

CASE STUDY: Driving Growth & Awareness

How fishbat Helped Ora King Salmon Achieve Brand Awareness in the US, Driving Millions of Impressions and Engaging 150+ Food Service Partners

Ora King Salmon, part of the New Zealand King Salmon Company, faced a significant challenge: despite being recognized globally for its best-in-class farming practices and sustainability, they needed to enhance brand awareness in the North American market, particularly among high-end restaurants and chefs, as well as general consumers. The challenge was to effectively communicate the quality and sustainability of Ora King Salmon to diverse audiences.

By partnering with fishbat, Ora King Salmon aimed to establish a strong presence in North America, leveraging innovative marketing strategies tailored to resonate with both culinary professionals and consumers. Our approach encompassed targeted B2B outreach, social media marketing, influencer marketing, and public relations efforts.

ŌRA KING™
New Zealand King Salmon

Through a multifaceted marketing strategy, fishbat incrementally increased Ora King Salmon's brand visibility and credibility in the North American market by:

Introducing the product to **150 new** top chefs

Achieving over **2 million** impressions across social media platforms and PR initiatives

Significantly enhancing brand exposure through **408 press release pickups**



Our Objective

Our objective was to build brand awareness for Ora King Salmon, driving growth in both B2B and B2C markets by attracting high-end restaurants and establishing strong connections with chefs and general consumers who value quality and sustainability in their seafood choices.



Our Strategy

We developed a comprehensive strategy that included targeted outreach to engage chefs and restaurant owners directly while also implementing a social media marketing plan to showcase the benefits of Ora King Salmon to general consumers. Our influencer marketing approach honed in on partnerships with culinary experts and food influencers to enhance brand credibility and reach. Additionally, we implemented a PR program to generate media coverage and a newsletter strategy to keep our audience informed and engaged. This multifaceted approach allowed us to successfully penetrate the high-end restaurant market and elevate Ora King Salmon's presence in North America.