CASE STUDY
MSC 20TH ANNIVERSARY CAMPAIGN
### MSC 20th Anniversary Consumer Campaign

#### Results

<table>
<thead>
<tr>
<th>Key Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in label understanding</td>
<td>5%</td>
</tr>
<tr>
<td>Number of partners took part</td>
<td>100s</td>
</tr>
<tr>
<td>New Wild One ambassadors</td>
<td>14</td>
</tr>
<tr>
<td>People reached</td>
<td>100M+</td>
</tr>
</tbody>
</table>

#### Key points

1. **One creative idea** ‘Keep it Wild’ localised to each market connecting the deep blue oceans with people’s lives and plates
2. **Content approach** of hero, hub and helpful
3. **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’

#### Aims

1. Improve label understanding
2. Strengthen partnerships
3. Grow following

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**Results**

- **5%** increase in label understanding
- **100s** of partners took part
- **14** new Wild One ambassadors
- **100M+** people reached
OUR 20TH ANNIVERSARY CAMPAIGNS SUMMARY
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 >