

CASE STUDY



MARES
PARA SIEMPRE
SPAIN



LAUNCHED IN OCTOBER 2017 AS AN ALWAYS ON CAMPAIGN.

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

KEY PARTNERS AND ACTIVITIES



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 ad campaign on bus stops & tube stations at discounted rates.



Lidl

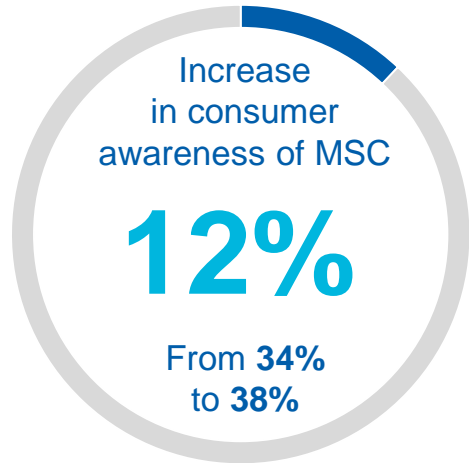
provided an augmented reality sustainable fishing game to children and families in-store.



Auchan & Eroski

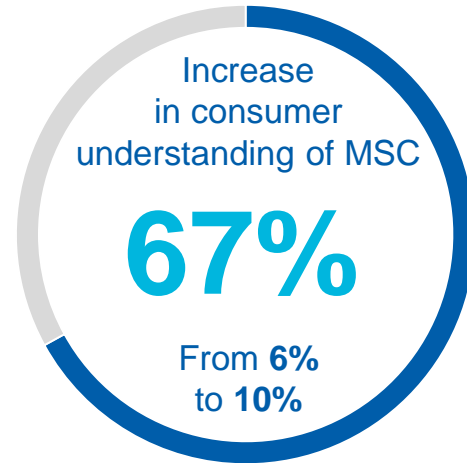
organised tastings of MSC-certified products and engaged 6,000 children through a drawing contest.

RESULTS



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
