CASE STUDY

SAM'S CLUB AND LANG PHARMA

A COMMITMENT TO CONSUMER EDUCATION AND CERTIFIED PRODUCTS

Ocean champion award

In October 2017, **Sam's Club** received the **MSC's first U.S. Ocean Champion award**, recognising its outstanding **commitment to sourcing 100%** of its private label **fish** and **krill oil** from **MSC certified** sustainable fisheries.
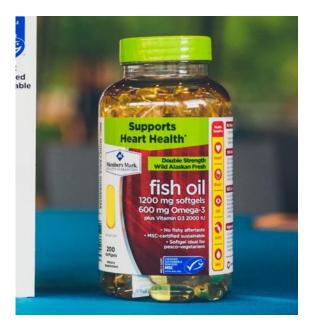

Sam's club

Sam's Club is a **membership-only, American club store** owned by Walmart with almost **600** locations across the **U.S.** and **Puerto Rico**.

In-store marketing

Recent **in-store consumer marketing efforts**, messaging sustainability at point-of-choice, **increased consumer awareness** and **impacted buying behaviour**.

THE SIDE-BY-SIDE TEST: CERTIFIED VERSUS NON-CERTIFIED

Choice
Sam's Club believed that members would **choose certified products** when given the choice, and would **feel empowered to help the planet** by doing so.

Certification
They decided to put it to the test, offering **certified** and **non-certified** products **side-by-side** in stores across the U.S.

Messaging
Certified supplements were **priced slightly higher** and included some **simple messaging** on the pallet skirts, trays, cards, and product labels.

Winning
The **MSC certified** supplements **'won'**, with shoppers voting overwhelmingly with their wallets to choose certified sustainable seafood.

RESULTS AND RECOGNITION

100% certified
Sam's Club **committed to certifying 100%** of their Member's Mark **omega-3 fish** and **krill oil** supplements in early **2017.**

Ocean Champions
The **MSC** and **Lang Pharma Nutrition** organised an **Ocean Champion award ceremony** at the **Crystal Bridges Museum of American Art**.

Sam's Club
Sam's Club is **expanding MSC certified product offerings** and continues to **strengthen their commitmen**t to the MSC, featuring sustainability messaging in their 2018 Lent campaign.

Walmart
Walmart **furthered their commitments** to ocean sustainability in early 2018 by highlighting **sustainable messaging in all of their stores** and developing a **consumer buying guide** on their website.