



CHOOSE  
SUSTAINABLE  
SEAFOOD

# MARINE STEWARDSHIP COUNCIL, OCEANIA PARTNER MARKETING RESOURCE KIT

2023



# INTRODUCTION

Sustainable sourcing is shown to increase the trust consumers have in retail products and restaurant menu items, and the MSC can be an integral part of your brand offering by adding independent third-party verification to your sustainability claims.

This resource kit is designed to provide inspiration and the assets you need to communicate the benefits of your MSC certified products. This is not intended to be prescriptive; messaging can be adapted to fit your brand positioning, messaging, and style.

Claims and messaging that relate directly to the MSC program, how it works, and its benefits will need to be approved by the MSC.

Many of the following design assets are available as artwork files on the MSC multimedia library. Please ask your MSC contact for more details.

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# THE MSC VALUE PROPOSITION

Where your label licensing fee goes and the marketing and communications opportunities and support available to you



# 0.5%

of the cost of products and menu items displaying the blue fish tick represents the MSC fee

The value of this fee translates to:

2.2% Fundraising

2.7% Ocean Stewardship Fund

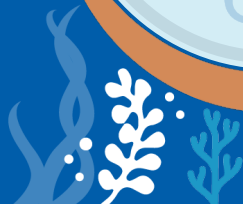
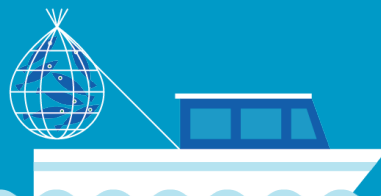
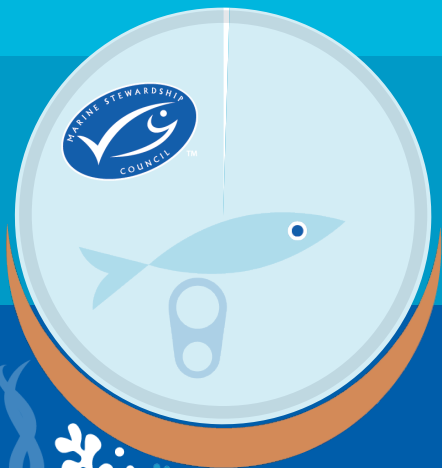
5.7% Label management

19.8% World class standards

33.8% Commercial and fisheries outreach

35.8% Education and awareness raising

*Figures correct as of 31 March 2023.*





## OUR OFFER TO YOU

### Access to:

- Powerful consumer-friendly messaging and consumer insights
- Money-can't-buy visual assets
- Toolkits and ready-to-go assets
- Messaging on ocean issues and the MSC's impact

### Advice and support:

- Ideas from around the world for creative ways to promote your sustainable seafood offering
- Sign off of MSC brand and credible claims on your marketing materials
- Email newsletter updates

### Opportunities to:

- Create multi-channel branded content such as recipes, blogs and storytelling
- Be listed on the MSC website
- Get involved in MSC campaigns
- Collaborate on action leadership
- Enter our annual awards





# ABOUT THE MSC AND OUR CONSUMER AUDIENCE

Our tone, audience, and how to reach the MSC target consumer







## OUR CAMPAIGN PRINCIPLES AND VOICE

### **Celebration not education.**

Co-marketing campaigns are an opportunity to help seafood consumers understand the role your MSC certification plays in making sure we can enjoy seafood for generations to come, but we always want to do that in a celebratory way. We want to put your brand and the MSC at the heart of conversations about good food – not educate people about ocean conservation or the rigor of the MSC.

### **It's not just about us.**

While we want to highlight our partnership, the commitment you've made to sustainable seafood, and the importance of the MSC, we also need to lift up the consumer. **We need to give everyone a role to play and a reason to care.** This works best when we hook people with inspiring content and then offer a bold, clear call to action.

### **We're personal, passionate, and to the point.**

We want to connect with people in a way they can relate to and trust. We're not afraid to wear our heart on our sleeve, and we have the confidence to be direct and say what we mean in a simple way.

## OUR CONSUMER AUDIENCE\*

**People who consume seafood** and have enough basic knowledge of the oceans, fishing, and the origins of food to digest the MSC mission and vision.

**Shoppers who aspire to a better, healthier life** and constantly balance the “right thing to do” with the “cool thing to do”.

