



SEAFISH – “PLENTY MORE OMEGA-3 IN THE SEA”

HOW SEAFISH & CARAT EDINBURGH ENTICED THE
GREAT BRITISH PUBLIC INTO LOVING ITS FISH AGAIN!



CARAT
REDEFINING
MEDIA

SEAFISH
the authority on seafood

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SEAFISH – “PLENTY MORE OMEGA-3 IN THE SEA”

Since it was introduced in the 19th Century the nation's favourite dish, fish and chips has become an iconic UK favourite meal option whether coming home from the pub or eaten at home. Fish and Chips is one of the main reasons 97% of Brits report they have bought seafood in the last 12 months (*Nielson ScanTrack 2015*). While this figure is fantastic, the frequency and volume of purchase in the UK is low and something Seafish have as a key priority.

Millions of tonnes of our delicious fish is exported to foreign markets each year, allowing others to try Britain's fantastic seafood and provide profitable markets for UK based fishermen. Mackerel is one of the top UK exported seafood, with over £17m of produce annually exported to Russia alone. In August 2014, Russian sanctions on food imports were introduced, placing immense strain on the UK export market. This resulted in great fear that the mackerel market would collapse.

Mackerel is one of the top ten best sellers in the UK, however the likes of salmon and cod still dominate the consumer market with levels of consumption far exceeding that of mackerel (*Nielsen ScanTrack 2015*).

As the authority of the fishing industry, Seafish needed to increase appeal of mackerel amongst UK consumers. We were tasked with a huge challenge to make mackerel the preferred choice and ultimately sell more fish without favouring mackerel and excluding key stakeholders or importers. We had to make the British public fall in love with mackerel.

Success was measured using several key metrics -

- **Consumer Awareness** - To generate an uplift in consumer awareness of Omega-3, which was tracked pre- and post-campaign using YouGov surveys
- **Engagement Levels** - Aim to deliver 86K clicks, 20 million social media impressions and grow Seafish's social media community by 2,000
- **Website Traffic** - To deliver 20,800 landings to the FishIsTheDish website



FISHING OUT THE OPPOR-TUNA-TY



To help inform the media strategy and plan effectively, we needed to understand the current consumer seafood and mackerel market.

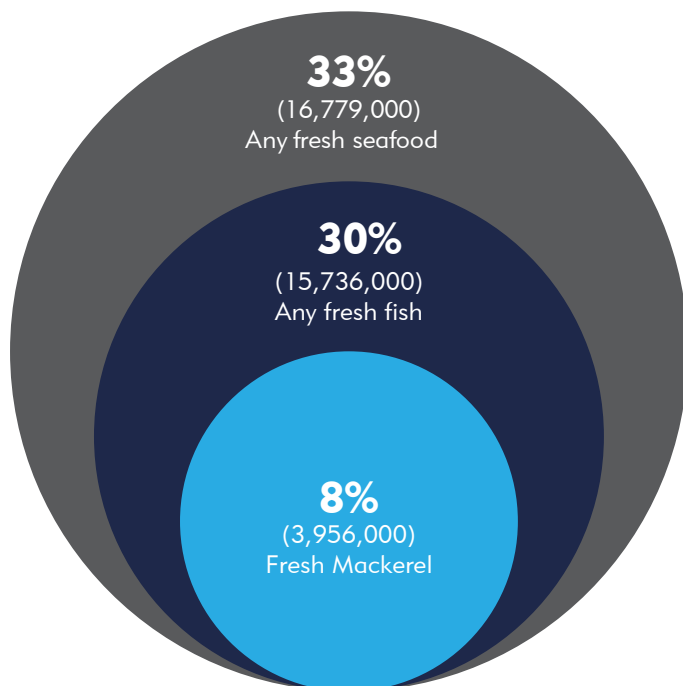
Insight reported shockingly low levels of knowledge and awareness of seafood -

- 73% of UK adults were not aware of the health recommendation to consume at least two portions of fish per week, and that at least one portion should be oil-rich fish (YouGov Survey for Seafish, September 2014).
- 36% of 18-24 year olds and 13% of 55+ year olds are unable to correctly identify an oil-rich fish (YouGov Survey for Seafish, September 2014).
- 8% had cooked fresh mackerel in the last 12 months (TGI Jul '13- Jun '14).

