CASE STUDY
BLÅ FISK
SWEDEN 2017
2017 SAW THE FOURTH MSC BLÅ 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

![Partner Logos]
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.
20% of Stockholm seafood consumers recalled having seen the campaign advertising.

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

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

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