

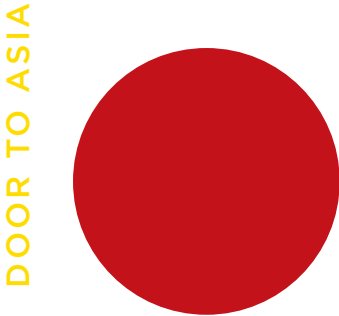
29.08.2017

CAS

SANRIKU TORETATE ICHIBA LTD

CELLS ALIVE SYSTEM

31.09.2017



29.08.2017

WHAT IS FRESH OR WILL I EAT SUSHI IN DELHI AGAIN?

FLIGHT TIME FROM TOKYO TO NEW DELHI = 8.5 HRS + IMMIGRATION 4 HRS (NEW DELHI 2 HRS + TOKYO 2 HRS)



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SUDEEP CHAUDHURI



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THE AREA

Okirai, a bay with abundant marine life. A mix of warm and cold currents that is ideal for a hugely diverse range of fish. Close to 60 different varieties a month.

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THE ENTREPRENEUR

KEN-ICHIRO YAGI

Came to the area 20 years ago on a college project. Driven by the urge to change commercial fishing and the food industry from the vicious cycle of quantity over quality.

In this case pushing his model so fish populations can regenerate, thrive and improve the quality of fish. Has researched the technology for 5 years and now focussing on improving the quality of ingredients.



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Quantity = Low Price = Declining Fish Reserves = Environmental Degradation = Loss Of Livelihoods

Quality = Higher Price = Regenerating Fish Reserves = Better Ecosystem = Profitable Livelihoods



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THE STAKEHOLDER

SATOMI MASAHIKO

7th generation fisherman. Had wanted to give up fishing before the tsunami but decided to continue to help in the revitalisation of the area. Now helped by his eldest son, apart from the entire family (mother, wife, daughter and son).



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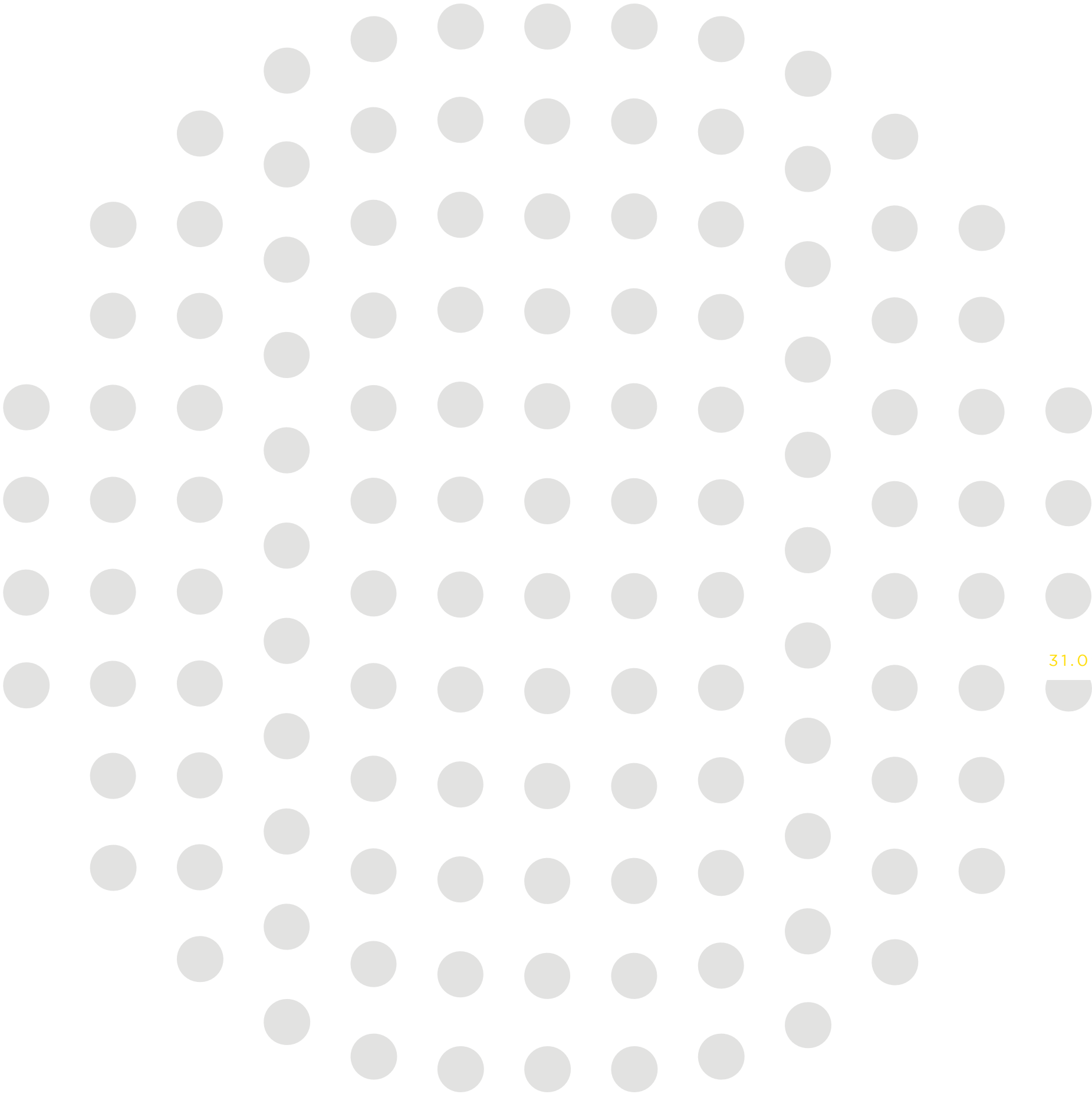


