



CHOOSE
SUSTAINABLE
SEAFOOD

MARINE STEWARDSHIP COUNCIL, OCEANIA PARTNER COMMS & MARKETING TOOLKIT

OCTOBER 2020



INTRODUCTION

Sustainable sourcing and traceability 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 toolkit 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 to 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% Fundraising

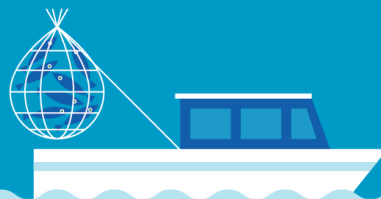
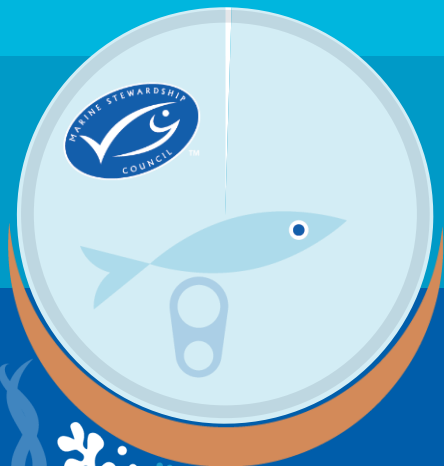
7% Label Management

23% World Class Standards

32% Awareness Raising

36% Market Development / Outreach

Figures correct as of financial year 2017/18





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
- Listing on our website
- Get involved in our campaigns
- Collaborate on action leadership
- Enter our Wave of Change awards





ABOUT THE MSC AND OUR 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 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 instead of 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 oceans**

**Helps protect
our oceans**

**Ensures seafood
is from a
sustainable
source**

Optimal messaging: emotion + evidence + reassurance





MSC GUIDELINES

Label user guide, approval processes, and our playbook





APPROVAL PROCESS*

Promotional materials

Promotional materials, marketing artwork, ads, and MSC claims need to be presented to and approved by the MSC. Email alex.webb@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, Stephanie Fu, who can be reached at Stephanie.Fu@msc.org

*Because the MSC label and "MSC" the name are trademarked, we ask that all externally-facing marketing artwork be approved by the MSC to ensure we are adhering to 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 blue fish label here:

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

CONSUMER PLAYBOOK

If you would like to use MSC fonts, colors, and styling, check out our consumer playbook and other helpful resources. [View and download here.](#)





BLUE FISH TICK – THINGS TO REMEMBER WHEN CREATING MARKETING MATERIALS

- As well as being visually distinctive and easy to recall, the way we talk about our label should be memorable too. In communications, we refer to our label as ‘**the blue fish tick**’ or ‘**the blue fish label**.’
- The blue fish tick **must remain MSC blue** in colour (see next page for colour values and the supporting palette).
- Don’t accidentally lose **the TM symbol**.
- 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” or “look for the blue fish tick” to add context and help consumers make the connection between the label and your products.





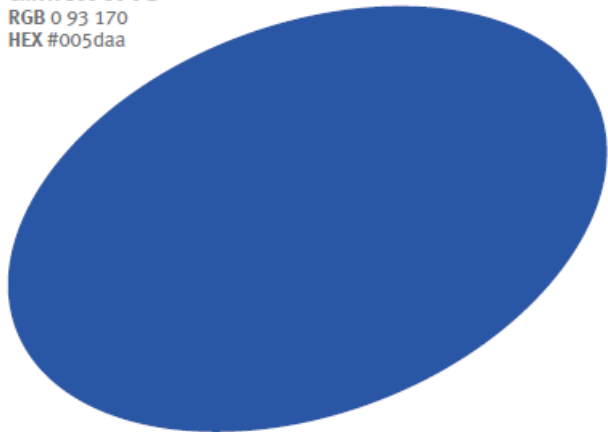
BLUE FISH TICK – THINGS TO REMEMBER WHEN CREATING MARKETING MATERIALS

Palette

While 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 – 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 on products, please refer to the [Label User Guide](#).





