

Telling stories

21 May 2025

Rhodes, Greece





6'0"

72

5'9"

69

5'6"

66

5'3"

63

5'0"

60

4'9"

57

4'6"

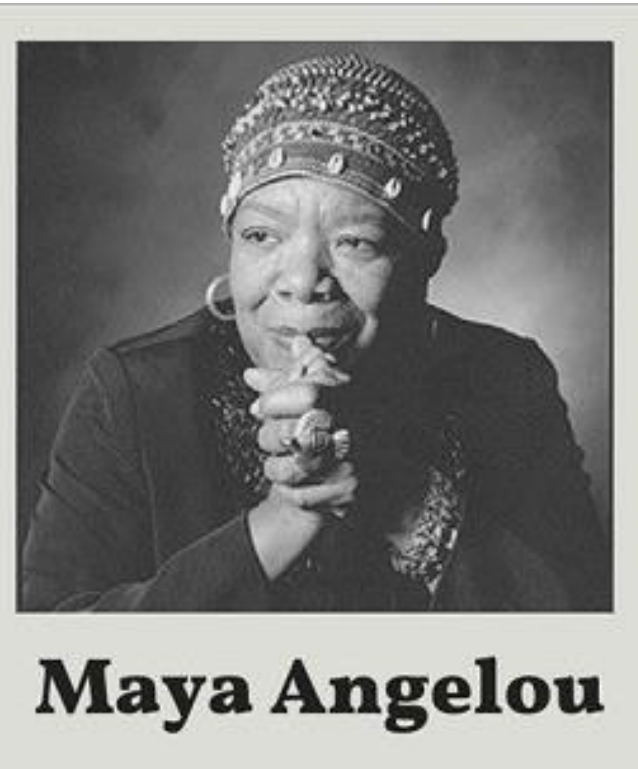
54

Let us watch a story

- The art of selling

Why a story?

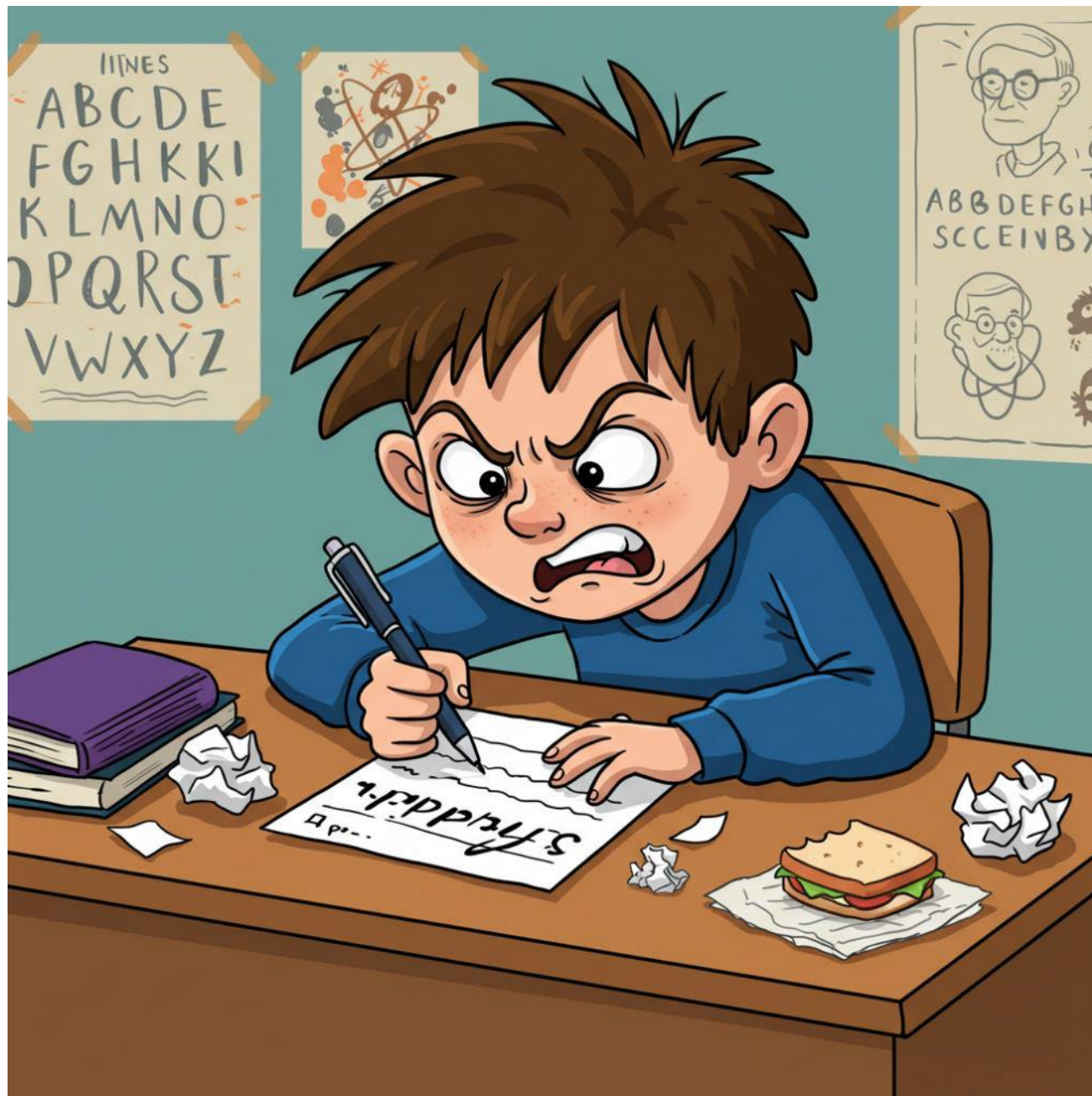
**People will forget what you
said,
people will forget what you
did,
but people will never forget
how you made them feel**