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THE TECHNOLOGY

The technology generates a special magnetic field around a subject and by combining this technology with a refrigerating appliance, the water molecules within a material are frozen instantaneously from its super-cooled state to minimize the damage to the cells. It was invented by Norio Ohwada, Abi Corp Ltd, Chiba prefecture 20 years ago.

With CAS, squid retains its transparency and colour. Sea urchins which were previously impossible to preserve can now be stored with this technology.



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FROZEN



DE-FROSTED

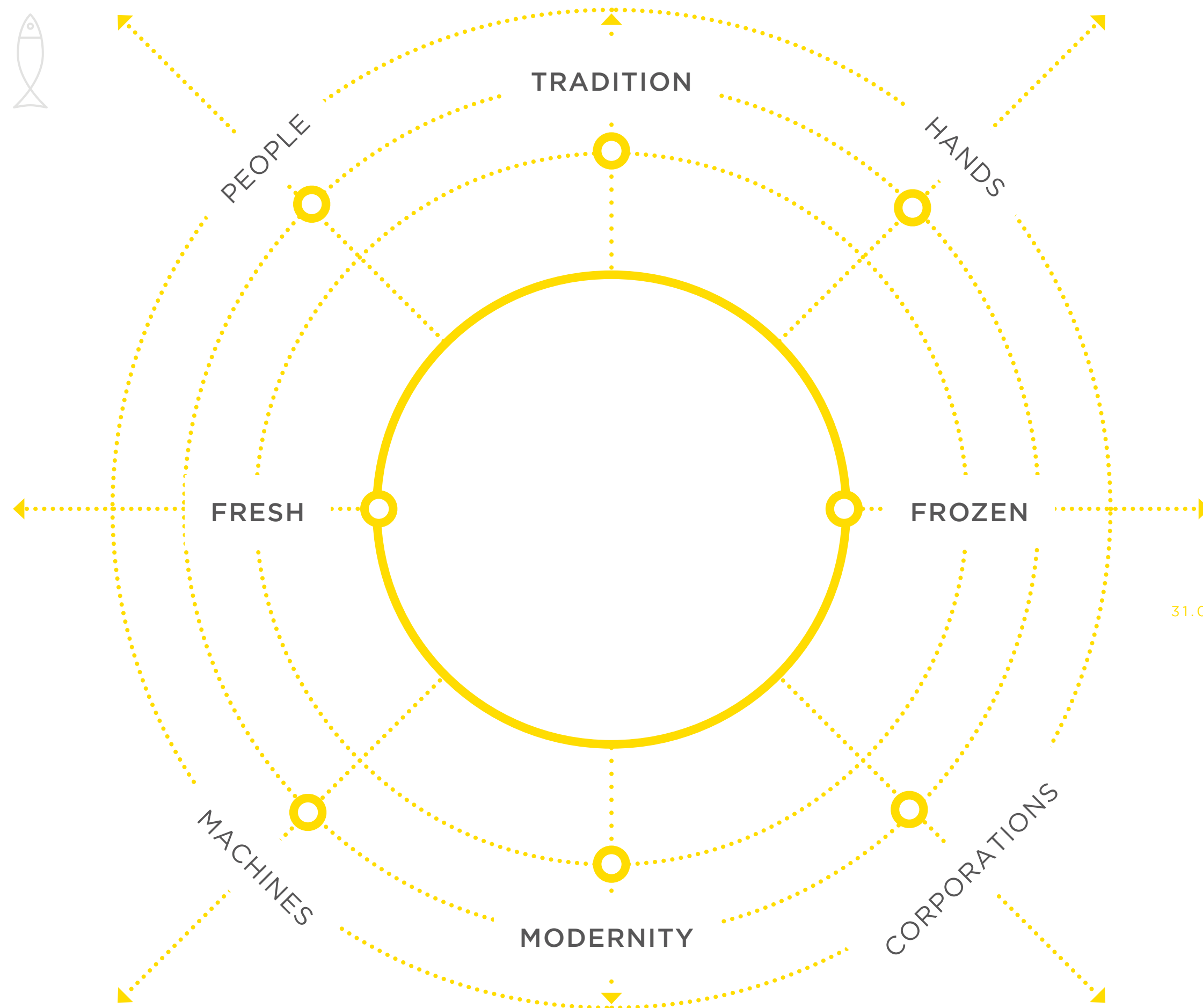
De-frosting is carried out in room temperature under regular tap water. Notice how the eyes come alive

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THE BATTLEGROUND

Stereotype/negativity around using frozen food. Changing perceptions of what fresh means.

Educating the consumer on about the sweetspot of food.



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THE
FOCUS

The care taken to ensure the quality, from the fisherman to the processor.

The care taken in making sure the food is frozen at the prefect time, to ensure the best taste. Caught, cured, treated and ‘handled’ by experts using traditional techniques (Shinkei jime) that people trust.

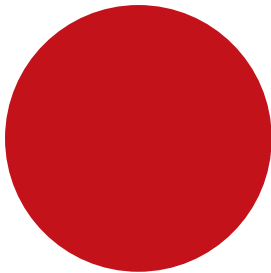
Price point is the same as regular frozen food. Customer gets to enjoy high quality ingredients only available in speciality restaurants.

The company also processes the fish depending on requirements. This saves the user time and effort, and also guarantees quality over time.

The products can be shipped rather than air freighted, bringing down costs without affecting the experience. The products are packaged in single servings to prevent wastage. The person can defrost depending on requirement.

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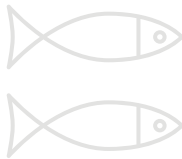


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THE TOOLS

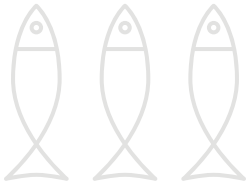
1. BRANDING

Play on a visual metaphor to indicate the quality and freshness of the ingredients. Give it a name that reflects these qualities with warmth, and not the cold facts of the science behind it.



