CASE STUDY

MCDONALD'S

USA
In 2018, McDonald’s USA marked five years as the first and only global restaurant company to serve MSC certified fish at every U.S. location.

- Today all of the Filet-O-Fish® portions served in Europe, U.S., Canada and Brazil bear the blue MSC label.
- Every Filet-O-Fish® sandwich served in the U.S. is made with MSC certified sustainable Alaska pollock.
- The fishery’s sustainability measures include avoiding bycatch at one of the world’s lowest rates, 1%
- Aside from the filets, the fishery also makes use of the entire fish for other purposes (including oil, roe and bones), resulting in zero waste, according to a report issued by Genuine Alaska Pollock Producers (GAPP).
McDonald’s is using its size and scale to advance sustainable fishing as the industry standard.

The launch of “Reel It In!” aims to raise awareness of sustainable fishing practices and involve families in the discussion around sustainable seafood.

The game is available for download online.
RESULTS: “REEL IT IN” GAME

Media coverage
118 articles generated including Foodbeast, Delish, Intrafish, Gloucester Daily Times, Modern Restaurant Management

Engagement
Tens of thousands of video views across Facebook and Instagram

Advertising
Millions of impressions across Apple News, Washington Post and Axios

Influencer campaign
Sent “Reel It In!” mailers to 24 social media influencers and journalists