

A top-down view of a large assortment of fresh seafood, including salmon fillets, whole fish, lobster, shrimp, squid, and various shellfish, all resting on a bed of crushed ice. The seafood is arranged in a dense, overlapping pattern, showcasing a wide variety of marine products. The colors are vibrant, with the orange of the salmon, the blue-grey of the fish, and the red of the lobster standing out against the white ice.

# Seafood Centre Vardø High School

# **PROBLEM**

**lack of students for a new national educational program in the seafood center**



# **SOLUTION**

**Integrate advertising communications, content and targeting on the Internet in the usual actions**

- universal recruiting model**
- brand platform, slogans**
- full content on landing page**
- updated communication channels**
- examples of advertising banners**

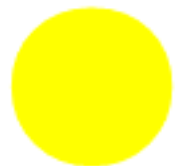
# **BIG IDEA**

THE IDEAS

# SEATECH

**IS A NEW TREND**

1



**BRAND**

**PLATFORM**

# SEAFOOD CENTRE BRAND PLATFORM **new**

## **PRODUCT**

Seafood Center based in  
Vardo High School,  
vocational education

## **AUDIENCE**

Pupils, 15-20 y.o., graduated  
from primary school

## **MISSION**

Provide fresh knowledge to  
students in seafood industry

## **POSITIONING**

**THE FIRST NATIONAL SEAFOOD  
EDUCATIONAL LINE IN NORWAY**

## **FUTURE VISSION**

To be the best vocational  
seafood centre in Norway

## **CHARACTER**

Professional  
Skilled  
Open

## **VALUES**

Education  
Seafood  
Knowledge

# **SLOGGANS**

THE IDEAS



# THE WAVE OF SEATECH

# SEATECH. DIVE

# SEATECH. EXPLORE

# SEATECH. EXPAND

**BE THE CHANGE OF THE SEA**

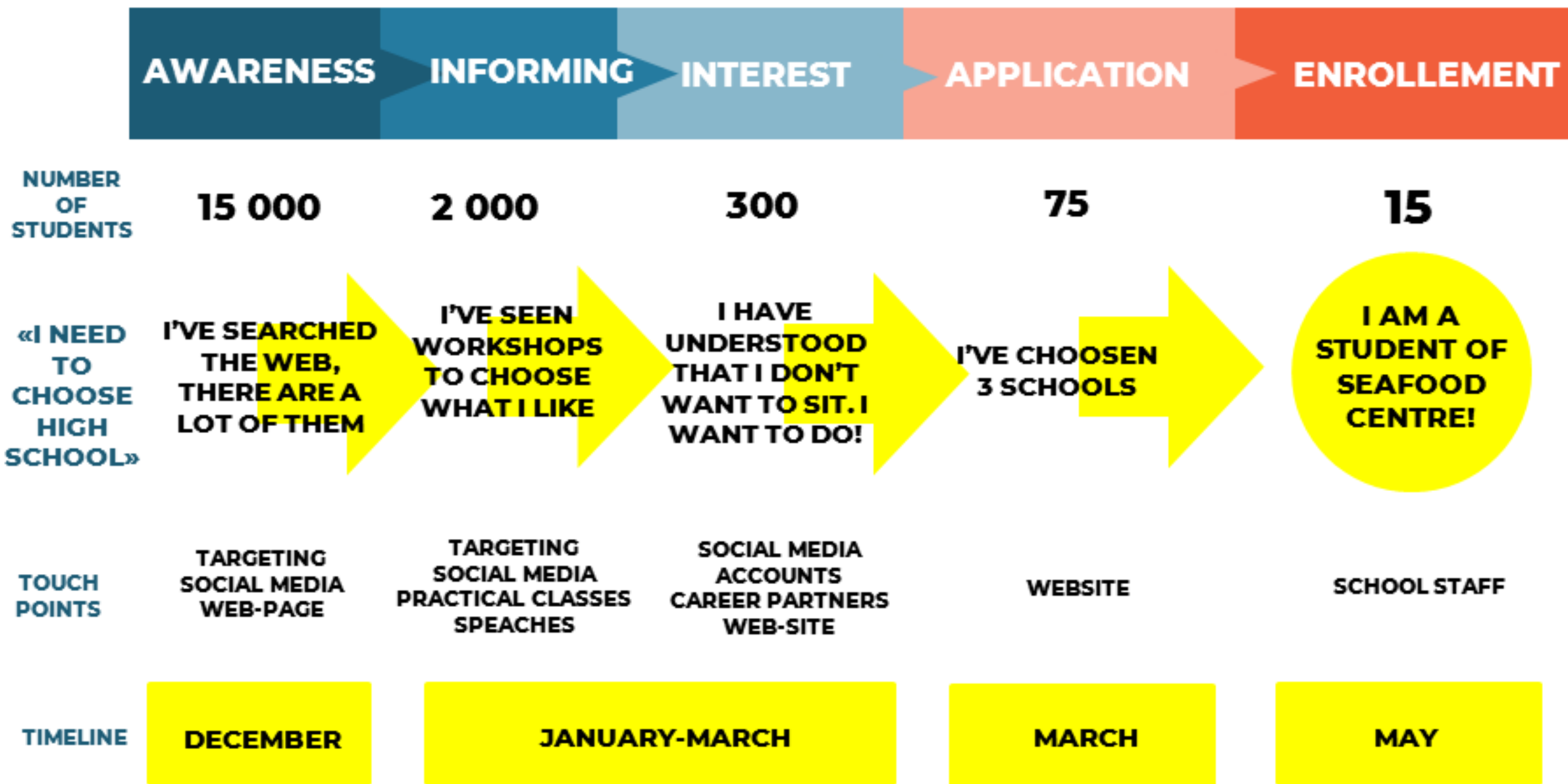
**SEE THE OPPORTUNITY**



# 2. RECRUITMENT MODEL

THE IDEAS

# RECRUITMENT FUNNEL (checklist)



3.

# FULL CONTENT

THE IDEAS

Den nye nasjonale sjømatlinja på Vardø videregående skole

FISK ER FERSKVARE.

DET SAMME  
ER KUNNSKAP

# POSSIBLE HEADLINE

**Choose the seatech.**

Choose an exciting career.

Choose leading seatech companies.