**A diverse group of consumers** who are represented across every age, culture, geography and income.

*\*we generally target our audience by interests rather than geodemographics*





## CAMPAIGN MESSAGING GOALS

Our global consumer research shows us that there is an optimal way to communicate with our target audiences.

**Top motivating  
message:**

**Ensures seafood we enjoy now is  
available for future generations**

**Secondary  
messages:**

**Helps stop the  
destruction of life  
in our ocean**

**Helps protect  
our ocean**

**Ensures seafood  
is from a  
sustainable  
source**

**Optimal messaging:** emotion + evidence + reassurance







# MSC GUIDELINES

Label user guide, approval processes, and our playbook





## APPROVAL PROCESS\*

### License Agreement

The MSC blue fish tick label and the MSC name are trademarked, and you must have a valid license agreement to use them in your marketing materials. Contact [ANZMarketing@msc.org](mailto:ANZMarketing@msc.org) to confirm you have an agreement in place, or to request a new agreement to sign and return.

### Promotional materials

Promotional materials, marketing artwork, ads, and MSC claims need to be presented to and approved by the MSC. Email [ANZMarketing@msc.org](mailto:ANZMarketing@msc.org) for approval requests and any additional questions.

### Packaging and menu usage

Packaging graphics and use of the MSC blue fish tick label on-pack must be sent to and approved by your Ecolabel Account Manager, who can be reached via [ecolabel@msc.org](mailto:ecolabel@msc.org)

\*all external-facing marketing artwork must be approved by the MSC to ensure we are adhering to trademark guidelines.

## LABEL USER GUIDE



For details on using the MSC blue fish tick label on products, menus.

### Download here:

<https://multimedialibrary.msc.org/?r=3152&k=1898213ca4>

### And find out more about using the MSC blue fish tick label here:

<https://www.msc.org/for-business/use-the-blue-msc-label>





## BLUE FISH TICK LABEL – THINGS TO REMEMBER WHEN CREATING MARKETING MATERIALS

- As well as being visually distinctive and easy to recall, the way we talk about the MSC label should be memorable too. In communications, we refer to the MSC label as **‘the blue fish tick label’**.
- The blue fish tick label **must remain MSC Blue** in colour (see next page for colour values and the supporting palette).
- Ensure **the TM symbol** is included.
- Remember to include the **white key line** around the label.
- **Include a call to action** around the label, encouraging people to “choose the blue fish tick label” or “look for the blue fish tick label” to add context and help consumers make the connection between the label and your products.





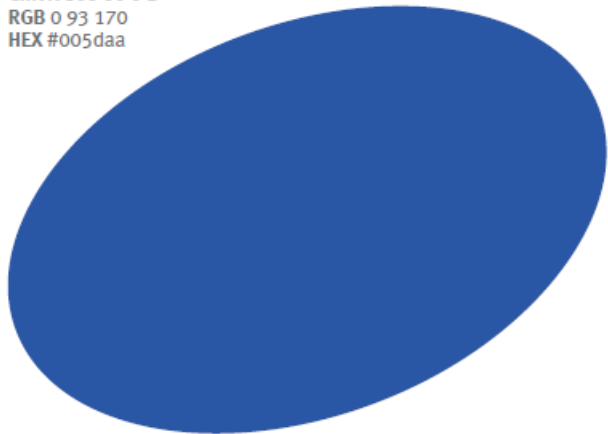
# BLUE FISH TICK LABEL – THINGS TO REMEMBER WHEN CREATING MARKETING MATERIALS

## Palette

The hero colour is MSC Blue. This can be supported by other blues from the MSC palette plus 80% black and white.

### Hero colour: MSC Blue

Pantone 286  
CMYK 100 60 0 2  
RGB 0 93 170  
HEX #005daa



### Supporting colour palette



Pantone 3005  
CMYK 100 34 0 2  
RGB 0 129 198  
HEX #0081c6



Pantone 313  
CMYK 98 0 14 5  
RGB 0 154 199  
HEX #009ac7



Pantone 638  
CMYK 70 0 10 0  
RGB 0 182 222  
HEX #00b6de



Pantone 339  
CMYK 84 0 56 0  
RGB 0 177 148  
HEX #00b194



White



Black 80%  
CMYK 0 0 0 80  
RGB 88 89 91  
HEX #58595b





## BLUE FISH TICK LABEL – THINGS TO REMEMBER WHEN CREATING MARKETING MATERIALS



[Download the portrait and landscape versions here.](#)



This generic, text-free version can be used in marketing materials. [Download it here.](#)

\*These guidelines apply only to marketing and promotional materials. When using the blue fish tick label on products, please refer to the [Label User Guide](#).





