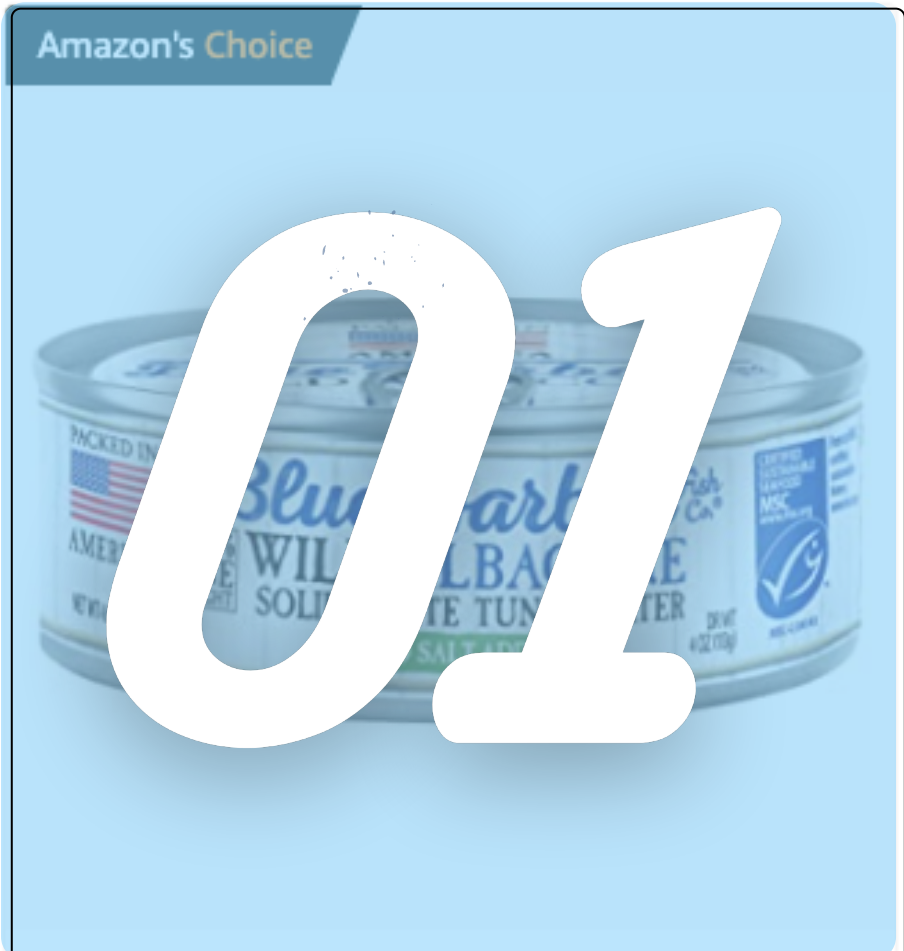
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Sponsored ⓘ

