



Lobster Marketing
2013 Lobster Science Workshop



Discussion Today

- Review current marketing activities
- Update on new marketing organization
- Future opportunities



Maine Lobster Promotion Council

- Funded by industry
- Founded in 1991
- Governed by Board of Directors



Chef Education





Media Relations





Online marketing



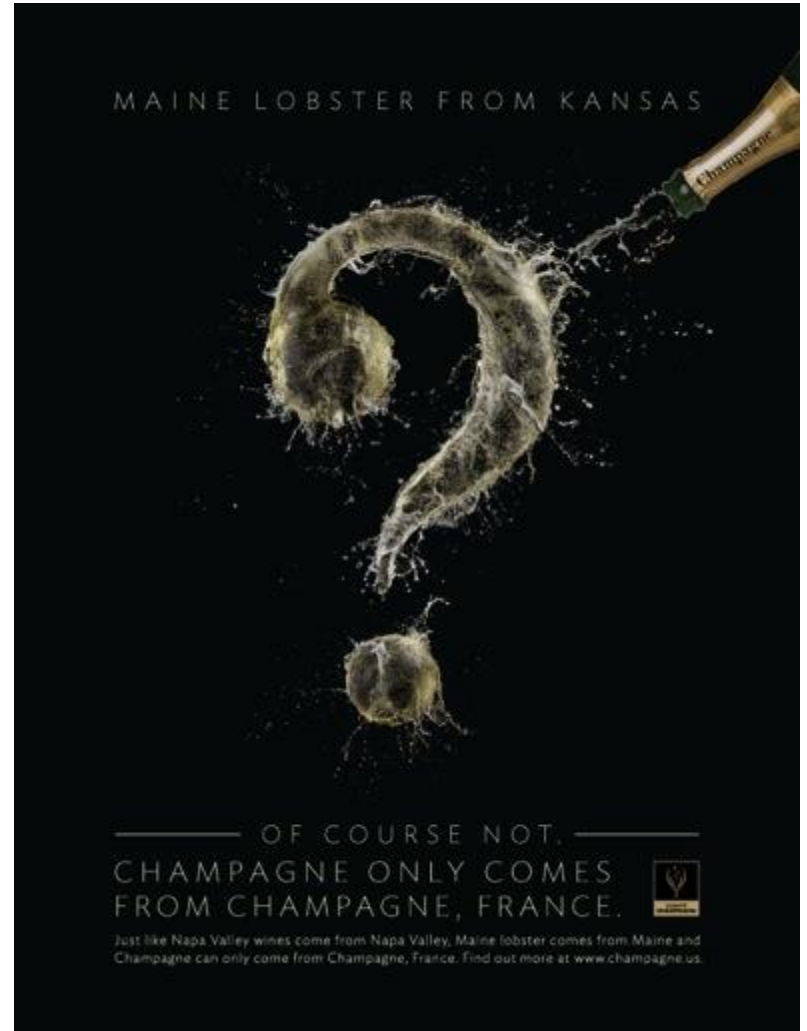


Trade shows & events





Marketing Partnerships





Brand Strategy

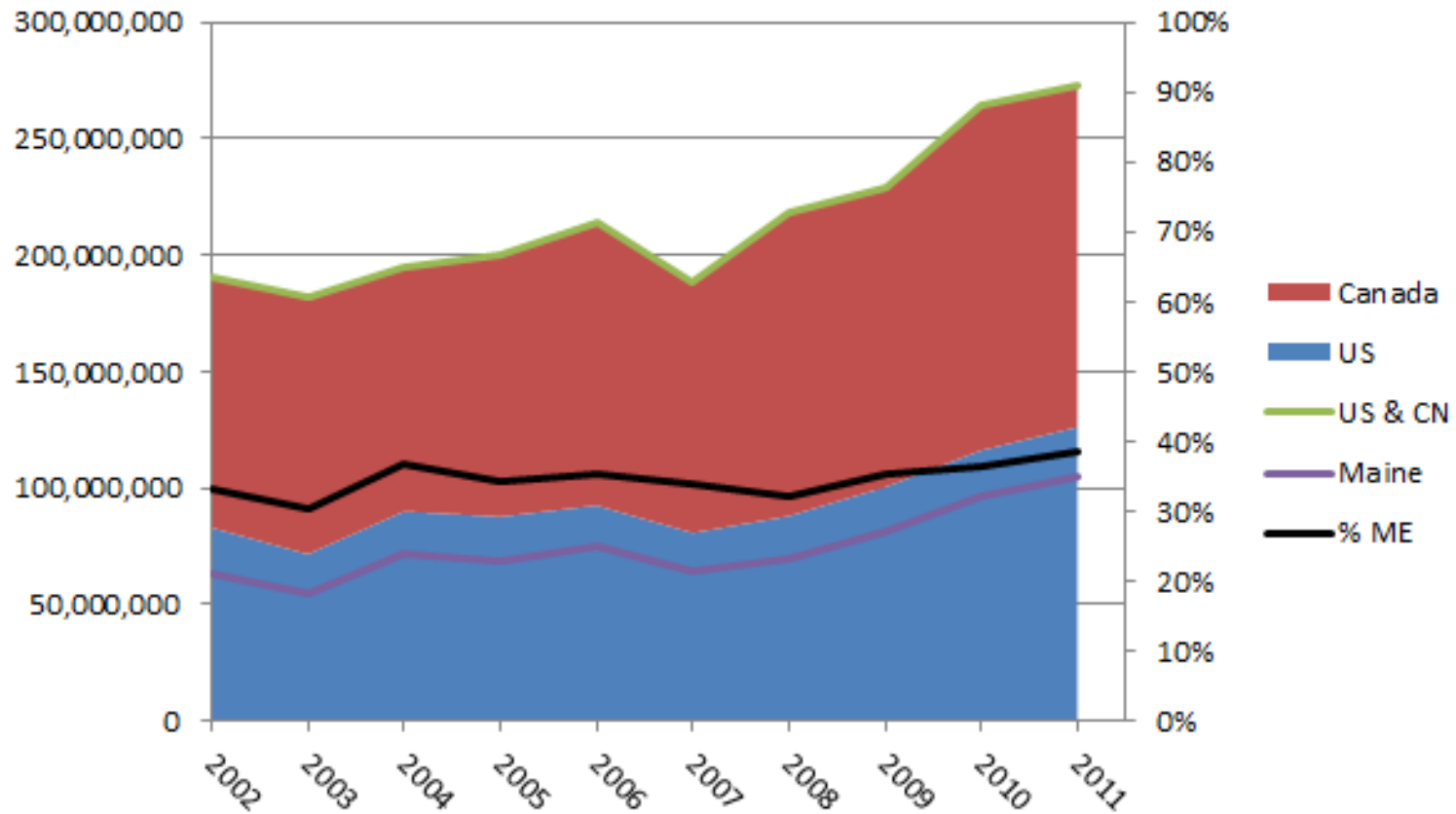
- Brand strategy
 - Actionable plan for different customer segments and market channels
 - Market needs
 - Competitive advantages
 - Best practices



New Marketing Organization

- Maine Lobster Marketing Collaborative
 - Timing
 - Board of directors
 - Funding
 - 5-year sunset
 - Evaluation of effectiveness

US and Canada Landings 2002-2011





Maine / Canada

- Similar challenges
 - Commoditization of product
 - Internal mistrust
- Similar opportunities
 - Quality enhancements
 - Branding & marketing



Maine Lobster Promotion Council
www.LobsterFromMaine.com



Lobster Landings by Month