# KEY MESSAGING

MSC messaging and language





## MISSION & VISION

The Marine Stewardship Council (MSC) is an international nonprofit organisation established to end overfishing and ensure we can enjoy fish forever.

The MSC works with fisheries, retailers, restaurants, and other companies to change the way the oceans are fished, address food fraud, and make it simple for consumers to purchase wild-caught, sustainable seafood.

**Our vision** is of the world's ocean teeming with life, and seafood supplies safeguarded for this and future generations.

**Our mission** is to use our blue fish label and fishery certification program to contribute to the health of the world's ocean by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood, and working with our partners to transform the seafood market to a sustainable basis.

*The MSC has been working with partners for 25 years to protect the ocean and make it simple for consumers to choose sustainable seafood. [Read more about our history here.](#)*







## MARKETING COPY IDEAS – ADAPT FOR YOUR MARKETING CHANNELS

### About the MSC

The Marine Stewardship Council (MSC) is a global nonprofit organisation working with fisheries, brands, retailers, restaurants, and other companies to change the way the ocean is fished, address food fraud, and make it simple for you to purchase wild-caught, sustainable seafood.

When you see the MSC blue fish tick label you can be certain your seafood is sustainable – ensuring that fish are caught at levels that allow the population and the ecosystems on which they depend to remain healthy and productive.

### About MSC certification

Marine Stewardship Council (MSC) certification is widely known as the world's most credible standard for sustainable wild-caught seafood. The blue fish tick label on seafood means that it is verified to come from a certified sustainable source.

### About the Standards

**The MSC Fishery Standard** was developed in collaboration with more than 300 scientists, academics, and other international stakeholders. The program is voluntary and open to all wild-capture fisheries. Currently, more than 15% of the global wild seafood supply is MSC certified.

The MSC also sets a **Chain of Custody Standard**. This standard makes sure that seafood with the blue fish tick label comes from fisheries that are MSC certified as fishing sustainably. All businesses in the supply chain from where the seafood is caught to where it is sold must be certified to the Chain of Custody Standard for a product to carry the blue fish tick label.

When you see the blue fish tick label you can be certain your seafood is from a sustainable source – ensuring that fish are caught at levels that allow the population and the ecosystems on which they depend to remain healthy and productive.





## MARKETING COPY IDEAS – ADAPT FOR YOUR MARKETING CHANNELS

### What is certified sustainable seafood?

MSC certified sustainable seafood means that it is fished:

1. From fish stocks with healthy populations;
2. With minimal impact on the marine environment;
3. In an area with effective, responsive, and responsible management.

### How do fisheries become certified?

MSC certified fisheries are independently assessed against a specific set of criteria (the MSC Fisheries Standard) developed by scientists, academics, environmental professionals, and other stakeholders. This standard is continually updated to meet best practices.

Assessment to the MSC Fisheries Standard considers the specific impacts and contexts of a particular fishery. An independent assessment body looks at specific impacts of the fishery to determine if it meets the MSC requirements.

To learn about the difference between certifications and ratings, check out [certificationandratings.org](https://certificationandratings.org).

### How do seafood products get the MSC blue fish tick label?

The MSC Chain of Custody Standard makes sure that seafood with the blue fish tick label comes from fisheries that are MSC certified as fishing sustainably.

To carry the MSC label, every business in the supply chain must prove seafood is purchased from an MSC certified supplier, and record where it has been sold to. At each stage MSC certified seafood must be clearly identified and separated from non-certified seafood. Every company is independently audited each year to ensure they meet the requirements of the MSC Chain of Custody Standard and are applying the MSC label correctly.





## MARKETING COPY IDEAS – ADAPT FOR YOUR MARKETING CHANNELS

Look for the MSC blue fish tick label!

