



THE BEST ENVIRONMENTAL CHOICE IN SEAFOOD





Together we'll grow awareness of the ASC & MSC labels so that consumers can make the best environmental choice in seafood.

CHOOSE EXCITING...





Let's be honest though.

Even if our head wants to do the right thing, our heart is drawn to whatever sounds fun and exciting.

...AND CELEBRATE OUR HEROES asc as a schollage of the sch





So, we're going to make the people and products of sustainable fishing and responsible farming sound as exciting as they are important.

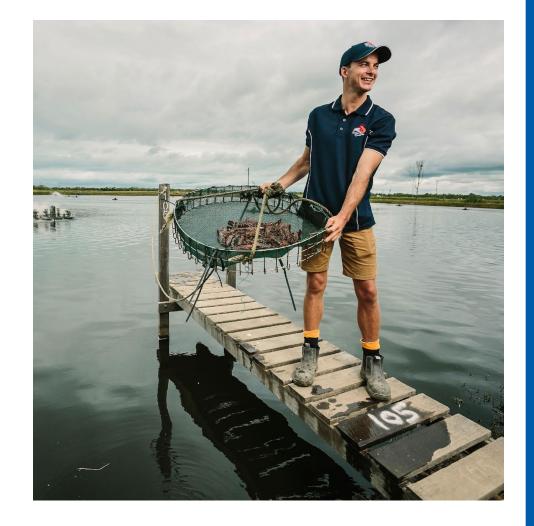
INTRODUCING...





SUPER SEAFOOD and the heroes behind the scenes that make it happen

Choosing ASC or MSC certified seafood is the best environmental choice in seafood and supports the people working everyday to deliver future-proof seafood that's good for you and the ocean too.



SUPER SEAFOOD DEVICE







LABEL LOCK-UP







EMAIL SIGNATURE







TOP AND TAIL ANIMATION











SUPER SEAFOOD ADVERT







Preview: <u>30s</u> / <u>15s</u>

PRINT STICKERS





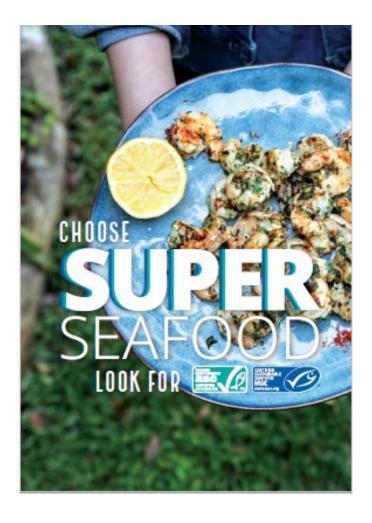




POSTER







HERO MESSAGING

- Super seafood is certified to the world's best seafood standards for people and the planet. Look for the green ASC and blue MSC labels to be sure.
- When you make a super seafood choice, you're choosing seafood that comes from an ASC-certified farm or an MSC-certified fishery.
- For Fish Forever, choose super seafood by looking for the blue MSC and green ASC labels.





CAMPAIGN COPY LINES





- For super seafood, choose certified seafood.
- Why be good when you could be super. Choose super seafood.
- Choose super seafood from super people.
- Be super. Choose super seafood.
- Make a super difference. Choose super seafood.
- Support super farms. Choose the green label.
- Support super fisheries. Choose the blue label.
- Choose super sustainable. Choose super seafood.
- Choose super responsible. Choose super seafood.
- Choose super healthy. Choose super seafood.
- Choose super certified. Choose super seafood.
- Choose super standards. Choose super seafood.

SOCIAL AMPLIFICATION





@MSCbluefishtick @ascaqua.au.nz

#SuperSeafood #FishForever #MSCcertified #ASCcertified



Find our stickers using #SuperSeafood



PHOTOGRAPHY













PARTNER OPPORTUNITIES

















CAMPAIGN LAYDOWN





	w/c 20 March	w/c 27 March	w/c 3 April
Launch event	Friday 24 March		
Advertising		SoMe, Display, DOOH, VOD	
Media coverage		Awards, Storytelling, Easter Lifestyle	
Paid media		Profiling hero messaging	
Partner activations		Your activities	
Awards comms		Award winners announce their wins	





Get in touch

alex.webb@msc.org (Alex - MSC)

chichi.menendez@asc-aqua.org (Chi Chi - ASC)