KEY MESSAGING

MSC messaging and language





MISSION AND VISION

The Marine Stewardship Council (MSC) is an international nonprofit organisation established to protect the last major food resource that is truly wild: seafood.

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 sustainable, traceable, wild seafood.

Our vision is of the world's oceans 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 oceans 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 over 20 years to protect the oceans and make it simple for consumers to choose sustainable seafood. [Read more about our history here.](#)





MARKETING COPY IDEAS – ADAPT FOR YOUR WEBSITE OR SOCIAL MEDIA CHANNELS

About the MSC

The Marine Stewardship Council (MSC), a global nonprofit organisation, works with fisheries, retailers stores, restaurants, and other companies to change the way the oceans are fished, address food fraud, and make it simple for you to purchase sustainable, traceable, wild seafood.

When you see the MSC blue fish tick 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 on our seafood means that it can be traced back to 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.

Only seafood that meets the strict MSC Standard for sustainability can be sold with the MSC blue fish label. To ensure that MSC certified seafood can be traced from the ocean to the plate, the MSC also sets a **Chain of Custody Standard**. This means that when you see the blue fish you can be certain your seafood is traceable to 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 WEBSITE OR SOCIAL MEDIA CHANNELS

What is sustainable seafood?

In the MSC program, sustainable seafood means that it was fished:

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

What is traceability?

Traceability is the ability to trace a product directly back to its point of origin. It goes hand-in-hand with sustainability as the best mechanism to prevent fraud and illegal products from entering the supply chain. It helps protect consumers and the efforts of everyone working hard to keep our oceans healthy.

The MSC program is the only certification program of its kind to offer ocean to plate traceability through supply chain certification. The Chain of Custody Standard ensures that MSC certified seafood is kept separate from other seafood, thereby ensuring its certified sustainable origin.

What is certification?

MSC certified companies and fisheries are assessed against a specific set of criteria (the MSC Standards) developed by scientists, academics, environmental professionals, and other stakeholders. The Standards are continually updated to meet best practices.

Assessment to the MSC Fisheries Standard considers the specific impacts and contexts of a particular fishery. A fishery is assessed on its specific impacts to determine if it meets the MSC requirements.

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





MARKETING COPY IDEAS – ADAPT FOR YOUR WEBSITE OR SOCIAL MEDIA CHANNELS

Look for the MSC blue fish tick!

- **It's simple.** The blue fish tick is an easy way to identify ocean-friendly, sustainable seafood.
- **Eat well.** Seafood with the blue fish tick is good for you and our oceans too.
- **Feel good.** Products with the blue fish tick support fishers, fishing communities, and organisations that care for our oceans.
- **Rest easy.** When you see the blue fish tick, you know your purchase can be traced back to a certified sustainable fishery.
- **Seafood for always.** Enjoy the seafood you love today, tomorrow, and always.

Choose MSC certified 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 oceans;
- Keep our oceans healthy, wild, and full of life;
- Support fishers, fishing communities and jobs;
- Prevent seafood fraud and know exactly where your seafood comes from.

Download: We have an informational postcard available with an easy MSC overview that you can [download here](#).

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 capitalized

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 [@MSCAustraliaNZ](#) (Facebook/Twitter) and [@loveoceanlovefood](#) (Instagram) when possible!





MSC MARKETING ASSETS

Customizable point of sale assets
from insight to execution





DESIGN FILES FOR AISLE SIGNAGE, SHELF TALKERS, STATIC CLINGS, ETC.

ENJOY THE
SEAFOOD
YOU LOVE ♡
TODAY, TOMORROW
AND ALWAYS



LOOK FOR THE
BLUE FISH™

Download assets here:

[View and download here.](#)





INSPIRATION: RETAIL PROMOTIONS IN-STORE AND BEYOND





FROM INSIGHT TO EXECUTION

We can use our messaging insights to inspire engaging messaging concepts for consumer campaigns. The following examples show how we can bring these concepts to life in a simple way.