- **It's simple.** The blue fish tick label is an easy way to identify sustainable seafood.
- **Eat well.** Seafood with the blue fish tick label is good for you and our ocean too.
- **Feel good.** Seafood with the blue fish tick label support fishers, fishing communities, and organisations that care for our oceans.
- **Fish forever.** Enjoy the seafood you love today, tomorrow, and always.

Choose MSC certified sustainable seafood to:

- Be assured your seafood is from a sustainable source;
- Ensure the seafood you enjoy today is available for future generations;
- Prevent overfishing and the destruction of our ocean;
- Keep our ocean healthy, wild, and full of life;
- Support fishers, fishing communities, and livelihoods;
- Prevent seafood fraud and know where your seafood comes from.

**Things to remember:**

- We use “the” before our name – “the MSC”
- There are no hyphens in MSC certified
- The ‘Fishery Standard’ and ‘Chain of Custody Standard’ are capitalised

*For more inspiration on talking about the MSC to your stakeholders and customers, check out [msc.org](https://www.msc.org) and please link to our website or social media channels [@MSCbbluefishtick](https://twitter.com/MSCbbluefishtick) when possible!*





# MSC MARKETING ASSETS

Customisable point of sale assets  
from insight to execution





## DESIGN FILES FOR PRINT OR DIGITAL MARKETING



[View and download](#)



[View and download](#)



[View and download](#)





## INSPIRATION: RETAIL PROMOTIONS IN-STORE AND BEYOND





# MSC SOCIAL MEDIA

Marine Stewardship Council in Australia and New Zealand: @MSCbluefishtick

[Facebook](#) | [Instagram](#) | [Twitter](#)

Marine Stewardship Council global: @mscecolabel

[LinkedIn](#) | [YouTube](#)  
[Facebook](#) | [Instagram](#) | [Twitter](#)







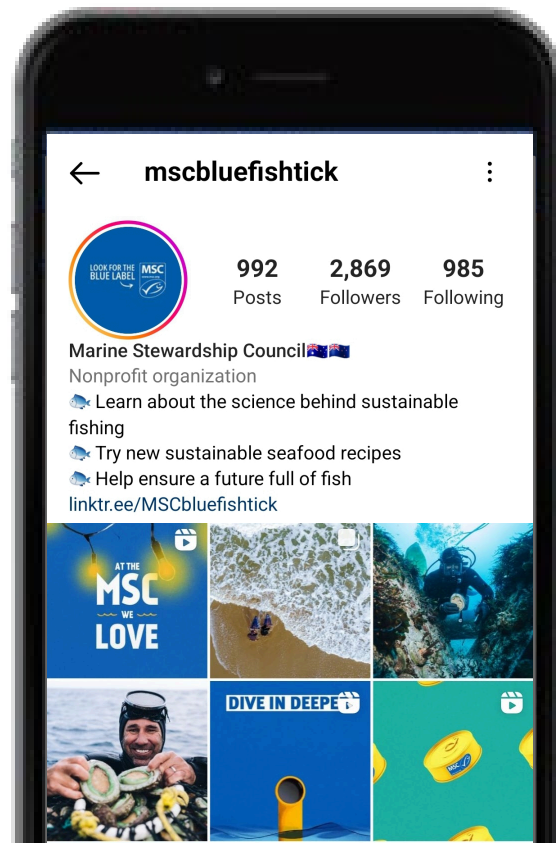
## JOIN THE CONVERSATION

When talking about your MSC certification on social media, you can find us on **Facebook**, **Instagram**, **Twitter**, **LinkedIn** and **YouTube**.

Here are some of the hashtags we use most often:

- #Sustainableseafood
- #Sustainablefishing
- #Fishforever
- #Bigbluefuture

*Please link to [msc.org](https://www.msc.org) and our social media channels when possible!*