BRAND RECAP

4.6 Ounce (Pack of 12)
4.7 ★★★★★ ~ (1,190)

\$34⁶⁸ (\$0.63/Ounce)
\$32.95 with Subscribe & Save discount
SNAP EBT eligible

Sponsored ⓘ

RESEARCH INSIGHTS

4.6 Ounce (Pack of 12)
4.7 ★★★★★ ~ (1,190)

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RECOMENDATIONS

4.6 Ounce (Pack of 12)
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SUMMARY Q&A

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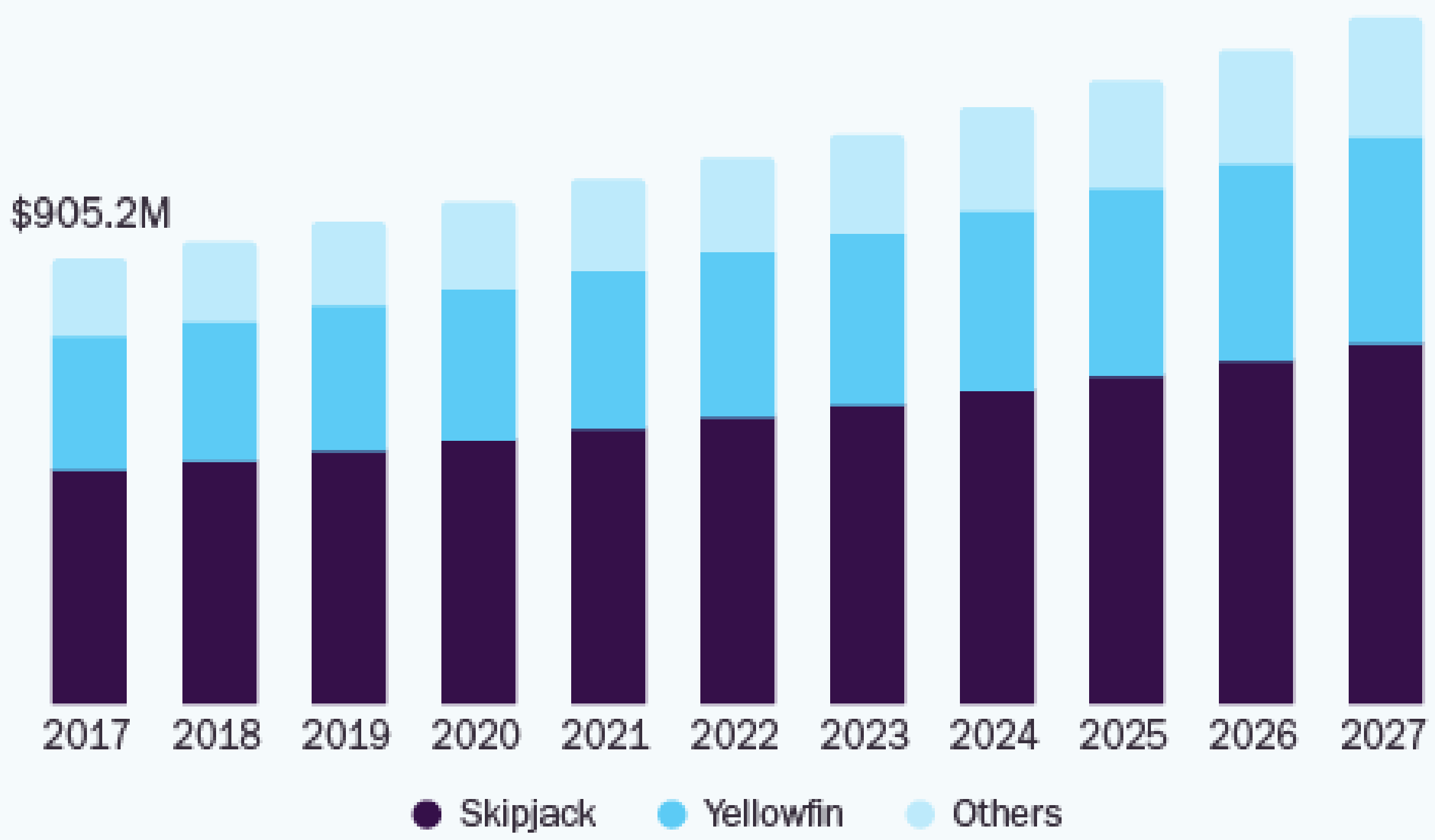


Wild Albacore Tuna In Water with Sea Salt
3 Ounce (Pack of 12). Hand selected cuts of solid white tuna. A delicious, mild, clean flavor. Non-GMO Project Verified seal.
\$30⁹² (\$2.58/Count)



Canned Tuna Market

size, by product, 2017 - 2027 (USD Million)



