

CASE STUDY محسم MSC 201H ANNIVERSARY CAMPAIGN





MSC 20TH ANNIVERSARY CONSUMER CAMPAIGN

Results

5% INCREASE IN LABEL UNDERSTANDING

100s OF PARTNERS

10 NEW MEDIA PARTNERS

14 NEW WILD ONE AMBASSADORS

100M+ PEOPLE REACHED

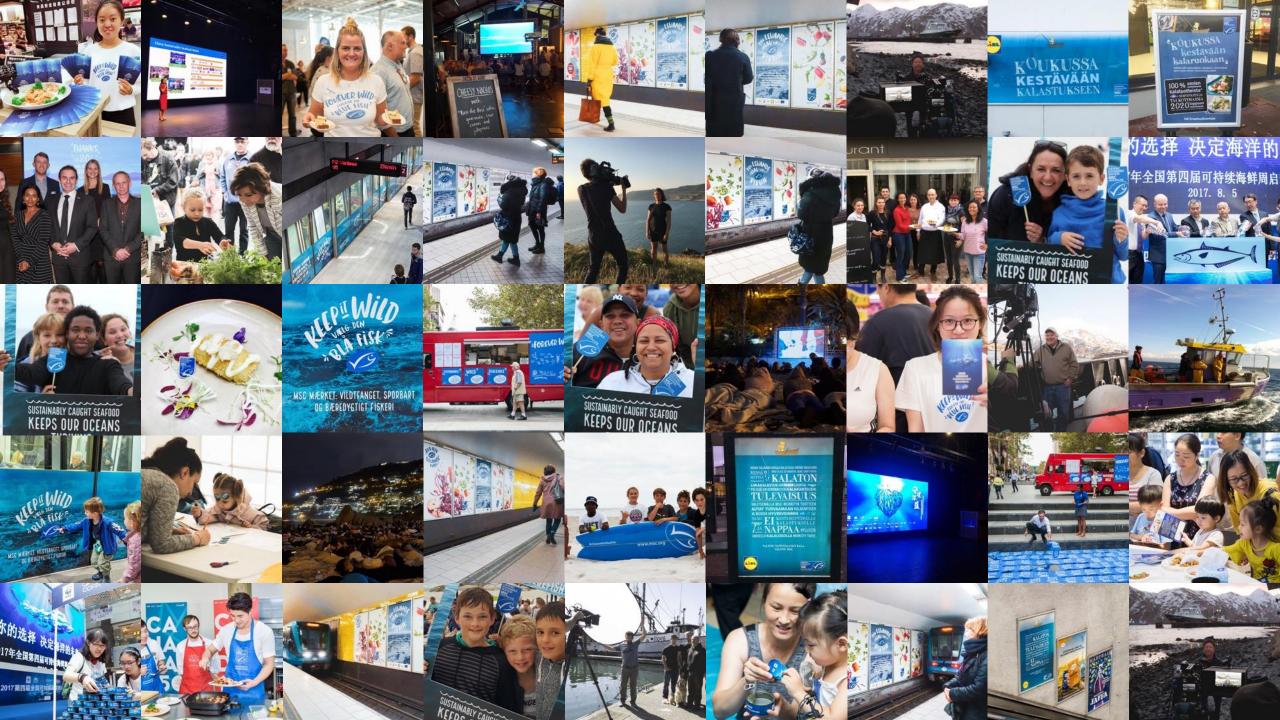
Aims

- Improve label understanding
- **2. Strengthen** partnerships
- 3. Grow following

Key points

- One creative idea 'Keep it Wild' localised to each market connecting the deep blue oceans with people's lives and plates
- Content approach of hero, hub and helpful
- Campaigns ran in 21 countries
 September 2017-April 2018

- Supported by the launch of our new consumer friendly website
- Launch of 'Wild Ones' ambassador programme
- Part of a brand refresh (new look and feel) and repositioning of the 'blue fish label' 'to be the easiest and most trustworthy choice for enjoying wild, sustainable seafood'





IN 2017 WE DECIDED: "LET'S DO SOMETHING BIG WITH OUR PARTNERS TO CELEBRATE OUR 20TH ANNIVERSARY."

WE WENT AWAY AND BETWEEN US WE BOARDED BOATS, WE FLEW DRONES, WE ENGAGED HUNDREDS OF PARTNERS, WE TRAVELLED CONTINENTS, WE ENLISTED AMBASSADORS - FROM SURFERS TO CHEFS TO SCIENTISTS. WE SPOKE TO PEOPLE IN THE STREETS, WE CONVENED DEBATES AND WE MADE NEW FRIENDS.

WE TOOK OUR MESSAGE TO BEACHES, TO CINEMAS, TO SUPERMARKETS, TO CONFERENCES, TO CANTEENS, TO PEOPLE'S HOMES AND THEIR SMARTPHONES.

VIEW THE SUMMARY VIDEO