CASE STUDY

JOHN WEST AUSTRALIA CAMPAIGN 2016
Goal

To create a behaviour change campaign that increased awareness of John West as an MSC certified, sustainable tuna brand.

Sub-goals

1. To raise awareness of the need for sustainable fishing.
2. To drive consumer trust and meet consumer demand for sustainable seafood.
3. To position John West as a sustainability leader within the tuna industry.

Why now?

1. In February 2016 MSC certified supply chain was in place across Simplot (John West parent company). Simplot were eager to communicate this achievement with MSC and WWF and joint voices in the campaign.
2. The campaign launched in Australia in February 2016 and ran for 9 weeks.
Two key activities

The campaign was built on a three-phase behaviour change journey: **Agitate, Educate, Act.**

Two key target audiences

**Leaders:** Strong concerns about personal, community and planetary health and sustainability issues which shape their values, worldviews and decision making. Highly committed, knowledgeable.

**Learners:** Have more recent awareness of health and sustainability issues but have poorer levels of knowledge and lower interest. They want to do the right thing but are unsure where to start.
760+ pieces of coverage worth over $2.5 million

1m people watched TV ad in 6 days

2 awards Banksia – top sustainability

42% of consumers considered John West champions and leaders of ocean health

57% Top of mind awareness for John West increased by 11 percentage points to 57%

63% of consumers now aware that John West Tuna is MSC certified

85% of consumers said perception of John West improved as result of campaign.

“WE’RE THRILLED TO HAVE PARTNERED WITH JOHN WEST TO CREATE THIS CAMPAIGN, REFRAMING WHAT SUSTAINABILITY MEANS TO CONSUMERS. AS A RESULT [OF THIS CAMPAIGN], AUSTRALIANS HAVE STARTED TO CHANGE THEIR BEHAVIOUR AT THE SUPERMARKET SHELF AND ALL SIGNS POINT TO THIS CONTINUING.”

TOM WARD, MD OF CUMMINS&PARTNERS MELBOURNE