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

- [Royal Greenland](#)
- [coop](#)
- [Lidl](#)
- [REMA 1000](#)

08 PARTNERS 04 SPONSORS
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.
Reach
Campaign message reached over 1.8 million people, 30% of the Danish population.

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

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

Partners
Five partners in 2016 grew to eight in 2017.