GRAND VIEW RESEARCH

4.7%

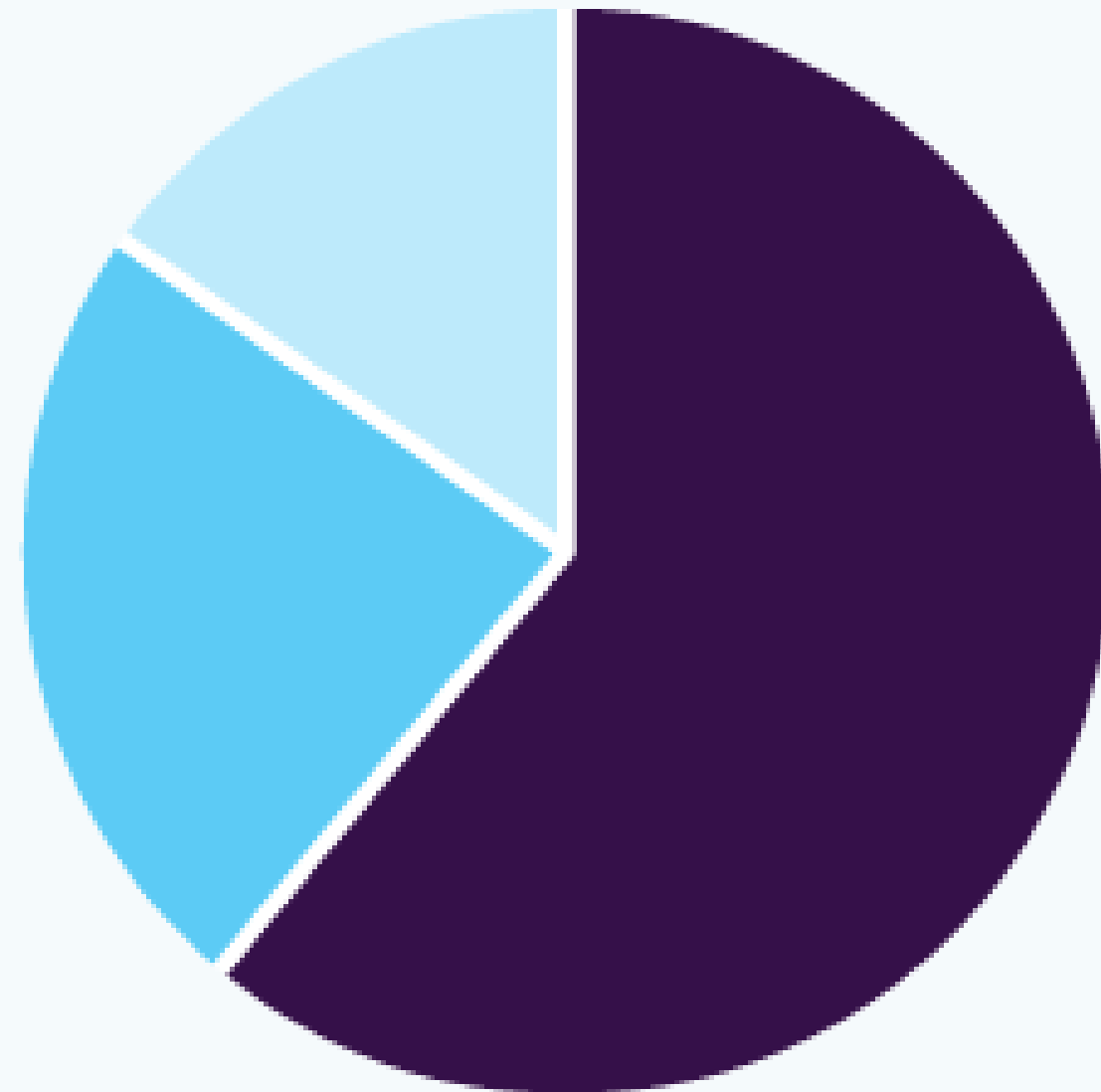
Global Market CAGR, 2020 - 2027

Source: www.grandviewresearch.com

Global Canned Tuna Market Size & Share Report, 2020-2027. (n.d.). Retrieved December 12, 2022, from <https://www.grandviewresearch.com/industry-analysis/canned-tuna-market>

Canned Tuna Market

share, by distribution channel 2019 (%)



● Hypermarket & Supermarket ● Specialty Stores ● Online



\$8.2B

Global Market Size, 2019

Source: www.grandviewresearch.com



2.2%

Click Through Rate



1.5%

Conversion Rates



4.8%

Add To Carts



15+ Reviews



Consumer Ratings & Reviews



Blue Harbor
• \$7M + in sales



Wild Planet
• \$40M + in sales

Primary Campaign Goals





Conscious Quality Seekers

Visit the Blue Harbor Fish Co. Store
 ★★★★★ 1,190 ratings | 25 answered questions

Existing Target

- 45-65 years old
- Health-Conscious
- Stable income
- Active lifestyle
- Likely to purchase food via Amazon

Lifestyle Shopping behavior

Demographic



Young Professionals

Visit the Blue Harbor Fish Co. Store
 ★★★★★ 1,190 ratings | 25 answered questions

New Target

- 22-26 years old
- Recent college graduates
- Apartment-living
- Likes Earth-friendly products
- Healthy lifestyle
- Budget-conscious

Lifestyle Shopping behavior

Demographic

Your Account > Manage your Profiles

Manage your Profiles



Paul
Account holder

- 50 years old
- Enjoys outdoor activities such as biking and swimming



- Stable income from banking job
- Purchases groceries online after the pandemic



- Would buy Blue Harbor based on its health benefits and fresh ingredients
- Perfect for quick lunches during leisure activities and work



Your Account > Manage your Profiles

Manage your Profiles

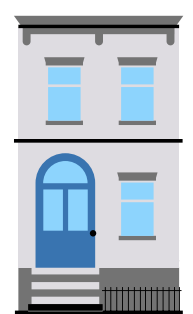


Matt
Account holder

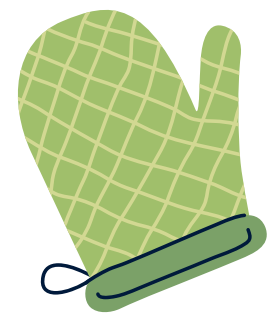
- 23 years old
- Recent graduate from Villanova
- Working in a new job