## ABOUT US

We are the first National Seafood school that educate pupils all over the Norway. Our philosophy connected with brand new trends in seafood industry. **SEATECH** is our new form of educating and connecting hand craft and high technologies.



# CORE PRINCIPLES

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## 1/ **LEARN BY DOING**

Our students engage in hands-on learning, in the classroom, in the lab and in the field. They are guided by faculty with specialties across multiple disciplines.

## 2/ **FISHING IS ART**

Seafood industry is no longer what it used to be. Practices and internships are held using new technologies and equipment.

## 3/ **HAND CRAFT AS LONG TRADITIONS**

It all starts with people and passes through human hands. It is important for us to show students how it all began and how valuable it is. Therefore, we have a large amount of hands-on practice.

# NUMBERS

**1 m**

seatech  
jobs

**70%**

employment  
rate

**Higher  
salaries**

for seatech  
workers

**20 000**

seatech  
companies

**€4.5 bn**

invested in  
Norway in  
seatech  
companies

# Seatech companies



# MISSION

**Develop and teach students through practical training, thereby developing the seafood industry and creating a community with a new industry vision.**

# VISION

**Work with key stakeholders to continually improve student outcomes.**

**We envision creating a new educational centre founded on teacher quality, innovative practices and practical approach and national greatness.**

# **POSITIONING**

**THE FIRST NATIONAL SEAFOOD PRACTICAL  
EDUCATIONAL LINE IN NORWAY**

# TARGET ACTION



**DISCOVER WHY THE SEAFOOD SENTRE IS THE BEST PLACE TO BE A SEATECH LEADER**

**DOWNLOAD THE SEAFOOD SENTRE BROCHURE**

First name\* \_\_\_\_\_

Last name\* \_\_\_\_\_

Email\* \_\_\_\_\_



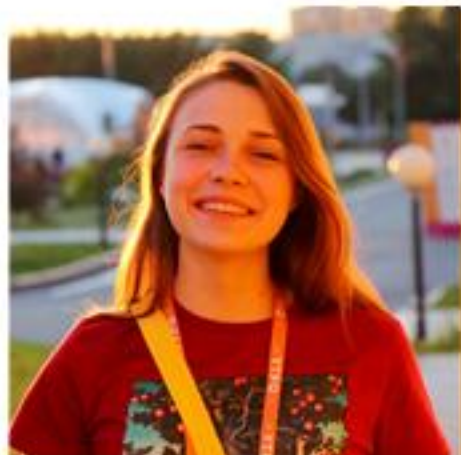
# **STUDENTS STORIES** ON THE LANDING PAGE

**Put the students stories on landing page as the example for everyone that we work successfully**

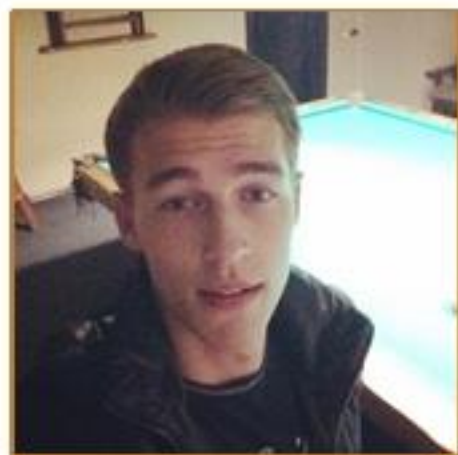
**Helen**



**Ingrid**



**Max**



**Robert**



# MAX'S STORY



«I am very happy that I do not have to sit at a desk as I did in elementary school. Now I can learn knowledge in practice.

