

CASE STUDY

MSC 20<sup>TH</sup>  
ANNIVERSARY  
CAMPAIGN



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# MSC 20TH ANNIVERSARY CONSUMER CAMPAIGN

## Results

**5%** INCREASE IN LABEL  
UNDERSTANDING

**100s** OF PARTNERS  
TOOK PART

**10** NEW MEDIA  
PARTNERS

**14** NEW WILD ONE  
AMBASSADORS

**100M+** PEOPLE  
REACHED

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## Aims

1. **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**'







The background image is a vibrant photograph of a Norwegian fjord. In the foreground, the calm, dark blue water reflects the sky and the surrounding landscape. Several fishing boats, including a prominent white boat with a blue hull, are docked at a wooden pier. To the right, a small town with white buildings and a red-roofed structure is visible on the shore. In the background, majestic, snow-covered mountains rise steeply from the water's edge under a bright blue sky with scattered white clouds. The overall scene is peaceful and picturesque, typical of a coastal town in Scandinavia.

# OUR 20TH ANNIVERSARY CAMPAIGNS SUMMARY



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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 >](#)

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