



FISH FOREVER TOOLKIT



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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



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



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LABEL LOCK-UP



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EMAIL SIGNATURE



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TOP AND TAIL ANIMATION



Peel off
to reveal



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SUPER SEAFOOD ADVERT



Preview: [30s](#) / [15s](#)

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PRINT STICKERS



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POSTER



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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



Find our stickers using
#SuperSeafood

[@MSCbluefishtick](#) [@ascaqua.au.nz](#)

#SuperSeafood
#FishForever
#MSCcertified
#ASCcertified



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PHOTOGRAPHY



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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

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