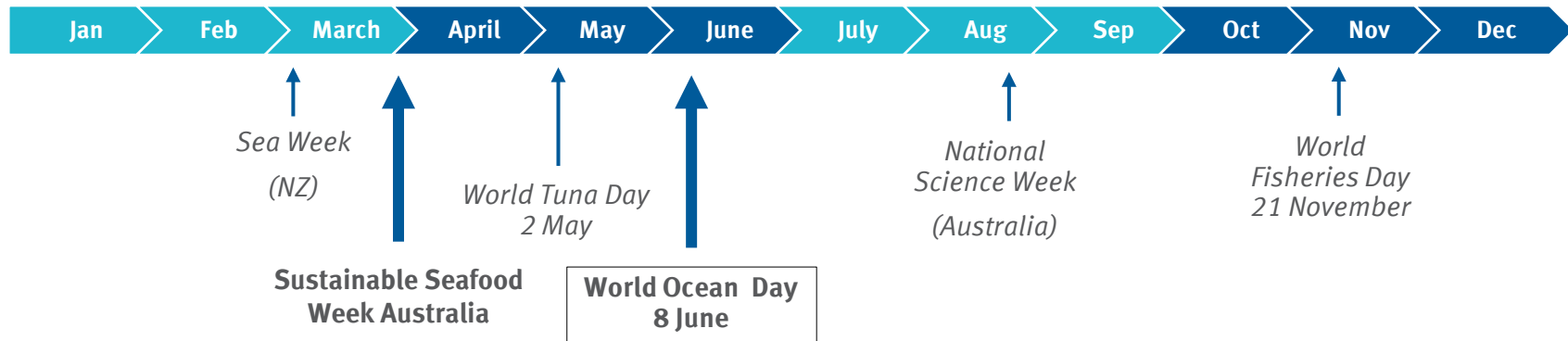




# ANNUAL CALENDAR

*Inspiration for talking about certified sustainable seafood all year long*





All year round:

What is the label, where can I find it, why does it matter?

# THREE WAYS TO GET INVOLVED

- **Build your own:** Using our toolkits, assets and messaging
- **Take part:** Be a part of our campaigns and events
- **Pitch an idea:** Work with us to create a bespoke activity

Get in touch: [ANZMarketing@msc.org](mailto:ANZMarketing@msc.org)





# MSC DIGITAL ASSETS

Customisable digital assets for marketing channels







## VIDEOS – FISHERY STORIES AND RECIPES

These are just a few examples of videos available in the [MSC Multimedia Library](#). For more, search by Video/Gif in the library.

### Little blue label, big blue future

[download the video](#)



### Meet a fisher

[download the video](#)



### Recipe videos

[download the video collection](#)





## VIDEOS - EXPLAINERS

(find more on our YouTube channel here)

**TIP:** You can also embed these videos on your website!

### What is the MSC?

[download the video](#)



30 second animated clip for social media, square or vertical formats

### For fish forever

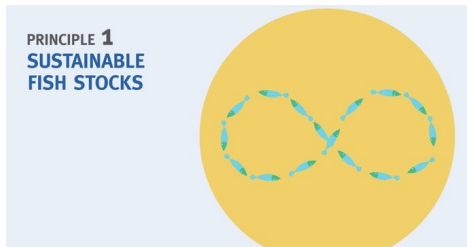
[download the video](#)



15 second and 30 second MSC & ASC explainer videos

### The three principles of the MSC Fisheries Standard

[download the video](#)



50 second animation







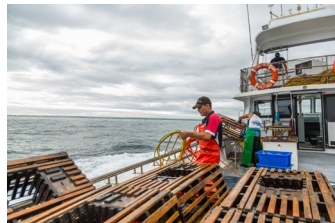
## PHOTOS

These are just a few examples of photos available in the [MSC Multimedia Library](#). For more, search by Photography/Images in the library.

**TIP:** Hundreds of other photos from additional fisheries and other regions are available in the media library!



View the [NZ Hoki collection](#).



View the [WA rock lobster collection](#).