Messaging insight

Is good for me
and good
for the oceans

Sample headline

GOOD
FOR YOU.
AND FOR THE
OCEAN TOO.

Sample execution



Messaging insight

Ensures seafood
we enjoy now is
available for future
generations

Sample headline

CAUGHT
WITH FUTURE
GENERATIONS
IN MIND

Sample execution





FROM INSIGHT TO EXECUTION

We can use our messaging insights to inspire engaging messaging concepts for consumer campaigns. The following examples show how we can bring these concepts to life in a simple way.

Messaging insight

Ensure seafood
is from a
sustainable source

Sample headline

SUSTAINABLY
SOURCED FROM
OCEAN TO PLATE

Sample execution



Messaging insight

Ensures
seafood forever

Sample headline

SEAFOOD
TODAY,
TOMORROW,
ALWAYS

Sample execution





MSC SOCIAL MEDIA

@[MSCbuefshck](https://www.facebook.com/MSCbuefshck)

Facebook, Twitter and Instagram





JOIN THE CONVERSATION

When talking about the MSC on social media, you can find us on **Facebook**, **Instagram**, and **Twitter**

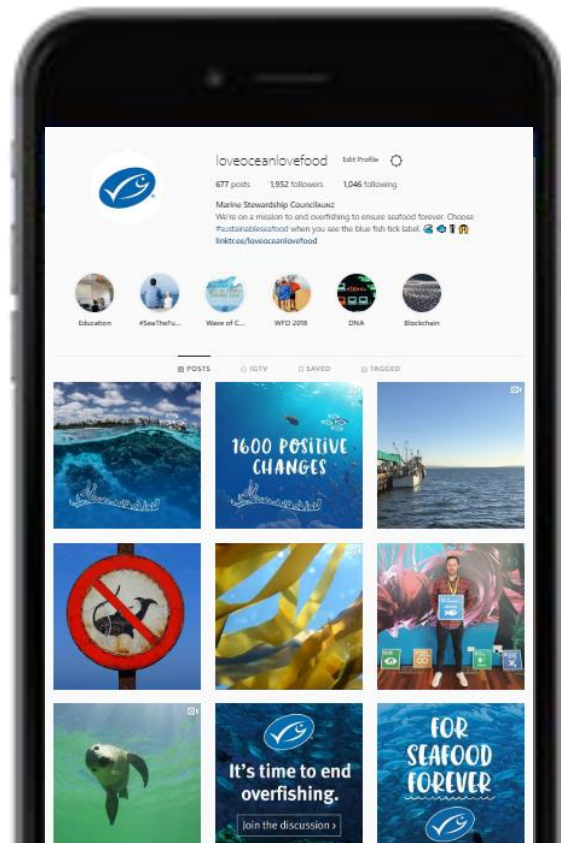
Here are some of the hashtags we use most often:

- #SustainableSeafood
- #FishForever
- #BigBlueFuture

Additional #s to join the sustainable seafood conversation:

- #HealthyOceans
- #FoodSecurity
- #ChooseMSC
- #Seafoodie
- #MSCcertified
- #SeafoodLover