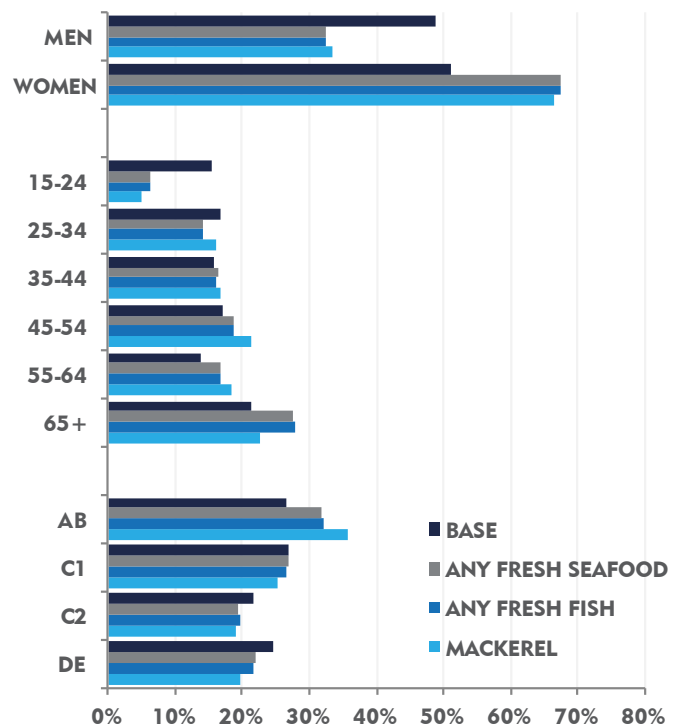
Looking at fish consumers, there was a clear bias towards ABC1/C2 Women 35+. It was evident that our key audience was young families, and in particular busy and time-pressured mothers.

BIAS TOWARDS WOMEN 35+ ABC1/C2

Have used in household in the last 12 months



Source: TGI GB Jul'13-Jun'14, base GB adults 15+



Disturbingly, nearly two-thirds of the general public had not cooked any fresh seafood in the last year. Undoubtedly, we needed to broaden the fish vocabulary of our consumers and educate them of the health benefits of seafood.

With a strong understanding of the core challenges, we developed a 3-pillared strategy to achieve the campaign objectives -



AWARENESS

Boost the UK public's awareness levels of Omega-3, by showcasing the variety of oil-rich fish and the nutritional benefits associated with consuming seafood.



INSPIRATION & INFORMATION

Inspire the target audience to cook with fresh seafood by delivering quick, tasty and healthy recipes.

Provide helpful tips and advice that would get them hooked on seafood.



ACTION

Increase seafood consumption levels by challenging the UK public's current perception of seafood.

Make fish an everyday healthy meal.

CASTING THE NET

Having identified our key consumer as young mothers, we needed to investigate the relevant media touchpoints: i.e. where can we hit them with our message.

Using TGI to profile our consumers, we investigated the media habits of Fresh Fish versus Fresh Mackerel consumers – as previously noted this is heavily skewed towards young families. As we can see from below, the key media channels are Print platforms, the Internet and Outdoor.