- Just bought a new apartment
 - Purchases things such as pots, pans, bedding, and cleaning products



- Would buy Blue Harbor tuna as he is looking to expand his cooking horizons while helping the environment



Campaign Duration

- Year Long Campaign
- Phase 1
 - We expect this phase to last around one month
- Phase 2
 - This phase will last the rest of the campaign
 - Awareness (4 months)
 - Purchase Recommendations (7 months)
- We want to increase spend during Lent and the summer months

Phase 1: Improving Retail Readiness

- Ensure all brand products featured on the brand store are available in stock
 - Canned Wild Pink Salmon
 - Single Can Albacore Tuna with Sea Salt
- Remove product ASINs on brand store that are duplicated or no longer available
 - Canned Albacore Tuna in Water - No Salt Added
 - Albacore Tuna Pouch - with Sea Salt
 - Albacore Tuna Pouch - No Salt Added
- Enhance the product detail images to show / clearly state MSC certification
- Add link to Instagram

Awareness Recommendations

01

Lifestyle

"Healthy Eaters,"
"Conscious Chefs"

02

In-Market

Shoppers who have recently considered similar products or made a similar purchase

03

Demographic

Align the audience with the specific target market

04

Lookalike

Expand current audience to discover new ones

Purchase Recommendations

01

Product View Audiences

Re-reach audiences that previously viewed the product / brand

02

Advertiser Hashed Audiences

Connect with consumers who have shown interest off Amazon

03

Audiences from Website Pixel

See what users have completed various actions on the Blue Harbor website

Which Ad Products to Use?

01 **Sponsored Products**
Increase viewability, top of search, immediate results

02 **Sponsored Brands**
Expand on and engage with audience, drive consumers away from competitors

03 **Sponsored Display**
Reach relevant audiences, expand advertising spectrum, drive conversion

Primary ASINs to Use



Subscribe & Save

Extra 50% off when you subscribe

Blue Harbor Fish Co. Wild Albacore Solid White Tuna in Water No Salt Added - 4.6 oz...

★★★★★ 1,190

\$34⁶⁸ (\$0.63/Ounce)

✓prime

Subscribe & Save

Extra 50% off when you subscribe

Blue Harbor Fish Co. Wild Albacore Tuna in Water with Sea Salt - 3.0 oz Pouch (Pack of..

★★★★★ 340

\$30⁹² (\$2.58/Count)

✓prime

Subscribe & Save

Extra 50% off when you subscribe

Blue Harbor Fish Co. Wild Pink Salmon in Water No Salt Added - 5 oz Can (Pack of 12)

★★★★★ 406

\$38⁸² (\$0.65/Ounce)

✓prime

26 results for "blue harbor tuna"

Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon All customers get FREE Shipping on orders over \$25 shipped by Amazon

Amazon Local Stores

- Amazon Fresh Whole Foods Market

Department

- Canned & Jarred Seafood Packaged Tuna Fish Meat & Seafood Seafood

Customer Reviews

- 5 stars & up 4 stars & up 3 stars & up 2 stars & up

Brands

- Bumble Bee Wild Planet 365 by Whole Foods Market Chicken of the Sea Genova

Grocery & Gourmet Food Price

- Under \$10 \$10 to \$20 \$20 to \$30 \$30 to \$50 \$50 & Above \$ Min \$ Max Go

Deals & Discounts

- All Discounts Today's Deals

Specialty Food Type

Bumble Bee Post-Workout Power Pack Shop Bumble Bee > [Image of tuna products and a pizza]

RESULTS

Amazon's Choice Blue Harbor Fish Co. Wild Albacore Solid White Tuna in Water No Salt Added - 4.6 oz Can (Pack of 12) 4.6 Ounce (Pack of 12) [Other product listings]

Phase 2: Sponsored Brand



Sustainably sourced, Pantry-Perfect.
Shop Blue Harbor >



Amazon's Choice
Blue Harbor Fish Co. Wild Albacore Solid White Tuna in Water No Salt Added - 4.6 oz Ca...
4.6 Ounce (Pack of 12)
★★★★☆ (4.7) 1,190
\$34⁶⁸ (\$0.63/Ounce)
\$32.95 with Subscribe & Save discount
Extra 35% off when you subscribe
SNAP EBT eligible
prime One-Day
FREE delivery Tomorrow, Dec 14
Arrives before Christmas



Blue Harbor Fish Co. Wild Albacore Tuna in Water with Sea Salt - 3.0 oz Pouch (Pack of 12)
1 Count (Pack of 12)
★★★★☆ (4.4) 340
\$30⁹² (\$2.58/Count)
\$29.37 with Subscribe & Save discount
Extra 35% off when you subscribe
SNAP EBT eligible
prime One-Day
FREE delivery Tomorrow, Dec 14
Arrives before Christmas

Phase 2: Sponsored Brand



Sustainably sourced, Pantry-Perfect.
Shop Blue Harbor >



Show Love for the Sea,
pick MSC
Blue Harbor Fish Co.