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





MSC CONTENT CALENDAR

Inspiration for talking about sustainable seafood all year long



2020/21 CALENDAR AUSTRALIA

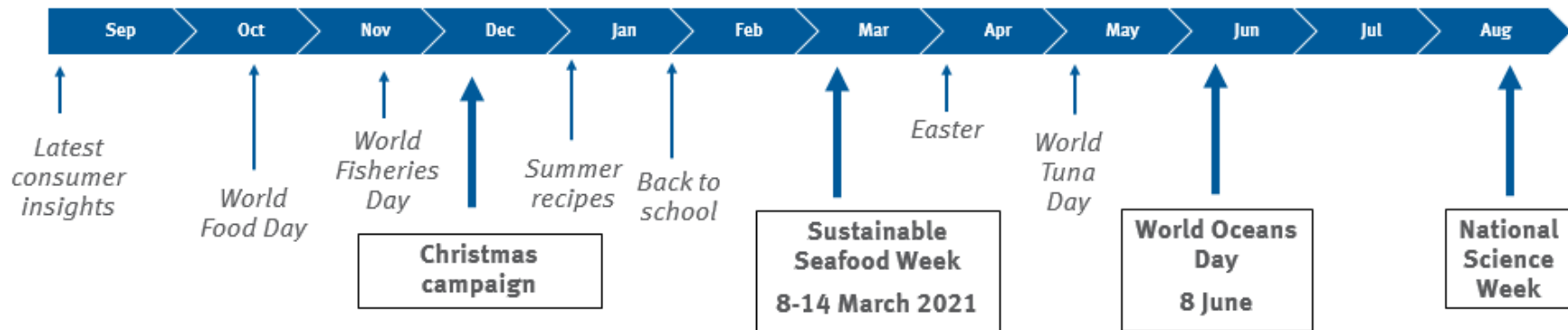


Cook, eat, enjoy

*Healthy you
and the
oceans too*

Ocean heroes

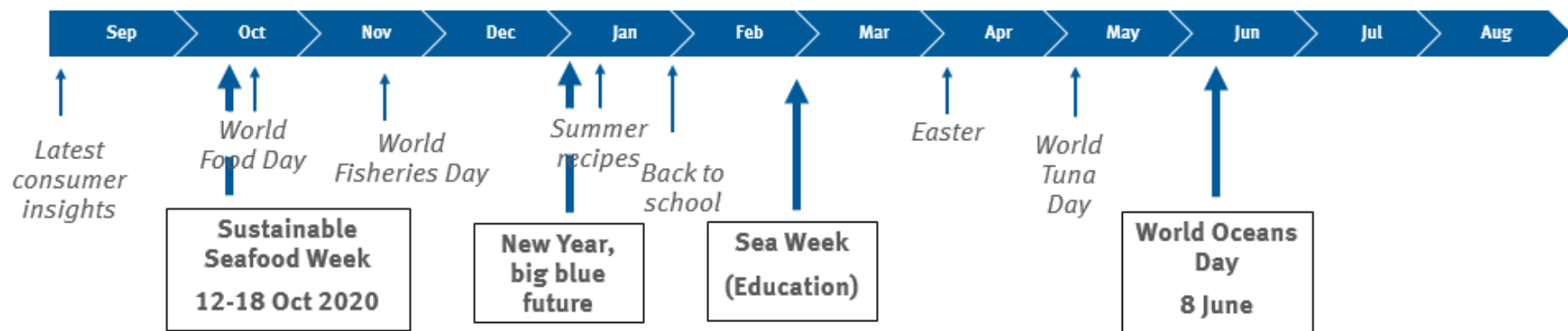
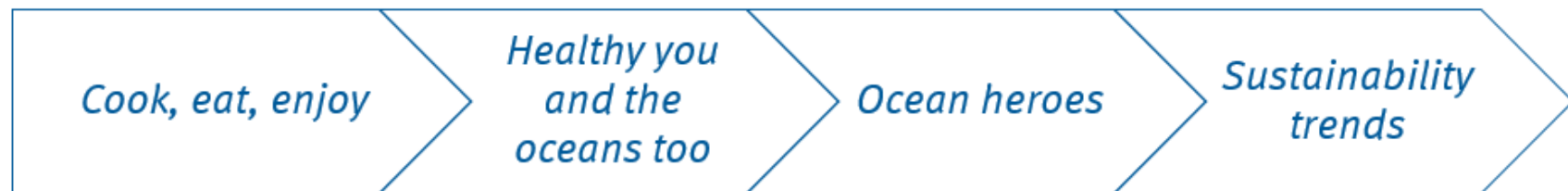
*Sustainability
trends*



