



share our passion for sustainable seafood



look out for the MSC ecolabel on pack

PlanA DOING THE RIGHT THING

FOOD/910632/P2



The MSC ecolabel adds value to your business by signalling your commitment to sustainability and best practice. Promoting the MSC ecolabel in store is an opportunity to increase sales of your MSC labelled products and reinforce your sustainability credentials with an influential and growing market segment.

Adding value with marketing support

The most effective way to gain maximum benefit from your commitment to certified sustainable seafood is to actively use the MSC ecolabel in your consumer marketing. Many of our partners around the world are taking advantage of the marketing support the MSC offers to build on their brand equity and increase sales. Find out how you can join forces with the MSC and add value to your products in store.

Sustainability: a lifestyle for consumers around the world

Sustainable living is a fast-growing market segment that is rapidly becoming an influential and global consumer group. The LOHAS market (Lifestyles of Health and Sustainability) is estimated to be worth US \$540 billion worldwide. Throughout the recession these consumers have held onto their values and market leaders around the world are recognising the opportunity to promote their support for important issues that, for many consumers, have become entry points to purchase.

What the MSC can offer

The MSC is committed to actively engaging consumers and is working on a series of innovative ways to help promote your support and attract shoppers to MSC labelled products in store.

- We have a growing suite of free-to-use marketing materials created by Saatchi & Saatchi including exciting new imagery and powerful messages that can be easily adapted to your brand requirements, help point customers to your products carrying the MSC ecolabel, and demonstrate your commitment to sustainable sourcing.
- We are also providing support to partners to run joint-marketing campaigns – in-store marketing campaigns tailored by your local Saatchi & Saatchi office to fit your brand values.

If you would like more information about ways to get involved, please contact your local MSC representative or email info@msc.org.

Photo credit from left to right: Marks and Spencer 2010 'Share our passion campaign'; Albert Heijn 2010 campaign © Enrique Gonzalo; Food basket © Frank Peters; Loblaw 2010 campaign © Donna Griffith; Aeon 2010 campaign © Kozo Ishii/ MSC





CONNÉTABLE

LABEYRIE

Findus

présentent
du 16 au 23 février

les JOURS BLEUS

Agissons pour la pêche durable
Choisissons des produits avec le label MSC
pour préserver les ressources de nos océans



Case study: 'Les Jours Bleus' – a multi-brand in-store campaign

In 2010 the MSC joined forces with a number of major retailers around the world to help create in-store marketing campaigns with very positive results. In France, 'Les Jours Bleus' campaign was the first to be completed and makes an inspiring case study on how a successful campaign can be run and the tangible benefits to partners.

'Les Jours Bleus' concept

Seafood brands Findus, Connétable and Labeyrie joined forces with Carrefour, one of the world's largest food retailers, to run a joint-marketing campaign in partnership with the MSC. Together, they launched 'Les Jours Bleus', a nationwide consumer awareness campaign at Carrefour.

'Les Jours Bleus' campaign was designed to fully engage shoppers. For the first time a Point-of-Sale (PoS) campaign brought together chilled, frozen, and canned seafood into a single high-impact, front-of-store display. 'Les Jours Bleus' event reinforced the brands' sustainability credentials with thousands of shoppers, visibly demonstrating the brands' commitment to sustainable seafood and their association with the MSC.

"We were delighted to host 'Les Jours Bleus' in our stores. This campaign, run in partnership with three national brands and the MSC has been a great tool to raise consumer awareness about the preservation of our marine resources," commented Hervé Gomichon, Quality Director at Carrefour Group. "Thanks to this campaign, we have publicly renewed our commitment to the MSC and sustainable and well-managed fisheries – a commitment at the very heart of Carrefour's responsible sourcing policy."

Campaign objectives

The campaign primarily focused on raising awareness and changing purchasing behaviour by:

- Boosting the visibility of the MSC ecolabel in stores
- Enhancing the sustainability credentials of all the partners
- Improving sales and the demand for MSC labelled seafood
- Generating positive media coverage
- Creating a genuine partnership that leads to an enhanced combined effect.

Shopper engagement strategy

- Inspired – High-impact and highly visible campaign with positive images of abundant marine life to engage shoppers
- Enabled – PoS materials throughout the store to maximise opportunities to take part
- Rewarded – Price-off promotion to further motivate purchase



Photo credit: 'Les Jours Bleus' Poster, In-store promotions
© Magali Bragard /MSC

Campaign mechanics

- Front-of-store island units carrying chilled, frozen and canned seafood
- Promotion ambassadors at the top stores to drive shopper awareness and participation
- PoS materials throughout the store, including an in-store video promoting the partners' joint commitment to sustainable seafood and the available products
- Supported with a price offer on the second MSC labelled product purchased

"We joined forces to launch 'Les Jours Bleus' in order to communicate our sustainable commitments more actively to consumers. When the opportunity arose to set up a joint-campaign with Findus, Labeyrie, Carrefour and the MSC, we didn't think twice about it." commented François Hug, CEO Chancerelle. "This campaign is in line with the message we want to send out to our clients. This type of campaign enables us to enhance our brand image at the point of sale – at the time of purchase. We will take part in 'Les Jours Bleus' again in 2011."