I've chosen the center for three reasons.

1 - the fishing industry is now developing and I can easily be a programmer there.

2 - I get practical knowledge that I am sure will help me, and also I can have a diploma right away.

3 - of course, I don't have to sit at my desk for most of my time!»

# LINKERS

where site can be linked

## Fish sites

<https://thefishsite.com/country/no>

<https://en.seafood.no/>

<https://www.leroyseafood.com/en/brands/norway-seafoods/>

<https://www.nordicwildfish.no/>

Norges Rafisklag

## Careersites

Student.no

NSO – national union of students  
in Norway

# 5. ADVERTS. EXAMPLES

## SYMBOL & PATTERN

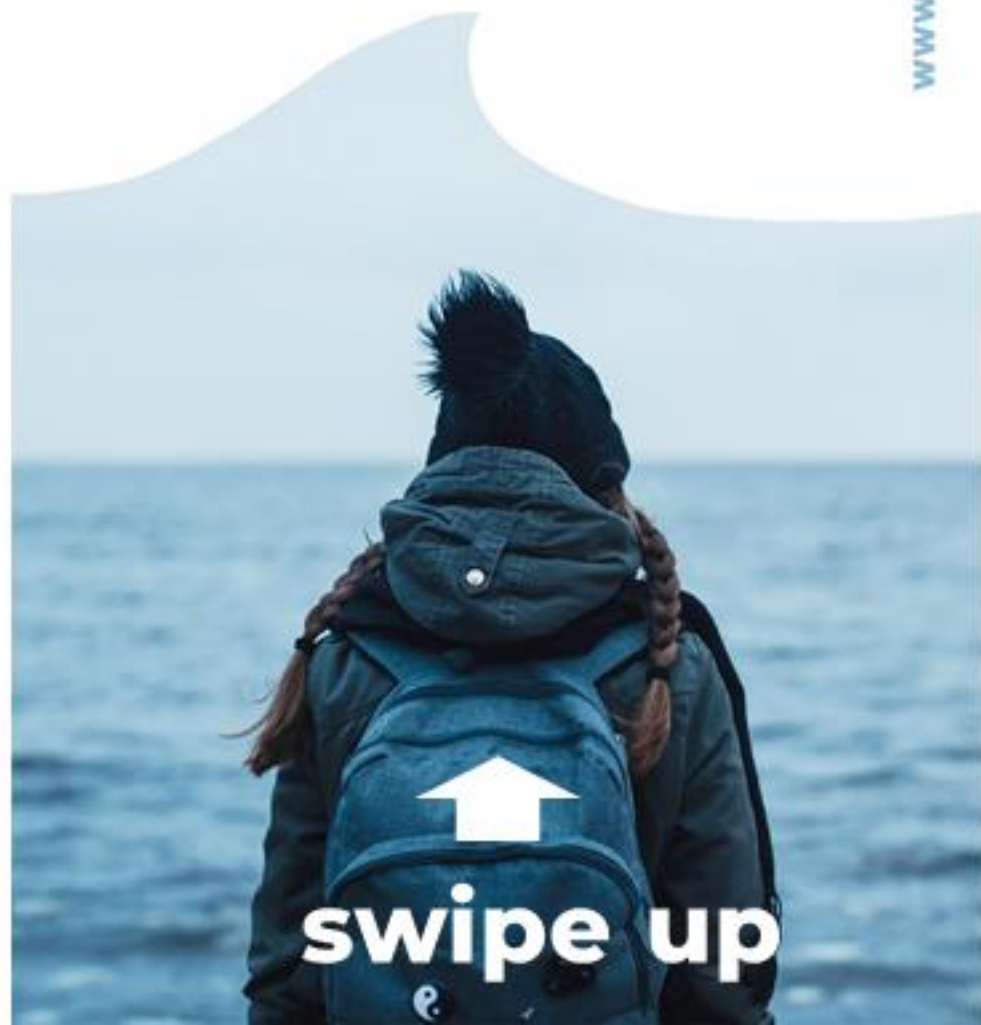


the wave is unstoppable  
a force of nature that sweeps over  
everything in its path.  
It indicates strength and inevitability.