2. PACKAGING

Point to tradition and put a face to the product that tides over the misconception over corporation produced frozen food to community produced frozen food.

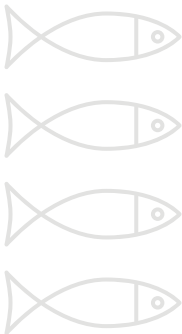


3. CAMPAIGN

Use humour and embedded establishment professionals to win the customer over.

4. WEBSITE

Showcase community and area that takes the brand beyond just the product and technology.



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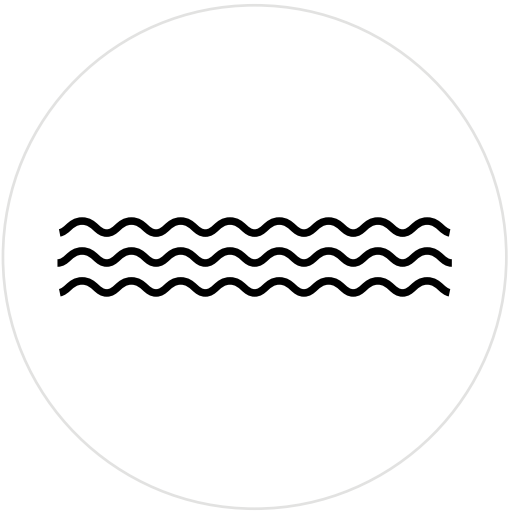
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THE BRANDING

Develop a brand that communicates the fact that the product comes from the source to the plate. Is less scientific but more warm and engaging providing customers with the best taste.



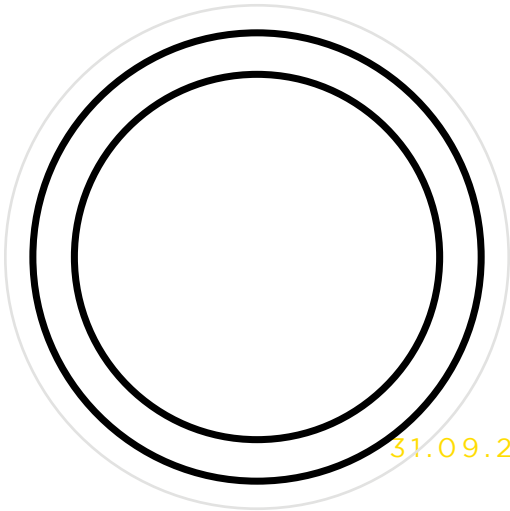
FISH



OCEAN



SYSTEM



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PLATE

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海からの贈り物
GIFTS FROM THE SEA



BLUE (OCEAN)

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Adobe Garamond

RED (TRADITION/PASSION)

Knockout Bantamweight

BLACK

Adobe
Garamond
Italic

WHITE



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THE PACKAGING

Points to the human touch behind the product. Technology being a means and not an end. Point to traditional techniques and the people/communities who help produce it.