TOPLINE MEDIA CONSUMPTION

HAVE USED IN HOUSEHOLD IN THE LAST 12 MONTHS



	TV	RADIO	QUALITY NEWSPAPER	MID-MARKET NEWSPAPER	POPULAR NEWSPAPER	GENERAL MAGAZINE	INTERNET	OUTDOOR	CINEMA
ANY FRESH FISH	MEDIUM	MEDIUM	HEAVY/MEDIUM	HEAVY/MEDIUM	LIGHT/NONE	HEAVY/MEDIUM	MEDIUM/LIGHT	MEDIUM	MEDIUM
FRESH MACKEREL	MEDIUM/LIGHT	MEDIUM	HEAVY/MEDIUM	HEAVY/MEDIUM	LIGHT/NONE	HEAVY/MEDIUM	HEAVY/MEDIUM	HEAVY/MEDIUM	MEDIUM

Source: TGI GB Jul'13-Jun'14, base GB adults 15+

AWARENESS

We agreed a sole partnership with STV, focusing on delivering a message pan-Scotland where the impact of the Russian sanctions were being experienced. As a media first for Seafish, a 60" content-led piece centred on stories expressing the health benefits of seafood was developed to deliver cut-through.



The TV campaign was supported with print ads placed in food and drink sections of key quality and foodie titles.



