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.
Three adverts (+23k views on YouTube)

Supporting materials
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.