

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).





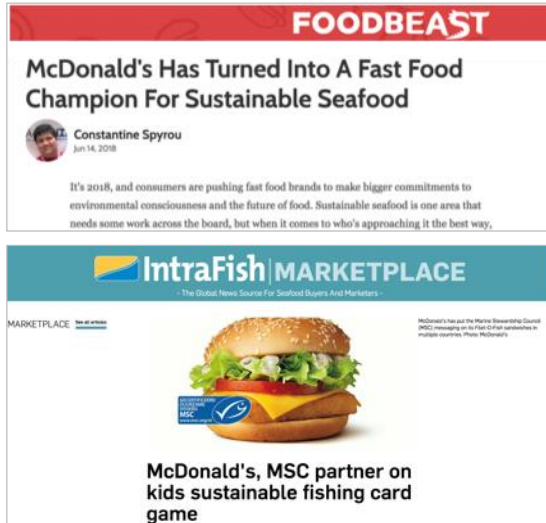
MCDONALD'S IS USING ITS SIZE AND SCALE TO ADVANCE SUSTAINABLE FISHING AS THE INDUSTRY STANDARD.

THE LAUNCH OF "REEL IT IN!" AIMS TO RAISE AWARENESS OF SUSTAINABLE FISHING PRACTICES AND INVOLVE FAMILIES IN THE DISCUSSION AROUND SUSTAINABLE SEAFOOD.



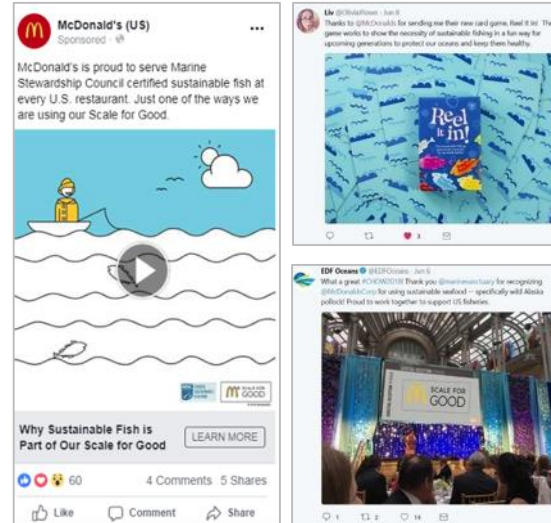
THE GAME IS AVAILABLE FOR [DOWNLOAD ONLINE](#).

RESULTS: “REEL IT IN” GAME



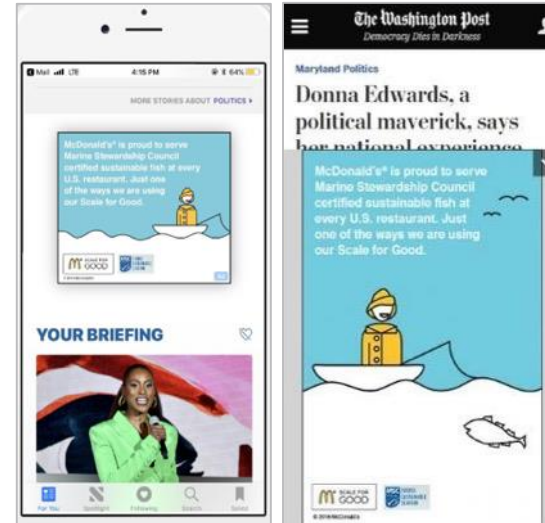
Media coverage

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**