



Success Stories

How The Marketing Centre helped Tuna Marine reverse declining market share, strengthen brand positioning and create greater business value.

About Tuna Marine

Tuna Marine was a South African retail brand experiencing a steady decline in market share.

The business needed clearer positioning, stronger customer appeal and a more focused approach to in-store presence and distribution.

The Marketing Centre helped Tuna Marine identify opportunities to reposition the brand, strengthen packaging and support growth through key retail channels.

The Challenge

Tuna Marine's merchandising and in-store management had been neglected.

The brand also lacked inbound customer marketing and had an unclear unique selling proposition, making it harder to attract customers and stand out in the retail market.

Tuna Marine

The Solution

The Marketing Centre helped Tuna Marine create clearer brand and product positioning.

This included:

- **Differentiated positioning:** Clearer product and brand positioning was created to help Tuna Marine stand out.
- **Packaging and innovation:** Packaging and innovation opportunities were identified to improve customer appeal.
- **Distribution channel growth:** Further development of the Spar Group was identified as an important distribution opportunity.

"A 35% increase in market share in just four months."

The Marketing Centre

Results

The work delivered strong commercial results in a short period.

- 35% increase in market share in just four months
- Further opportunities identified to develop the Spar Group as a distribution channel
- The company was sold to Mediterranean Foods for an amount much higher than previously anticipated

Long-Term Investment

The work helped Tuna Marine strengthen its market position and increase the value of the business.

By improving brand positioning, identifying packaging and innovation opportunities, and developing stronger retail channel potential, Tuna Marine was able to recover market share and achieve a stronger outcome when the business was sold.

Tuna Marine

“The resulting success was that Tuna Marine were able to sell the business to Mediterranean Foods for a higher price than previously anticipated and we parted ways with a sense of pride in what had been accomplished in a very short space of time.”



Have a question?

Email us at info@themarketingcentre.co.za

You can find out more at www.themarketingcentre.co.za