

ASSETS FOR MSC PARTNERS

World Ocean Day 2026



GUIDANCE AND BEST PRACTICE

1

Use the campaign key messages exactly as provided. Do not make any changes or create new key messages.

2

Connect the key messages to your sustainability commitments or credentials, if you wish. Avoid connecting them to commercial promotions.

3

Ensure all sustainability claims are accurate, verifiable and aligned with approved guidelines. Avoid vague or unsupported statements.

4

Bring your staff into the campaign. Help them understand the message so they can confidently and naturally engage customers.

5

Approve all finalised creative assets with the MSC marketing local teams

How can you join us?

As a seafood brand, producer or retailer committed to protecting the ocean, you can showcase your dedication by using our digital and print assets. These resources help you highlight your efforts in protecting the ocean informing and inspiring your customers and your staff about the benefits of sustainable fishing.

1. Create content



Develop your own social media posts, videos, posters or banners using the campaign visuals, messages and videos provided by the MSC.

2. Share content



Publish campaign materials across your channels: social media, point of sale, website, digital platforms, catalogues or flyers.

3. Host or join events



Take part in virtual or in-person events or webinars.

4. Engaging your team



Use the key messages and assets internally to brief and inspire your team, and organise activities to connect them with the campaign mission.

1. Point of sale materials

Bringing your commitment to sustainable seafood to life in-store helps to build trust in your brand and products.

We have ready-made assets that can be used at fresh counters, in frozen displays and as shelf stoppers for seafood sections.

[Download assets](#)



1. Point of sale materials

You can also highlight your commitment in your restaurant with these assets for posters, meal trays and menus.



MENU

To share

- Salt-and-pepper squid £15
- Grilled squid with rouille and chilli £9
- Napier Quarter's squid-ink spaghetti with cuttlefish, green pea and chilli £17

Starters

- Cured salmon with prawns, pickled salad & dill lime crème fraîche £11
- Smoked mackerel on toasted crumpets £15
- Pea, mint & spring onion soup with parmesan biscuits £11
- Prawn gyoza £12
- Salty roasted Sardines £17
- Octopus a la Gallega £22

Mains

- Smoked salmon grazin wreath £17
- Spicy sardine with green mayo deep £21
- Salmon burgers with rosemary fries £19
- Confit salmon with tahini, pistachio and herb crust £22

Specials

- Smoked salmon with prawns, horseradish cream & lime vinaigrette £12
- Dirty Martini prawn cocktail £13
- Crab croquettes £15
- Octopus with potatoes £17

Desserts

- Ice cream (vanilla or chocolate)
- Carrot cake
- Apple crumble
- Fruit
- Cheese cake £6



[Download assets](#)

2. In-store digital screens

We encourage our commercial partners to showcase their support for sustainable fishing by using our campaign films on World Ocean Day.

These films can be personalised with your logo and a custom commitment statement, ensuring your voice becomes part of this global movement.



[Download assets](#)

3. Promotional leaflets and catalogues

Extend your commitment beyond the store environment through printed promotional materials such as leaflets, brochures and catalogues to inspire more informed purchase choices.

[Download assets](#)

The top section features four food images in a 2x2 grid, each with a yellow price tag in the bottom right corner:

- Top-left: Grilled salmon with asparagus and mushrooms. Price: 7³⁹.
- Top-right: Seafood medley including mussels, clams, and shrimp. Price: 11⁴⁹.
- Bottom-left: Clams in a pan. Price: 6²⁹.
- Bottom-right: Shrimp and scallops with tomatoes. Price: 5⁷⁵.

The bottom section is a large banner with an underwater scene of a school of fish. It features the text "SUSTAINABLE FISHING MEANS MORE FISH" in large white letters, the MSC logo, and the tagline "Choose sustainable fishing to protect the ocean".

This section displays three MSC product packages, each with a promotional price tag:

- Left: "COOKED Scottish Mussels with White Wine Sauce". Price: 1,89 (32% off 2,79).
- Middle: "Specially Selected Crust Fishcakes". Price: 1,89 (32% off 2,79).
- Right: "Specially Selected Crust and Delicacies 2 Melt in the Middle Crust & Peel Fishcakes". Price: 1,89 (32% off 2,79).

This section features a large MSC promotional banner with an underwater scene of a school of fish. It includes the text "SUSTAINABLE FISHING MEANS MORE FISH", the MSC logo, and the tagline "Choose sustainable fishing to protect the ocean".

Below the banner is a grid of product images, each with a promotional price tag:

- Top row: Three packages of fishcakes, each priced at 1,89 (32% off 2,79).
- Bottom row: A grid of various MSC products, including fishcakes and seafood, with prices ranging from 1,89 to 2,79.