Always on digital advertising:

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

2020/21 CALENDAR NEW ZEALAND



Always on digital advertising:

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: alex.webb@msc.org





MSC DIGITAL ASSETS

Customizable digital assets for your website, social media, and other digital marketing channels





VIDEOS – FISHERY STORIES AND RECIPES

This is wild

[download the video collection](#)



- 60-second version
- 30-second version
- 2 16-second cuts

The Wild Ones

[download the video collection](#)



- West Coast Groundfish
- Alaska Pollock
- AK pollock social cuts

Recipe videos

[download the video collection](#)



- 3 widescreen videos
- 11 square videos





VIDEOS – EDUCATIONAL (find more on our YouTube channel here)

TIP: You can embed these videos on your website!

The three principles

[download the video collection](#)



What does the MSC label mean?

1. [Sustainable fish stocks](#)
2. [Marine habitats and species protected](#)
3. [The fishery is well managed](#)

From ocean to plate

[download the video collection](#)



[Sustainable seafood from ocean to plate](#)

What is the MSC?

[download the video collection](#)



[What is the MSC and why is certified sustainable seafood important?](#)





PHOTOS (find more on the media library here)



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



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



View the whole [NZ Hoki collection](#).



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



View the whole [South Australia sardine collection](#).





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

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



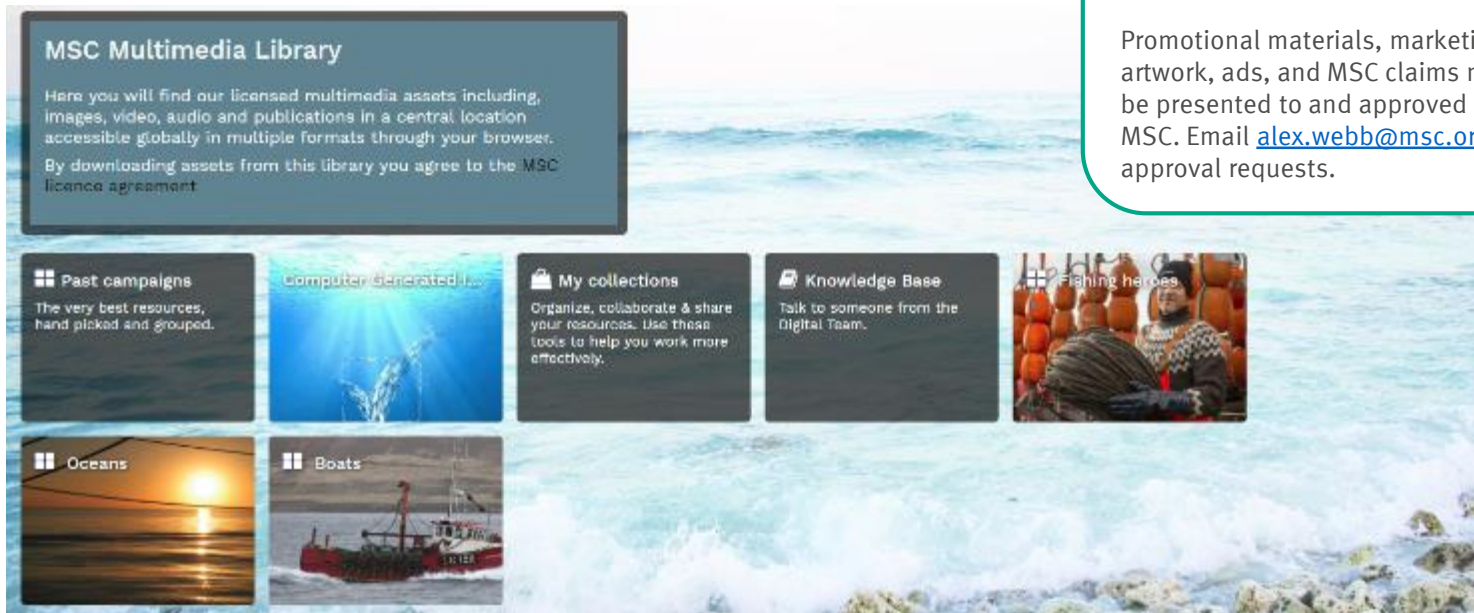


MSC MULTIMEDIA LIBRARY TERMS AND CONDITIONS

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 alex.webb@msc.org for approval requests.

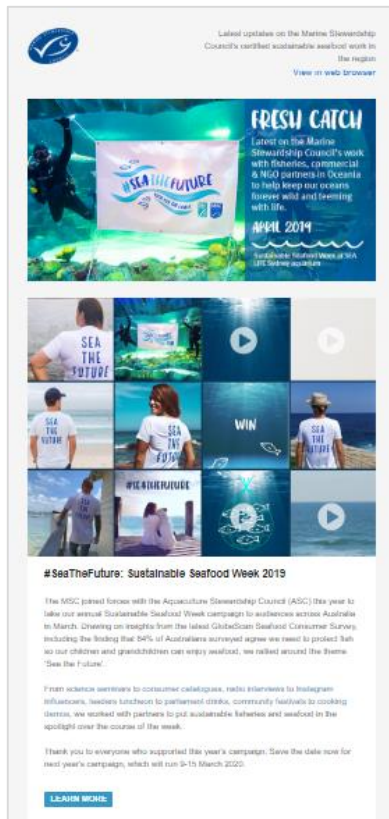




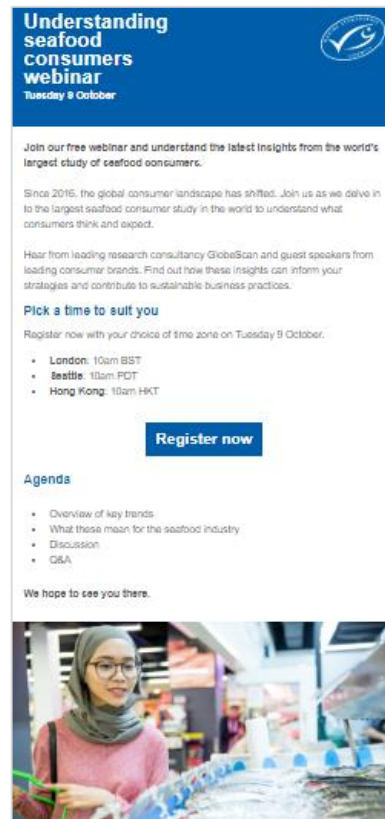
RECEIVE OUR EMAIL UPDATES

Keep up to date with our latest news and events and more when you [sign up to our 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 marketing newsletter](#).



Example Fresh Catch newsletter



Example marketing newsletter





FREQUENTLY ASKED QUESTIONS

Who is eligible to use the marketing resources available in the MSC media library?

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

How can I access the MSC media 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 MSC certified 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 to alex.webb@msc.org for approval requests.

Do I need permission each time I use materials from the MSC media 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 the Oceania Marketing and Communications team at alex.webb@msc.org.

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

Stephanie Fu, Ecolabel Account Manager, can answer your questions. She can be reached at stephanie.fu@msc.org



THANK YOU!

FOR MORE INFORMATION, PLEASE CONTACT ALEX.WEBB@MSC.ORG

YOUR LOCAL MSC MARKETING AND COMMUNICATIONS CONTACTS:

ALEX WEBB- SR. MARKETING AND COMMUNICATIONS MANAGER,
OCEANIA SALLY BOLTON- COMMUNICATIONS MANAGER, OCEANIA
STEPHANIE FU - ECOLABEL ACCOUNT OFFICER