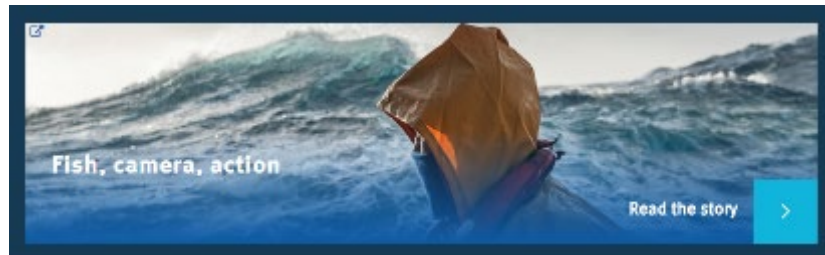
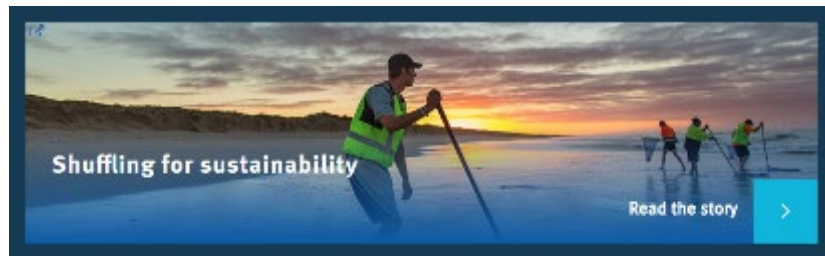
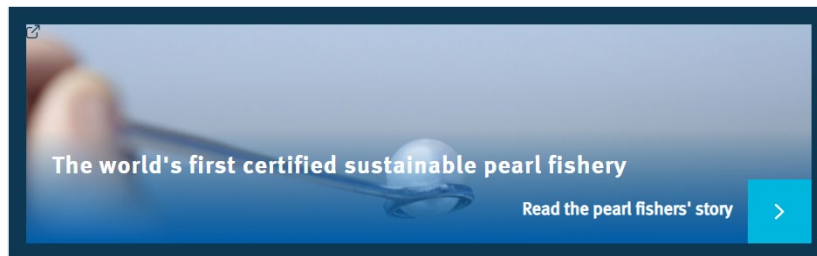
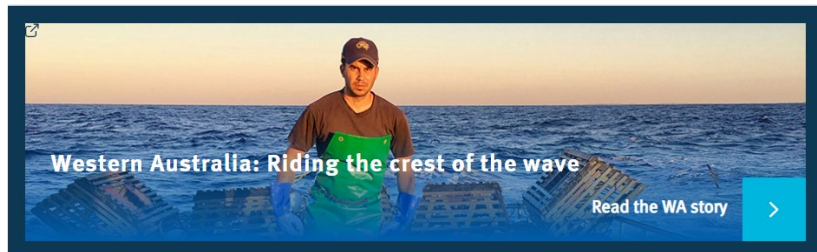
[Wild ocean imagery](#)  
[Wild food imagery](#)





## VISUAL STORIES [\(find more stories here\)](#)

**TIP:** Share these on social media or link to them from your website!





## MSC MULTIMEDIA LIBRARY TERMS AND CONDITIONS

In the [MSC Multimedia Library](#) you will find our licensed multimedia assets including images, videos, and publications in a central location accessible globally in multiple formats through your browser.

**Note:** Some assets have restricted rights and uses. Please consult with your MSC contact if you have questions.

Promotional materials, marketing artwork, ads, and MSC claims need to be presented to and approved by the MSC. Email [ANZmarketing@msc.org](mailto:ANZmarketing@msc.org) for approval requests.





## CLASSROOM EDUCATION



### Australia

Explore ocean-themed education resources aligned with the Australian curriculum suitable for Stages 3-5, including lesson plans, videos, fact sheets, games, and activities.

Explore



### Aotearoa New Zealand

Explore Te Kawa o Tangaroa - an ocean-centred learning programme focussed on solutions to overfishing and how we can ensure oceans teeming with life.

Explore







## SIGN UP FOR EMAIL UPDATES

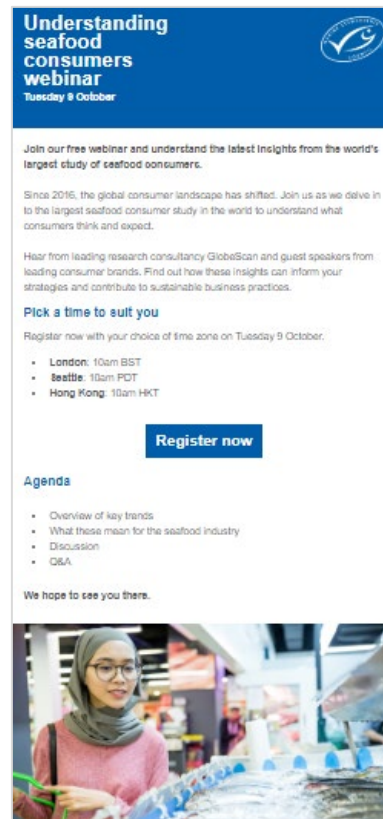
Keep up to date with the MSC Oceania team's latest news and events and more when you [sign up to our Oceania Fresh Catch newsletter](#).

