

Chilean firm's 'Get F***ed' salmon campaign precedes move from DTC to retail

'Initially it made me uncomfortable. That's really putting our neck out there. But the more I sat with it and toyed with it, it really started to resonate with me' -- Daniel Del Coro, Salmones Austral

By [Jason Huffman](#) | Oct. 6, 2023 14:57 BST

SAINT JOHN, New Brunswick, Canada -- "Get F****ed" doesn't mean what you think it means.

It's the slogan of a new campaign launched a week ago by the Chilean company Salmones Austral's Secret Island brand of frozen "farmed" salmon primarily sold direct to consumers (DTC). But if it got your attention, that was the point, Daniel Del Coro, the head of US business sales for the product, told *Undercurrent News* on the sideline of the Global Seafood Alliance's Responsible Seafood Summit (RSS), this week.

Other related slogans include: "These f***ers raise some legendary salmon"; "We are passionate f***ers;" and "F*** it."

The object is to get consumers to [click on a link](#) where they can read more about what's good about farmed salmon. Once inside, they are advised that "Farming is the future, not a dirty word."



"The overall tone of voice is certainly playful, and it makes you stop and either shake your head in a good way or maybe disapprovingly," Del Coro said of the slogans. "But we live in a very fast-paced media world where you're fighting for a five-second attention span. What the F word campaign does is stop the scroll and then it makes you read into it a little bit further."

Move to retail started two weeks ago

Undercurrent reported on the introduction of Secret Island to the US market as a DTC Atlantic salmon product in late 2021. The fish was grown in Best Aquaculture Practice-certified net pens off the coast of the island Chiloe, the so-called "Secret Island", in the Patagonia region of Southern Chile where Salmenes Austral has long maintained one of its largest processing plants, we reported at the time.



📷 Daniel Del Coro shows off his "Get F***ed" badge at the Responsible Seafood Summit.
Photograph by Jason Huffman.



It was sold as six-ounce center-cut fillets, which are flash-frozen within 24 hours of being harvested before being flown to distribution hubs in Miami, Florida, and then overnighted primarily to consumers' doors on the US East Coast.

All of that is still true, but a lot has changed since then, too. Besides adding coho salmon fillets, such value-added products as whiskey teriyaki-glazed and blackened salmon, as well as salmon hot dogs and burgers, the company has a new distribution hub in Los Angeles, California, that reaches the US West Coast.

Also, the Secret Island brand started being sold in meal kits to several food service chains across the country about a year ago, and, roughly two weeks ago, it launched its effort to be sold in retail locations with a promotional booth at Expo East, in Philadelphia, Pennsylvania, Del Coro told *Undercurrent*.

Among the buyers of Secret Island salmon is Cook Unity, a large Brooklyn, New York-based meal kit preparer, according to Del Coro. Salmenes Austral does not yet work with any seafood wholesalers to help it sell its US brand, he said, though he acknowledged that could change in the future as the brand continues to grow its multiple sales channels.

"The idea is to be a branded product solution and partner with other food service providers, meal kit providers, and certainly kind of compliment our direct-to-consumer and retail brick and mortar lines," he said.

Del Coro declined to provide how much Secret Island is generating in sales, but he said revenue has more than doubled in each of the two



years since the product was first sold in the US.

'Initially it made me uncomfortable'

The Secret Island "Get F****ed" campaign was visible all over the RSS, where it was one of the copper sponsors. But the genesis of the campaign came roughly nine months ago when the company's marketing team was trying to sort out how it wanted to improve sales, Del Coro recounted for *Undercurrent*.

Like many in the industry, the brand faced detractors who said things about farmed salmon that were either based on outdated information, misunderstandings or just blatantly untrue information.



📷 Packaging for Salmenes Austral's Secret Island DTC Atlantic salmon.



"One of us just said, 'Gosh, it's so frustrating. It's like farming is the F word.' And it was like, boom. We said, 'Write that down. Oh my god, that's so good.' And we got really excited about it. And then it took maybe a quarter for us to be like, we keep on returning to this, and it's making us laugh, and it's tongue in cheek, but there's a kernel there that I think we can develop it."

Del Coro added of the campaign: "Initially, it made me uncomfortable. That's really putting our neck out there. But the more I sat with it and toyed with it, the more it really started to resonate with me. And then I said, 'You know what, that's just clearing out all the BS, just putting your finger right on the issue.'"

The target audience is younger Millennials, people who were born between the early 1980s and late 1990s, and members of Generation Z, people who were born between 1997 and 2012, he said.

Salmones Austral will continue to test the "Get F****ed" campaign for about a month before potentially rolling it out again during the first quarter of 2024, Del Coro said.

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