CASE STUDY
CHINA
SUSTAINABLE SEAFOOD WEEK 2017
Objectives

1. To raise consumer awareness about seafood sustainability and the MSC blue label.

2. To strengthen and create market links between sustainable seafood suppliers and domestic markets.

3. To strengthen relationships between NGOs, industry and retailers in China for to maximise future cooperation.

Target audience

2017 theme: “For Healthy Oceans Forever, Choose the Blue Fish”.

YOUNG MOTHERS

WEALTHY FAMILIES

HEALTHY LIFESTYLES
ACTIVITIES

- In-store promotions
- Live cooking demos
- Public lectures
- Outdoor ads
- Education events
- Public interactive events
- Media trip to key retailers
- E-commerce promotion
- Retailer social media

PARTNERS

Include Walmart, IKEA, Sams Club, Metro, AEON, HYATT, Canada, and others.
1. From ocean to plate

The audience took a virtual field trip to an MSC certified cod fishery, before seeing a live cooking demo from an acclaimed Norwegian chef, using cod from the same fishery.

2. The wild ones

Involved a cooking demonstration by the executive chef of the Canadian Embassy and Mr Lee, a social media celebrity with 2 million followers.