BBC
Good Food
Magazine



The
Guardian
Weekend
Magazine



FishIsTheDish
- Let's Talk
Advert



Daily
Mail



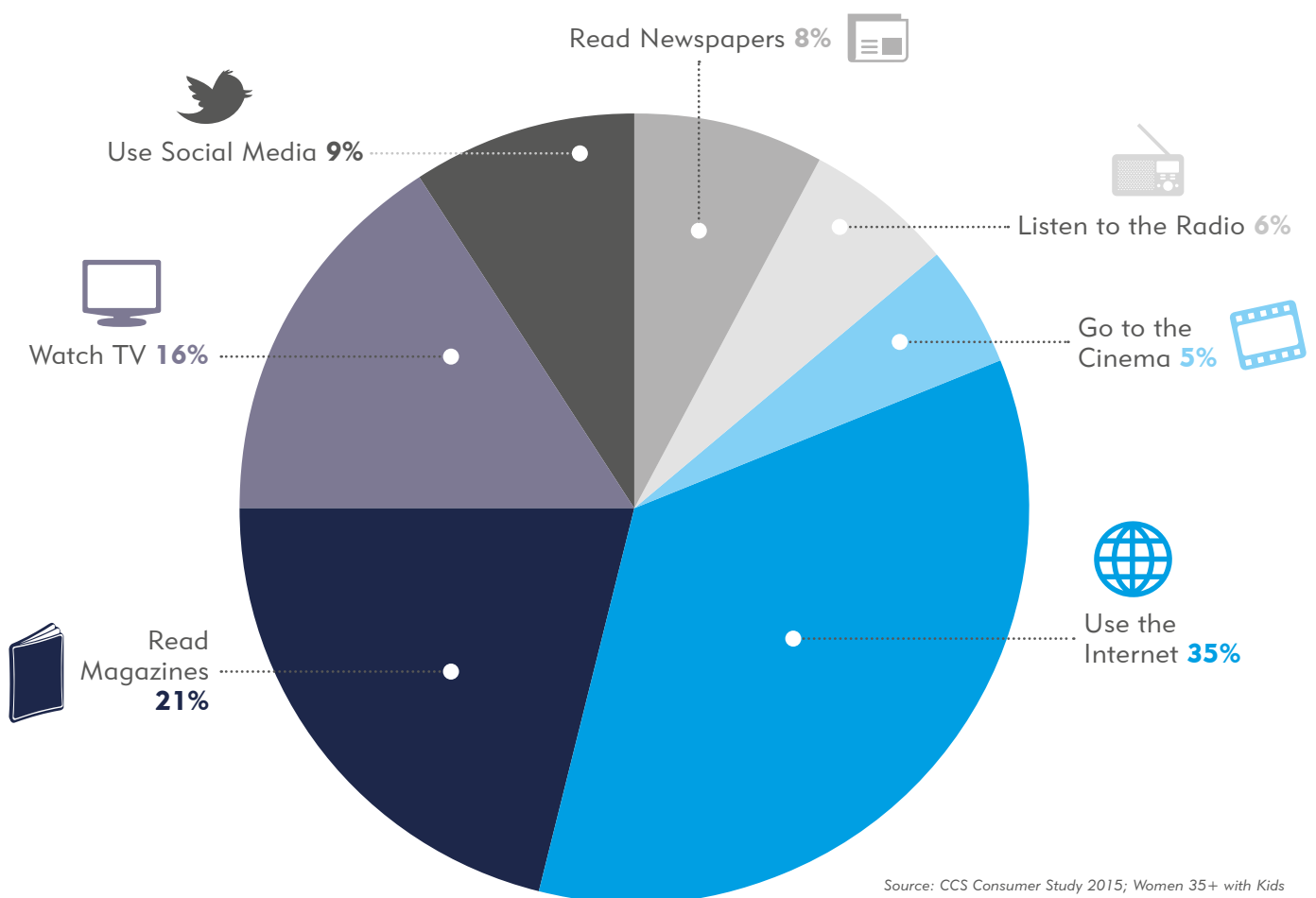


INSPIRATION & INFORMATION

Central to the media strategy, we needed to connect with and inspire young mothers at the right moment by delivering mouth-wateringly tasty content and recipe ideas. From the chart below, we can see that digital is the key media channel for inspiration.

SOURCE OF INSPIRATION

Media channels used to give me inspiration



Seafish have created great content with tasty recipes and healthy tips hosted on FishIsTheDish website and content hub. We needed to incorporate this juicy content as part of our communications, with the aim to engage our consumers with the content and drive quality traffic to the website.



To inspire as many people as possible, we needed to deliver reach and frequency of messaging and so we distributed communications across a trio of digital platforms.

These included -



PROGRAMMATIC DISPLAY NETWORK

Targeted around food and drink, food websites plus those interested in food and drink.



YOUTUBE

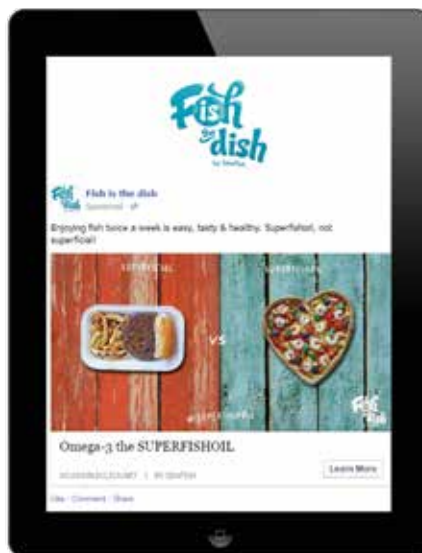
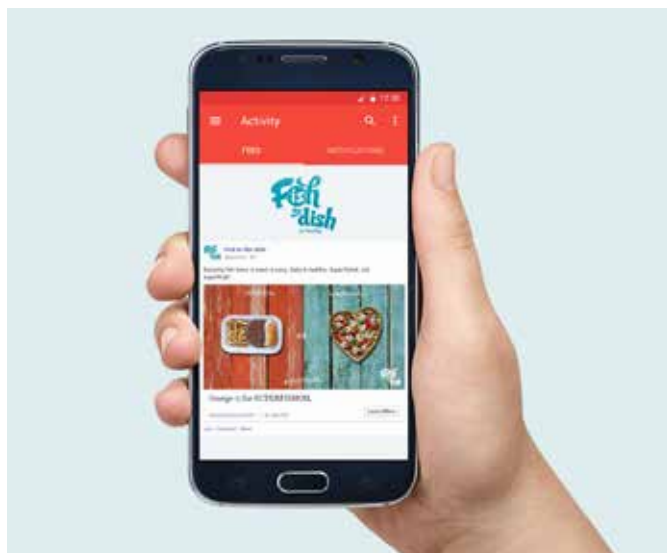
Deliver mouth-watering inspirational video content, targeted around recipes and food channel content.