The results

With results surpassing expectations it is clear that consumers are primed and ready to respond positively to the promotion of sustainable seafood:

- The strong sustainability message delivered a powerful incentive for consumers to change their buying behaviour
- The three leading brands working in partnership with a retailer created a cross-market synergy that thoroughly engaged shoppers
- The efforts were appreciated by consumers and improved the partners' brand equity.

During 'Les Jours Bleus':

- 47% increase in Findus' sales of un-breaded fish range in Carrefour
- Sales of Connétable products were multiplied by 10 compared to their average annual sales throughout the year
- 74% of consumers were interested in the "sustainability" issues surrounding seafood sourcing
- 80% of shoppers reported a 'very good' or 'good' perception of the campaign
- All the partners have signed up to run the campaign in 2011.

"We were delighted to take part in 'Les Jours Bleus'." said Matthieu Lambeaux, CEO of Findus France. "This campaign has enabled us to reaffirm our commitment and communicate our values to shoppers at the point of sale. PoS communications provides a great leverage to raise consumer awareness about the environment and the sustainability of the products they buy. From a commercial perspective, Les Jours Bleus has exceeded our expectations; they have enabled us to increase our market share for breaded fish in Carrefour stores by 30% in volume."



Photo credit from top to bottom: 'Les Jours Bleus' © Magali Bragard / MSC; sales assistant © Findus France

The best environmental choice in seafood



How to get involved

The support the MSC offers is designed to be flexible so that every partner benefits from materials and messaging tailored to meet their own brand identity and business objectives.

Working alongside Saatchi & Saatchi, we have created engaging images of abundant fish stocks that can be used to deliver different messages about the MSC programme, sustainable sourcing, and MSC certified seafood products.

These generic marketing materials shown in the right-hand side column are free to use to communicate your association with the MSC. Saatchi & Saatchi are developing more images and other ideas for generic materials all the time, so please ask your MSC representative for the full collection.

Bespoke joint-marketing campaigns

We can also help you create a bespoke campaign such as the multi-brand campaign 'Les Jours Bleus'.

The MSC commissions and pays for Saatchi & Saatchi to create a high impact campaign tailored to fit with your brand values and messaging. In return we ask you to cover the production and media costs of the campaign.

The marketing campaign can utilise any of the shopper touch-points: in store e.g. shelf barkers, leaflets, posters, hanging banners; and out of store e.g. website, brochures, newspapers, and magazine ads.

The campaign dovetails with your overall marketing activity and supports your strategic objectives – Saatchi & Saatchi will work with you to ensure the campaign is created in a style and tone of voice that is clearly recognisable as belonging to your brand.

Generic marketing materials

The MSC has created a suite of high impact materials available for partners to download and use.

If you would like more information about ways to get involved, please contact your local MSC representative or email info@msc.org.

We welcome your interest and ideas, and are always available to discuss new opportunities!

To find your nearest MSC office, please visit: www.msc.org/about-us/offices-staff



Free to use:
MSC generic material

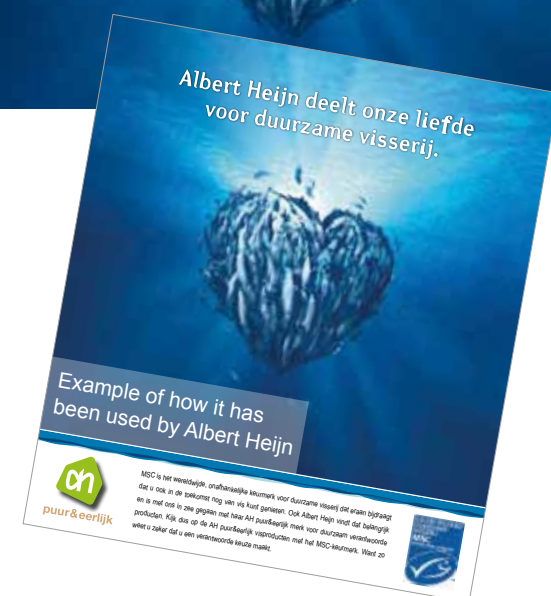
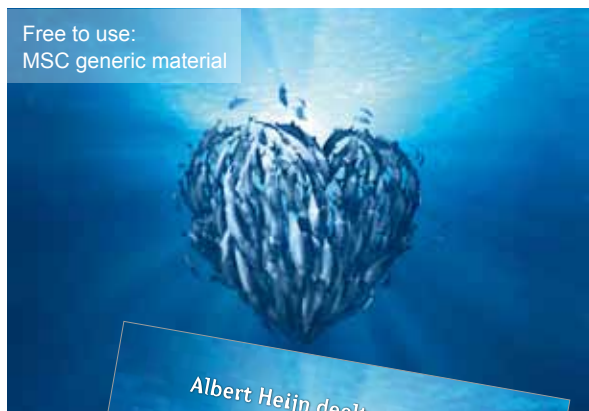


photo credit from top to bottom: Sainsbury's 2010 campaign, © MSC ; Aeon 2010 campaign, © Kozo Ishii/ MSC ; MSC generic material ; Albert Heijn 2010 campaign.