



CASE STUDY

BLÅ FISK

SWEDEN 2017



2017 SAW THE
FOURTH MSC
BLA FISK (BLUE
FISH) WEEK IN
SWEDEN.

THE CAMPAIGN
INVOLVED 14
COMMERCIAL
PARTNERS.

Objectives

- To increase **awareness** and **understanding** of the **MSC label**
- To **strengthen relationships** with **commercial partners** in Sweden

Target audience

- The **busy family**, who want to **eat healthily** in their everyday life, but **think it is difficult to cook a fish dish**. Ages **25-44**

Partners

mat.se

LOBSTER.
SEAFOOD SWEDEN

coop

WILLY:S

Abba
KUNGSHAMN

CITYGROSS
Där maten gör skillnad

Hemköp

Sabis
MAT & MÖTEN SEDAN 1874

ICA
KVANTUM
Mobilia Lund
Större smaker - lägre priser!

BY APPOINTMENT TO THE ROYAL SWEDISH COURT
Royal Greenland

Findus

LIDL

Feldts
Vid Smoggen

COMPASS
GROUP

ACTIVATION



Ambassadors

Swedish **Masterchef** champion **Sandra Mastio** appeared on **national television**, cooking with MSC certified seafood.



Metro stations

Promoted **Blå fisk week** for a **fortnight** reaching **1,300,000 commuters**.



In-store signage

at retailers including **Hemköp, Lidl, CityGross** and **RG**, using a marketing toolkit provided by the MSC.



Restaurants

Compass group's **100 restaurants** served **three campaign recipes** on their lunch menu.



Social media

The campaign was **shared widely** across MSC and partner social media channels, receiving **500,000 impressions**.

RESULTS

20%

Seafood
consumer recall

20% of Stockholm seafood consumers recalled having seen the campaign advertising.

12%

Increase in MSC
awareness

Within Stockholm, consumer **awareness** of the MSC increased from 57% in 2016 to **64% in 2017**.

51%

Increase in MSC
understanding

Understanding of the MSC increased from 35% to **53%** in Stockholm over the **same time period**.

3m+

Households reached
by MSC leaflet

A consumer leaflet promoting MSC certified products reached over **3 million households**.