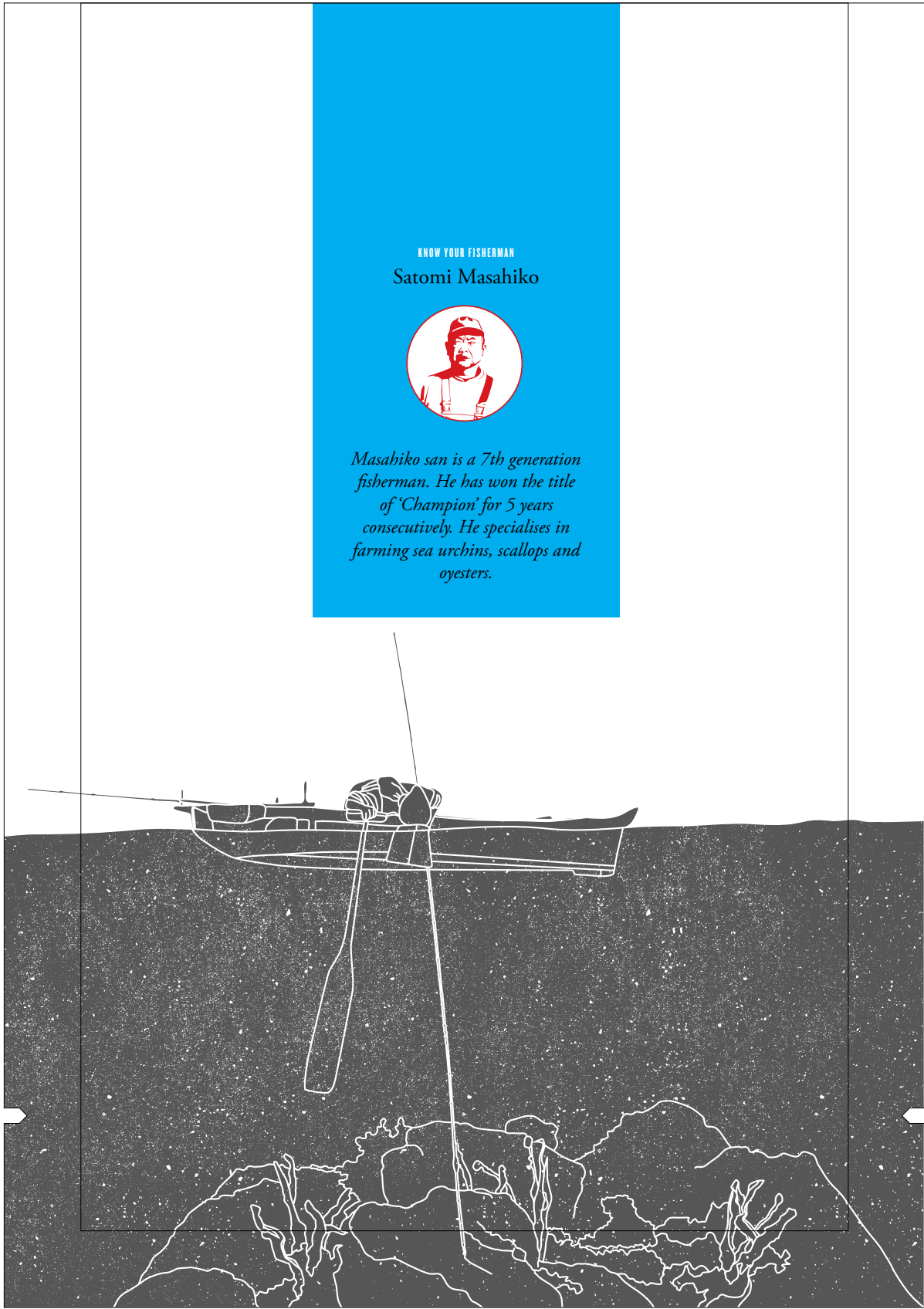


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Consumers rarely know the face behind their products, by giving the fisherman a space on the label it takes it beyond the corporation selling it.



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THE CAMPAIGN

Engage famous chefs, cooks, homemakers, and stars to engage, influence and change peoples' perceptions and established ideas about freshness.

Campaign across digital, print and television.



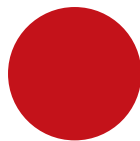
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THE WEBSITE

Showcase the region, its beauty, diversity, community and the fact that these factors make Sanriku Toretate Ichiba's products the best ingredients to use.

Reenforce the fact that the consumer gets the best taste everytime. At anytime.



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B52, SF, SARVODAYA ENCLAVE NEW DELHI 110017 | +91.9873333060 | SUDEEP@OHDESIGN.IN | WWW.OHDESIGN.IN