Amazon's Choice



Blue Harbor Fish Co. Wild Albacore Solid White Tuna in Water No Salt Added - 4.6 oz Ca...
4.6 Ounce (Pack of 12)
★★★★☆ (4.7) 1,190
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Extra 35% off when you subscribe
SNAP EBT eligible
✓prime One-Day
FREE delivery Tomorrow, Dec 14
Arrives before Christmas



Blue Harbor Fish Co. Wild Albacore Tuna in Water with Sea Salt - 3.0 oz Pouch (Pack of 12)
1 Count (Pack of 12)
★★★★☆ (4.4) 340
\$30⁹² (\$2.58/Count)
\$29.37 with Subscribe & Save discount
Extra 35% off when you subscribe
SNAP EBT eligible
✓prime One-Day
FREE delivery Tomorrow, Dec 14
Arrives before Christmas

Keyword Selection

Brand Keywords

- Consumers who are looking for the brand specifically
- Stay at top of search and mind
- Use exact match
- Both for Blue Harbor and competitors
 - "Blue Harbor," "Blue Harbor tuna," "Wild Planet," "Wild Planet tuna"*

Category Keywords

- Consumers who are shopping for similar products and category
- Introduce the brand
- Use broad and phrase match
 - "Sustainable tuna," "Canned tuna," "Fresh tuna," "MSC Certified tuna," "Sustainable canned tuna," "Fresh caught tuna" "Tuna in can"*

Using the Budget

\$500,000

Broken Down:

- Amazon Sponsored Ads (75%) - \$375,000
 - Sponsored Products (55%) - \$206,250
 - Sponsored Brands (30%) - \$112,500
 - Sponsored Display (15%) - \$ 56,250
- Other Ad Spending (25%) - \$125,000
 - Content Creation, Social Media, and Use of Influencers

Phase 3: What Metrics to Look At:

- Awareness Metrics
 - Click Through Rate (>8.5%)
 - Brand Impressions
 - Brand Reviews & Feedback
- Sales Metrics
 - Return on Investment (ROI)
 - Conversion Rate (>6.2%)
 - Add To Carts (>10%)
- Recommendations?
 - A survey to fill out after purchase on Amazon



Why Advertise on Amazon?

- 215 Million Monthly Unique Visitors
- First Party Audience Insights
 - Ability to create relevant connections with the consumer
- Full Funnel Ad Solutions
 - Target consumers in their specific part of the journey (awareness)
- Brand Building Opportunities
 - Ability to display ADs throughout amazon's multiple channels (ex: twitch)
- Easy Measurement Solutions
 - Helps YOU better understand the performance and maximize growth and revenue



Summary



Brand Recap

In Stock
Eligible for FREE Shipping
 This is a gift [Learn more](#)
Flavor Name:

Qty: 1 | Delete | Save for later | Add to list
[Compare with similar items](#)



Recommendations

In Stock
Eligible for FREE Shipping
 This is a gift [Learn more](#)
Flavor Name:

Qty: 1 | Delete | Save for later | Add to list
[Compare with similar items](#)



Research Insights

In Stock
Eligible for FREE Shipping
 This is a gift [Learn more](#)
Flavor Name:

Qty: 1 | Delete | Save for later | Add to list
[Compare with similar items](#)



Summary & Q&A

In Stock
Eligible for FREE Shipping
 This is a gift [Learn more](#)
Flavor Name:

Qty: 1 | Delete | Save for later | Add to list
[Compare with similar items](#)

Your order qualifies for FREE Shipping. Choose this option at checkout. [See details](#)

Subtotal (1 item): **\$34.68**

This order contains a gift

Proceed to checkout

✓ **Thank you for time and attention.**
Do you have any questions?

Order Number: MKT_2290_100

- 24 items will be shipped to *Digital Marketing* by Amazon.com.

Guaranteed delivery: 12/14/2022

[Review or edit your order](#)

[Turn on 1-Click ordering](#)