4. Social media channels

Extend your campaign on social media by sharing one of the suggested posts

Mention the MSC
@MSCBLUEFISHTICK

and use the hashtag:
#MoreLifeInTheOcean

[Download assets](#)

More Life in the Ocean carousel

Channel	Copy			
Instagram Facebook LinkedIn	<p>🌍 🐟 Happy #WorldOceanDay!</p> <p>🤝 YOUR NAME is joining forces with @Marine Stewardship Council to support how #SustainableFishing means #MoreLifeInTheOcean</p> <p>Find out how: INSERT LINK TO YOUR WEB</p>			
Asset	<div style="display: flex; justify-content: space-around;">     </div> <p>Canva Link https://canva.link/24tjasnchhitx1u</p>			

4. Social media channels

Mention the MSC
@MSCBLUEFISHTICK
 and use the hashtag:

#MoreLifeInTheOcean

Highlighting our partners

Channel	Copy			
Instagram Facebook LinkedIN	<p>   Join us as we celebrate #WorldOceanDay and support #SustainableFishing with the @MSCbluefishtick because when you eat #MSCcertified #SustainableSeafood you're supporting responsible fishing practices that contribute to the long-term health of our oceans. </p> <p>#MoreLifeInTheOcean</p>			
Asset				
Canva Link https://canva.link/mui7dlffcf0y0yl				

Download assets

5. Online digital channels

Bring the campaign into your digital channels through website and newsletter banners,

Download assets



SUSTAINABLE FISHING MEANS MORE FISH

World Ocean Day Newsletter 2026

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5. Online digital channels

Use our zoom backgrounds and email signatures to bring the campaign to your daily interactions and show your support.

You can even include your logo alongside the MSCs.

[Download backgrounds](#)

[Download signatures](#)



6. Staff engagement activities

Run a sustainable seafood promotion on World Ocean Day

Run a seafood chef demo in your staff café and introduce a sustainable menu option (there are hundreds of delicious sustainable recipes that you can use on our [website](#)).



A mural in your office

Ask your staff to take a moment to think about the ocean. What could they do to help the ocean on WOD and beyond?

Place a mural in your office reception and ask your staff to come up with suggestions for doing more for the ocean.



[Download mural](#)

Run an Ocean themed event for your staff and their families

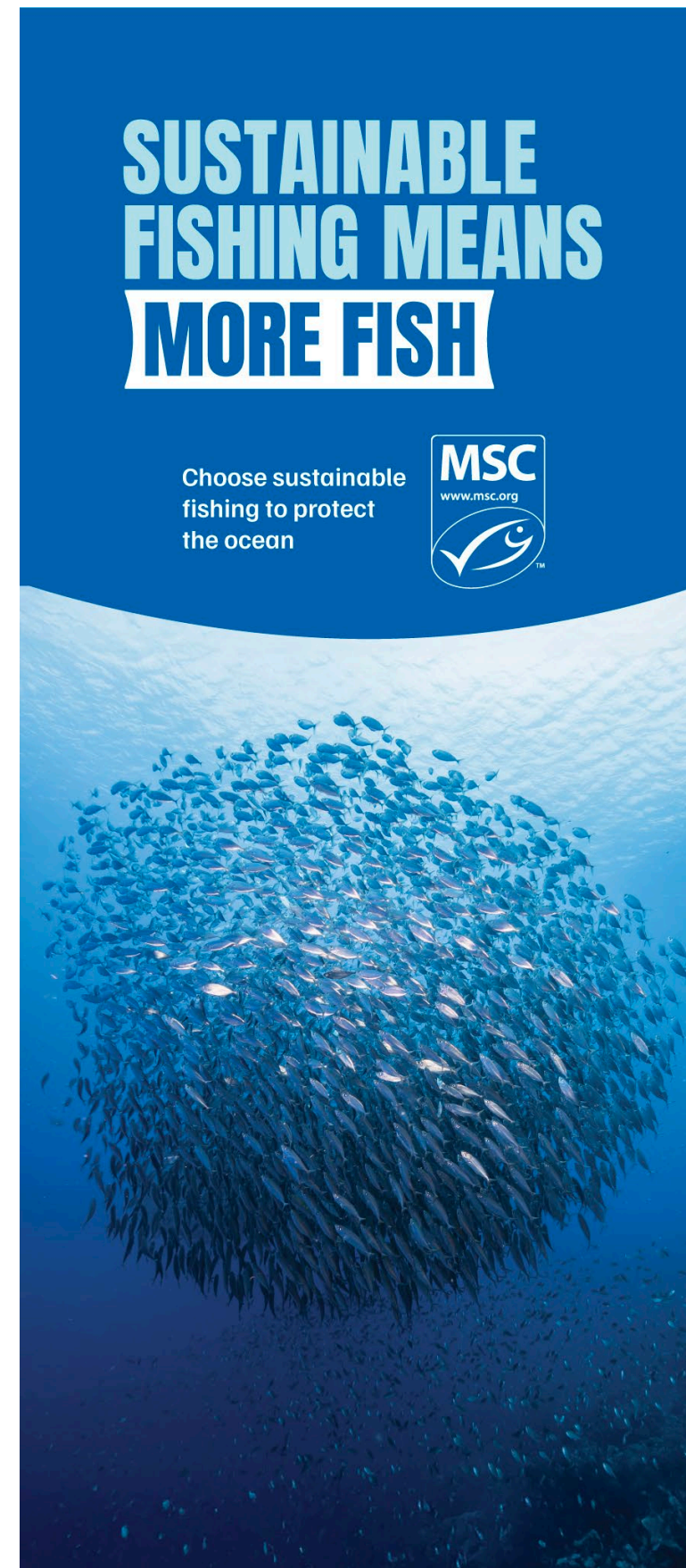
Run a staff and family activity – ask your staff to get younger family and children to draw an ocean with more fish and colour.

Find a space to exhibit them in your offices or online and offer a prize for the winner. Or run your own ocean quiz with an ocean or seafood themed prize for the winner.

7. Other materials

Support the campaign through additional materials such as branded vans and roll-ups, helping to increase visibility beyond the store environment.

[Download assets](#)



**THANK YOU FOR
HELPING TO PROTECT
OUR OCEAN**

