

CASE STUDY



SEMAINE DE LA
PÊCHE RESPONSABLE
FEBRUARY 2018



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Background

- **2018** was the **second year** of this **week-long campaign** across **France**.
- Jointly **organised** by the **MSC** and the **ASC**.
- **19** commercial partners involved, including **retailers, brands** and **food service**.

Objectives

1. **Raise consumer awareness** of sustainable seafood choices.
2. **Educate the public** about sustainable fishing and responsible aquaculture.
3. **Create media coverage** around these subjects.

Major brands



ACTIVATION



Marketing

digital multimedia toolkit supplied to **commercial partners**, including a 'newspaper' & **colouring competition**. Partners featured the campaign in **catalogues** & on in-store **signage** & **postcards**.



Online

New digital assets and messages developed including an **online quiz**. Influencers targeted. Partners encouraged to **share messages** via their **social media channels**.



Education

To ensure credibility, **educational materials produced** and **shared with student environment bodies, schools and aquariums**.



Media

500 consumer, environment and trade **journalists targeted**. **Press 'tribune'** co-signed by ASC, the MSC, Institut Océanographique and France Nature Environnement **featured in one national media outlet**.

RESULTS

38

articles

including **call to action**, which ran in **national press** (L'Humanite)

40^{m+}

customers reached

22 million in Carrefour Markets and Hypermarkets
11.7 million in Lidl,
8 million in Aldi,
100,000 at Picard through in-store **catalogues** and **postcards**

3.9^m

followers reached

through **social media messages** across all **partner channels**

1^{m+}

views

of **Lidl's** responsible fish week **video**

10^k

participants

took part in the '**which fish are you?**' quiz