SOCIAL MEDIA

Leveraging the inspiration gained from family members, friends and celebrity chefs to amplify the message and extend influence on Twitter and Facebook.

To ensure all fish species were treated equally, creative focused on the concept of SuperFishOil, which showcased up to 20 fish species enabling us to promote all seafood types.



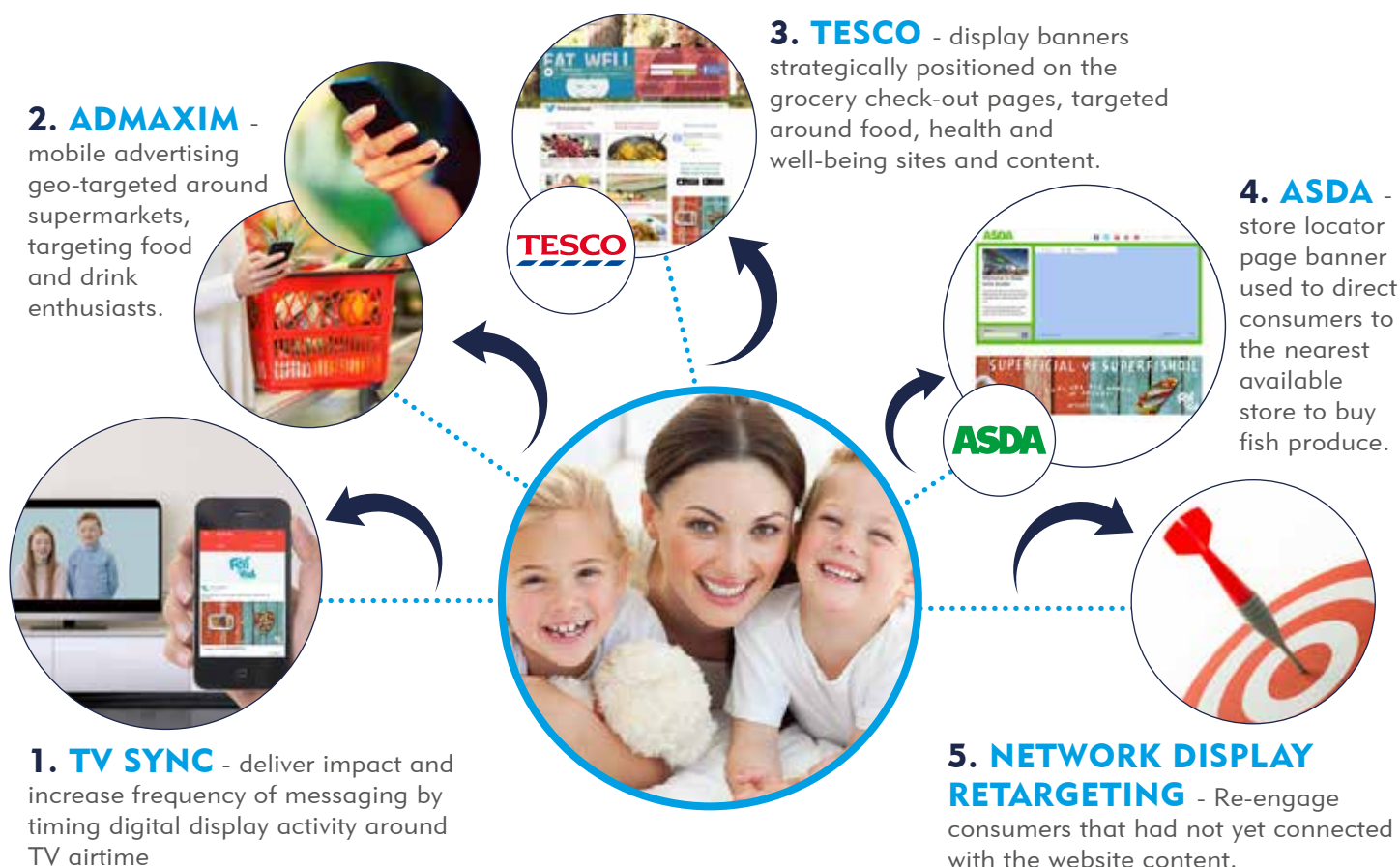
ACTION

In the end, we needed to get people to buy fish.

