

The logo for Rio Mare, featuring the word "RIO" in large, bold, yellow letters above the word "mare" in smaller, lowercase yellow letters, all contained within a blue rounded rectangular border.

RIO
mare

Shaping Rio Mare's UK entry for success

Rio Mare were on a roll

Consumers were beginning to see that the tuna aisles were no longer dominated by John West and Princes. Seemingly from nowhere a new pink brand was taking shelf space and mindsace.

Consumers shared views on the packaging and advertising

Consumer research with tuna consumers found insights around packaging, copy on pack, and advertising concepts - and key improvement areas.

Key UK drivers for success

Along with key insights, we provided a strategic report on UK success, and messages to dial up as well as tweaks to amend for UK success.