Receive our latest marketing assets, as well as annual report, global events and webinars and more when you [sign up to our global marketing newsletter](#).



The newsletter features a header with three men, one holding a certificate, and the text "FRESH CATCH LATEST ON THE MARINE STEWARDSHIP COUNCIL'S WORK IN OCEANIA TO HELP US ENJOY A FUTURE FULL OF FISH. JULY 2022". Below this is a headline: "RARE FOODS AUSTRALIA, 1ST ENHANCED ABALONE FISHERY CERTIFIED IN THE WORLD". The main image shows a man in a wetsuit holding two abalones. The text below the image reads: "A big congratulations to Rare Foods Australia on their recent MSC Fisheries Certification on World Ocean Day. Based in Western Australia, Rare Foods Australia is the world's first eco-tick certified enhanced greenlip abalone operation. The event was attended by the Western Australia Fisheries Minister Don Punch. 'This new Marine Stewardship Council tick of approval for Rare Foods Australia not only highlights Western Australia's strong commitment to sustainable fisheries, but also what can be achieved through innovation.' They have created a world first with their ocean ranching and what better way to celebrate World Oceans Day than to see them awarded international sustainability certification." A "READ MORE" button is at the bottom right.

Example Fresh Catch newsletter



The newsletter has a blue header with the text "Understanding seafood consumers webinar Tuesday 9 October" and a circular logo. The main text says: "Join our free webinar and understand the latest insights from the world's largest study of seafood consumers. Since 2016, the global consumer landscape has shifted. Join us as we delve in to the largest seafood consumer study in the world to understand what consumers think and expect. Hear from leading research consultancy GlobalScan and guest speakers from leading consumer brands. Find out how these insights can inform your strategies and contribute to sustainable business practices. Pick a time to suit you. Register now with your choice of time zone on Tuesday 9 October." A list of times is provided: "London: 10am BST, Seattle: 10am PDT, Hong Kong: 10am HKT". A "Register now" button is present. Below this is an "Agenda" section with a list: "Overview of key brands, What these mean for the seafood industry, Discussion, Q&A". The text "We hope to see you there." is at the bottom. The footer image shows a woman in a hijab looking at seafood products.

Example marketing newsletter





## FREQUENTLY ASKED QUESTIONS

### **Who is eligible to use the marketing resources available in the MSC multimedia library?**

Any partner who holds an Ecolabel License Agreement is eligible to use the images, graphics, design files, and other resources within the library.

### **How can I access the MSC multimedia library?**

If you already have an account, you can [login here](#) or, if you don't, you can request access by filling out this [short form](#).

### **Are the materials free to use?**

Yes, most of the materials and assets within the MSC media library are free for partners to use as long as they are used in connection with the MSC and MSC labeled products. The rights to the majority of the materials are owned by the MSC and remain the property of the MSC, but some require the owner's permission. Please check the usage rights or ask the MSC team before downloading.

### **Is approval needed for all marketing campaign artwork?**

Promotional materials, marketing artwork, ads, and MSC claims need to be presented to and approved by the MSC.

### **How can I get my marketing campaign artwork approved?**

Email [ANZMarketing@msc.org](mailto:ANZMarketing@msc.org) for approval requests.

### **Do I need permission each time I use materials from the MSC multimedia library?**

In general, you should follow the guidelines listed with each asset. All MSC claims, promotional materials, marketing artwork, and ads need to be approved.

### **How can I receive additional information?**

If you would like more information, please don't hesitate to contact [ANZMarketing@msc.org](mailto:ANZMarketing@msc.org).

### **Who is my contact for approving packaging graphics and answering questions about the MSC blue fish tick label on-pack?**

The MSC Label Licensing is based in London, and includes a designated contact for the Oceania region who can answer your questions. They can be reached via [ecolabel@msc.org](mailto:ecolabel@msc.org).



# THANK YOU!

FOR MORE INFORMATION, PLEASE CONTACT [ANZMARKETING@MSC.ORG](mailto:ANZMARKETING@MSC.ORG)

**YOUR LOCAL MSC MARKETING AND COMMUNICATIONS CONTACT:**

ALEX WEBB- SR. MARKETING AND COMMUNICATIONS MANAGER, OCEANIA