Why a story?

- Too much information in a complex world
- We need simple messages, but then, not too simple
- We need emotional connection
- We need to remember

School essays





A story for whom?

- **To whom** are we speaking?
 - Target groups are identified based on specific demographic, geographic, and behavioural characteristics, such as age, location, interests, and behaviours.
- **What for?**
 - What do we expect them to do with the content? Buy something, change behaviour, become active?

A story for whom?

“A target audience is the specific group of people that a message, product, or service is designed to reach, based on characteristics such as age, interests, location, or behaviour.”

A story for whom?

Segmentation involves dividing your target audience into smaller, more specific groups

Define each segment clearly:

Profile:

Describe audience segments (e.g., demographics, location, interests) with examples.

Needs:

Clearly specify segment requirements: information type, communication methods, and desired actions.

Define each segment clearly:

Expected actions:

Specify exactly what each segment should do after communication.

Channels:

Indicate where each segment is active and how to reach them effectively.

Personas



What are personas?

- Personas are **imaginary individuals** who represent an entire target group.
- A persona includes details of **professional and private life** to better imagine a target group in all its possible behaviour
- Helps to
 - Build understanding on motivations, needs, characteristics
 - Guide decision making
 - Useful when broadening to new audiences and segments

Stavros

- Stavros lives on a small island
- Just finished high school
- Thinks if he should take over his father's boat
- He likes the sea but not so sure if there is future long term



Hannah

- Hannah lives in the capital, but has relatives on the island
- She is 28 and has a PhD in marine biology
- She recently started working for an aquaculture company
- She wouldn't mind to work on the island if she had the opportunity



Theodora

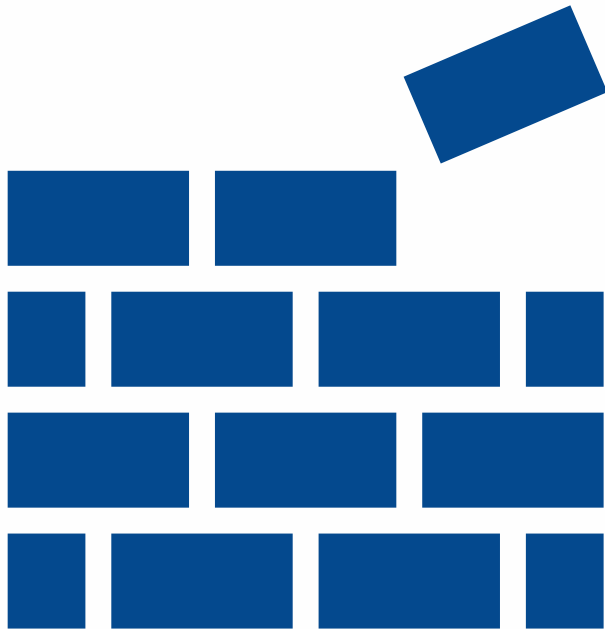
- Theodora is 32 and has 2 kids
- Her husband owns a small hotel, she sells fish
- Business are going well, tourists like to come to the shop
- She is worried that price competition from supermarkets is becoming a problem



Let us watch another story

- [The family and the sea: an EMFF story](#)

Your turn!



