CASE STUDY
MARES
PARA SIEMPRE
SPAIN
Background

- Commercial companies becoming more interested in MSC certification in Spain.
- 2016 saw certification of Basque & Cantabrian anchovy, sardine & albacore fisheries.
- The MSC saw an opportunity to raise awareness among consumers & retailers alike.

Objectives

1. To increase awareness of sustainable seafood.
2. To educate consumers & increase understanding.
3. To strengthen partnerships with commercial partners in Spain.

Key ambassadors

Three generations of fishers from the Basque country

Aritz Aranburu
European surf champion

Eneko Atxa
4-Michelin-starred chef
15 partners were provided with a marketing toolkit and used it to create in-store assets.

40 journalists were invited to an MSC Noche Azul party, featuring MSC-certified products, blue drinks and info packs.

Madrid Municipality and Metro collaborated with the MSC on an ad campaign on bus stops & tube stations at discounted rates.

Lidl provided an augmented reality sustainable fishing game to children and families in-store.

Auchan & Eroski organised tastings of MSC-certified products and engaged 6,000 children through a drawing contest.
RESULTS

Increase in consumer awareness of MSC
12%
From 34% to 38%

Increase in consumer understanding of MSC
67%
From 6% to 10%

Increase in no. of MSC commercial partnerships in Spain
150%
From 6% to 15%

Partners saying they would want to participate in
100%
a future joint campaign

1.5 million
Reached with outdoor advertising

7,000+
Children reached with in-store activities

17 million
Reached through 129 news articles

20 million
Reached through commercial catalogues