CASE STUDY

SEMAINE DE LA PÊCHE RESPONSABLE

FEBRUARY 2018
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

- LIDL
- Carrefour
- Picard
- Eurest
- ALDI
**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

40m+ customers reached

3.9m followers reached

1m+ views

10k participants

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

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

through social media messages across all partner channels

of Lidl’s responsible fish week video
took part in the ‘which fish are you?’ quiz