

CASE STUDY

BLÅ FISK

DENMARK 2017

IT WILD
FØLG DEN
BLÅ FISK



VILDTEAN
SPORBA
BAEREDYG

SE EFTER DEN BLÅ FISK, N

blåfisk.dk



AN ANNUAL JOINT MARKETING CAMPAIGN BETWEEN THE MSC AND DANISH SEAFOOD RETAILERS AND PRODUCERS.

Began in 2012.
The 2017 theme was
'Keep it wild!'. It
highlighted the importance
of **wild, traceable,**
sustainable seafood.

Objectives

1. To **raise awareness** of the need for sustainable fishing.
2. To **drive consumer trust** and **meet consumer demand** for sustainable seafood.
3. To **support the market** for MSC products.
4. To **strengthen relationships** with Danish stakeholders.

Target audience



WOMEN 30+



FAMILIES

Key partners



coop



REMA 1000

08 PARTNERS

04 SPONSORS

CHANNELS

Metro



Five metro stations in Copenhagen turned wild, reaching **1,145,777 travellers**.

Schools



Children cooked up a storm at a **national fish day event** at Copenhagen Town Hall.

Outdoor



350 outdoor adshells appeared across **58 councils** throughout Denmark.

Other

Cinema ad

323,034 cinema goers reached. Voiceover by Danish celebrity.

GoCards

57,500 GoCards distributed in over **500 cafes** across Denmark.

Social media comp

64,000 people reached by recipe videos and blog posts.

Facebook

24,000 views for Facebook video.

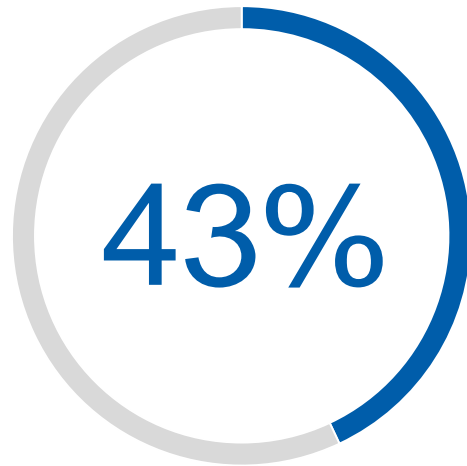
RESULTS



30%

Reach

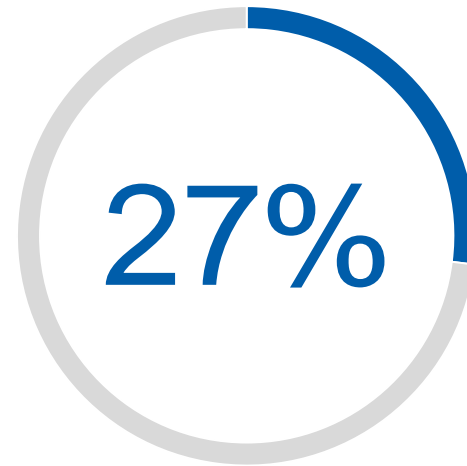
Campaign message reached over **1.8 million** people, **30%** of the Danish population.



43%

Awareness

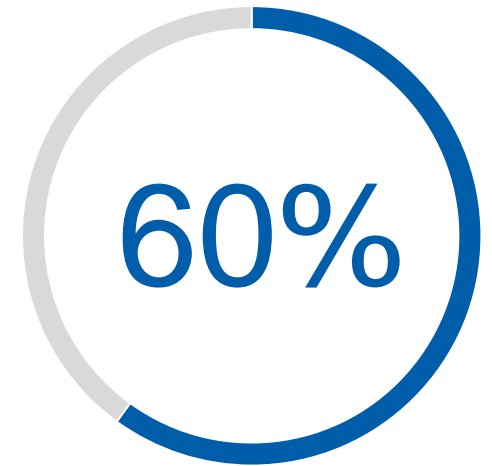
Awareness of the blue MSC label increased from **36%** in 2016 to **43%** in 2018.



27%

Sustainability

27% of Danish seafood consumers associate the MSC with ocean sustainability.



60%

Partners

Five partners in 2016 grew to **eight** in 2017.