Split in 3 groups
Reflect on your persona

Think about:

- *Why is the EMFF story relevant to them?*
- *What is the main message?*
- *What is the next action?*
- *What channel will I use?*

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**Why is it relevant?
What is the main
message?**

**What is the next
action?
What is the next thing
she or he should do,
after the story?**





Which channel should we use for passing the message?

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The rule of three in our story

A fisher job is tough ...

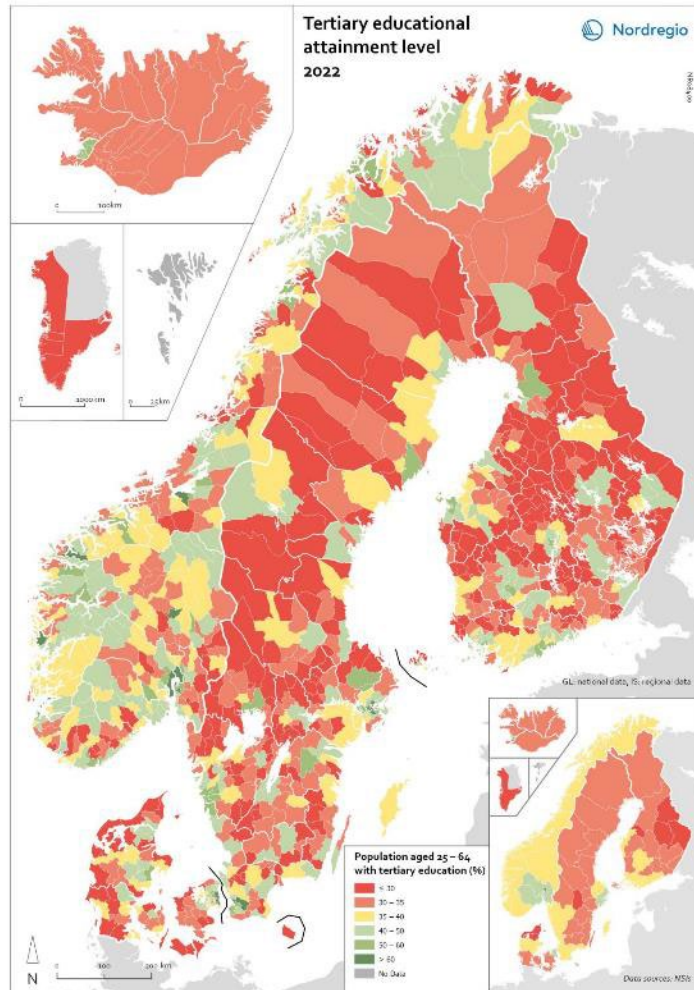
*Having your family around is good, but kids are
not easy to involve...*

EMFAF can help you to...

Enough of Rhodos!



The Norway case



- The Norwegian seafood federation project
- *How can the Norwegian seafood industry better relate to young people*
 - Securing industry access to talent
 - Create positivity among the decisionmakers of tomorrow
- Conclusions
- Three faces of the industry
 1. Seafood is food
 - The blue food pitch
 2. Seafood can offer good jobs
 - Academically challenging, varied workday, work outside
 3. Seafood as a contributor to society
 - Locally – jobs, finances, infrastructure
 - Nationally – taxes, highly popular product, diversify national industry portfolio
 - Internationally – soft power contributor,

Anders

- 23 years old, owns his own car and house
- Well paying job in ac
- Trade school education
- Grew up in a costal town
- Drinks beer





Marie

- 24 Years old
- From a smaller in-land town
- Animal welfare and nature
- Doesn't take herself too seriously
- Active – likes to move and
- Not that money oriented





jenterihavbruk

Følger ▾

Send melding



53 innlegg

1 421 følgere

Følger 99

📌 La deg bli inspirert og motivert av alle de rå jentene i havbruksnæringen!

👥 Tagg oss! #jenterihavbruk

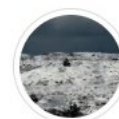
📧 Kontakt... mer



The ladies



Artikler



Afterwork



Out&About



Spørsmålsrun...



Janette

- 26 years old
- Politically interested
- Economic education
- From a city
- High ambitions for her career
- Went on exchange
- Action oriented





And don't forget, stories are about...

Connecting

Inspiring

Persuading