With tasty bait (or content) distributed, we needed to hook our consumers and get them wanting to come back for more. To do so, we needed to incorporate key traffic drivers into the digital mix.

The timing and method of delivery was crucial. We needed to ensure that seafood was at the forefront of the consumer's mind when planning or doing the grocery shopping. Our communications had to prompt as close to purchase as possible, acting as a final reminder.

We included the following online platforms to direct traffic to the website:





THERE'S NOTHING FISHY HERE

Waiting with baited breath, the results were collected using the following metrics -

- Consumer Awareness
- Engagement Levels
- Website Traffic

There was certainly nothing fishy about these results with delivery blowing the initial forecasts out of the water.

CONSUMER AWARENESS

Firstly, there was a significant improvement in consumer awareness of the health benefits associated with Omega-3, with the following key elements of awareness increasing in March 2015:

- Normal brain function increased from 37% to 44%
- Normal blood pressure increased from 21% to 25%
- Normal vision created increased from 14% to 19%

Examining above-the-line communications, the STV partnership reached over 1.5 million Scottish adults. The VOD activity extended reach and drove engagements, delivering 60,000 impressions and more than 1,900 clicks to website. It generated an exceptionally strong click-through rate of 3.17%, far exceeding industry standards (0.06%).

Furthermore, the print activity reached nearly 15% of UK adults. A nice added extra was that we were able to secure space facing the highly respected restaurant critic, Marina O'Loughlin's column in the Guardian Weekend Magazine.

ENGAGEMENT LEVELS

In terms of engagement, the campaign over-delivered in planned forecasts across all platforms –

- 140K clicks delivered which was 46% higher than initial forecasts and generating an additional 54K clicks
- Over 3,500 new social media followers gained (75% over-delivery), with a notable 16% increase in Facebook page likes and 155% increase in Twitter followers.
- Over 27 million social media impressions delivered – a 35% over-delivery
- Over 72K video views generated

WEBSITE TRAFFIC

Nonetheless the most amazing results are those seen on the website -

- Over 29,000 landings to the dedicated SuperFishOil webpage which worked as an extremely low cost-per-landing of £2.14. This was a 40% increase on initial forecasts.
- Unique visitors to the site increased by 209%
- Page views were up 316%, with a consistently low bounce of 15% indicating the level of engagement with the web content
- There were noticeable spikes in web traffic around the TV airtime driven by the TV content-led approach.

Peaks in web traffic to FishIsTheDish website in the first three STV air slots



Overall, the campaign achieved the key objective to get more people engaged with the content hub, reporting results that surpassed initial expectations. Additionally, we can infer from the positive industry-wide response generated post-campaign that sales have gone well.

Ultimately, we succeeded in enticing Britain to love its fish once again, improve the sales of mackerel and encourage more people to make fish their chosen dish!



CLIENT TESTIMONIAL

// The Carat Team have been critical in Seafish Marketing & Communications Department achieving high impact results in their digital and marketing campaigns. Working as an extension to the internal team more than just another agency, Carat have been working with Seafish for over three years and show passion and dedication to support all our activities. The strength of our working relationships and the expertise at Carat is recognised quite simply by our high impacting campaigns for Omega-3 which has been our most successful campaign to date, with media results including significant volumes of engagement, growth in social media followers and 29,000 landings to FishIsTheDish website resulting in and over 300% increase in web traffic.

The success of our Omega-3 campaign also led to the unprecedented challenge in two of the UK's biggest retailers seeking an exclusive partnership for Seafood Week, at the end of the day nothing says success more than that! //



HEATHER MIDDLETON
Marketing Manager



CARAT REDEFINING MEDIA