**you are the sea of  
opportunity**

Storleik videregående skole  
Vingstadi parkkuleve  
HIMMELSTREK  
HIMMELSTREK

[www.sjematinja.no](http://www.sjematinja.no)



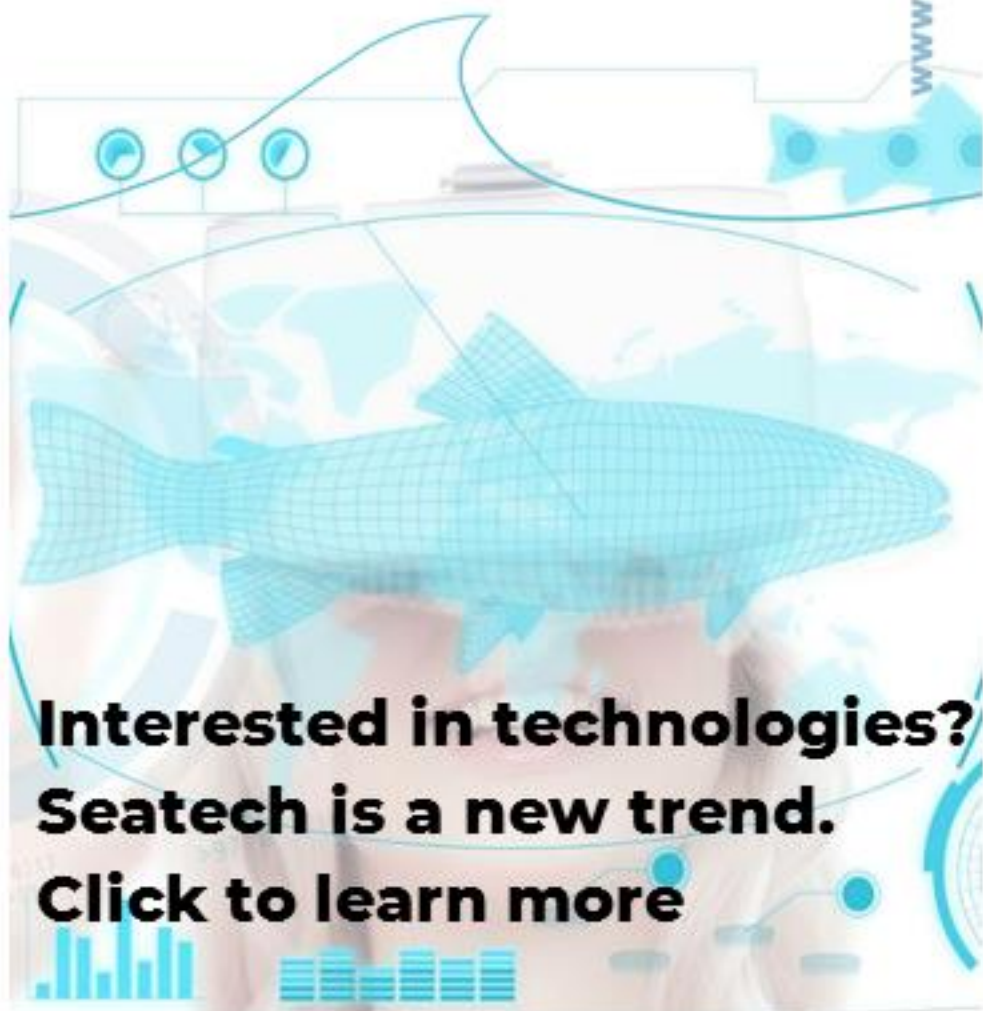
Those banners can be used as  
adverts on Instagram, facebook,  
contextual advertising



## the wave of seatech


Varda videregående skole  
Vibegårdstunet  
Høgskole  
Høgskole

www.sjematinja.no



Those banners can be used as adverts on Instagram, facebook, contextual advertising

**you are the sea of  
opportunity**

Vi er et utdanningsland som  
vokser på muligheter  
 Sjømatlinja

[www.sjomatlinja.no](http://www.sjomatlinja.no)





# the wave of seatech

Verde videregående skole  
Vingstredet politekniske  
høgskole



[www.sjematlinja.no](http://www.sjematlinja.no)



# SMM

## Content

**Student's stories** – students tell about their choice

**Teach line** – about teachers, their thoughts

**New seafood technologies** – news from partners or from market, to provide expertise in this



# TIPS HOW TO UPDATE ACCOUNT

**CHANGE  
COVER**



**30**  
Posts

**139**  
Followers

**77**  
Following

Vardø Videregående Skole  
Followed by **helnefg**

Following ▾

Message ▾



**ABILITY TO  
CALL ALSO**

**LINK TO SITE**

**HIGHLIGHT  
SEAFOOD  
CENTRE POSTS**

**HIGHLIGHTS  
24-hours  
content**





# SAMPLE CONTENT

24 hours content is very popular



**ALSO**

**branded clothing for school trips**

**(example)**



# Who can implement this?

Marketing Agencies

Nord markedsforing

Trustcorp

OMG

Solid Media AS

Omega Media

Cee Web

Freelancers

Fiverr – freelance service

Onboarding a marketing manager

School students interested in SMM

**or you can always contact me**

**LINDA GIRSH**

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