



CASE STUDY



LIDL 2017

SUSTAINABLE MUSSELS

#LIDLSURPRISES





LIDL TOOK A REAL-LIFE SCEPTIC CALLED CHRIS – WHO HAD QUESTIONED THE PROVENANCE OF LIDL’S SEAFOOD ON SOCIAL MEDIA – TO MEET DOUGLAS, ONE OF THE SUPERMARKET’S MSC CERTIFIED MUSSEL FARMERS ON THE ISLE OF MULL.



THE CAMPAIGN RAN IN-STORE, ACROSS TV, CINEMA, PRESS, RADIO, AND SOCIAL MEDIA.

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# THE TV CAMPAIGN WAS LARGELY DRIVEN BY LIDL ITSELF AS PART OF THE #LIDL SURPRISES SERIES.

It was designed to dispel consumer misconceptions and demonstrate Lidl's sustainable values.

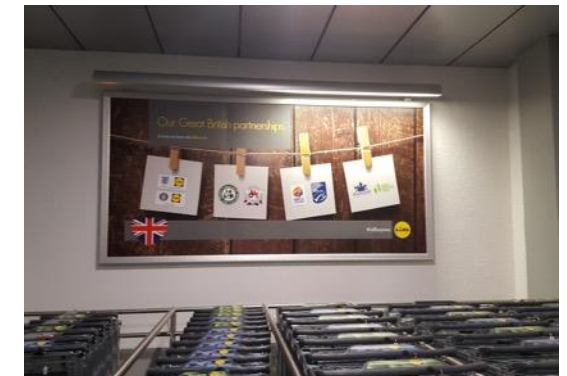
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## Three adverts (+23k views on YouTube)



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## Supporting materials



# MUSSEL BEACH

Lidl created a playful pop-up exhibition called **Mussel Beach** in East London. It invited people to **discover the story behind Lidl's sustainable MSC Scottish mussels** and to amplify the TV ad story online.

Through **play and fun**, people discovered the story, immersed themselves in everything Isle of Mull and **shared their experience online** using **#LidlSurprises**

# SELL OUT EVENT



# 1000 VISITORS



# 6M IMPRESSIONS

