



### Seafood Week 2016 - a call to action

Now that Seafood Week has been established as an annual event, Seafish aims to build on that success and make it even bigger.

We want to continue to strengthen the partnerships and links which have been established, as well as develop new relationships. We also want to bring new and innovative ideas to Seafood Week each year, to keep the annual celebration fresh and exciting.

Now that Seafood Week is back, we want to make sure it continues to grow and develop into something that is cherished throughout the UK and benefits business.



### Get involved - become a partner

Seafood Week is an excellent opportunity to promote your business and benefit from the eight-day celebration. A total of 850 businesses worked with us in 2015 with many major companies signing up as official partners.

The partnership opportunity allows businesses and companies to show their support for Seafood Week while also promoting themselves and advertising what they are doing to mark the event.

There is also a Seafood Week map on the website which allows companies to upload information about their business so that consumers can easily see what is happening in their area.

Becoming a partner couldn't be simpler. All you need to do is email [seafoodweek@seafish.co.uk](mailto:seafoodweek@seafish.co.uk) and tell us that you want to be involved, give us details of anything special you are doing, and include a JPEG attachment of your company logo. It's free - all we need is your support!

### Contact us

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# SEAFOOD WEEK

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## Introduction

Seafood Week is an annual, eight-day, industry-wide promotion and celebration of fish as food. The nation-wide consumer marketing campaign, run by Seafish, is an opportunity for the whole industry to encourage more people to eat more fish more often.

Seafood Week returned in October 2015 and was welcomed across the industry, with key partnerships forged with major UK supermarkets, famous chefs, prestigious foodservice providers and prominent stakeholders from across the UK.

### Seafood Week 2015 - the results

- 'Double-digit' increase in fish sales for The Co-operative.
- 53.8million Seafood Week social media impressions.
- 11.5million Fish Pun Day social media impressions.
- 76million PR reach to spread the 'more fish' message.
- 100,000 Seafood Week stickers on supermarket packs.
- 550 fishmonger packs issued - including 120 to mobile mongers.
- Every £1 spent for Seafood Week brought an estimated return benefit of between £25 and £64 - making the event worth up to £18million to industry and receiving a 'very high' value for money rating from best value specialists etec.





### Key features of Seafood Week:

- An eight-day celebration of seafood with each day focusing on a different species.
- Supporting industry and promoting seafood businesses.
- The dedicated [www.seafoodweek.co.uk](http://www.seafoodweek.co.uk) website providing consumers with key information about seafood and events, raising awareness of fish as food and encouraging consumption through prominent coverage.
- Engaging content about seafood to share with consumers online.
- A highly popular social media project: Fish Pun Day.
- A free marketing toolkit for businesses to use to help them celebrate Seafood Week.



### Seafood Week online

Seafish launched a [www.seafoodweek.co.uk](http://www.seafoodweek.co.uk) microsite which gave a home to a whole suite of original and creative content that promoted seafood to consumers. A Seafood Week Spotlight series told the stories of people working in the industry, which focused on their businesses, skills, and the importance of fish in their lives.

A specially created Seafood Week map told visitors to the microsite which businesses were involved, what events they were hosting, and their location. This allowed companies from across the UK to market themselves to our audience.

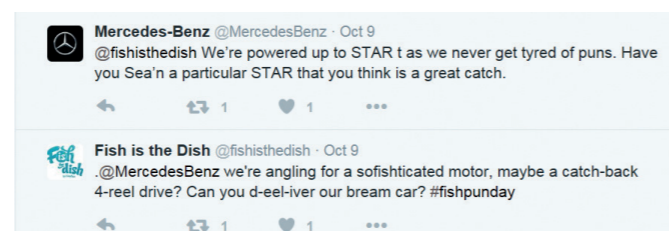
Our [www.seafoodweek.co.uk](http://www.seafoodweek.co.uk) microsite also included tips for cooking and buying seafood, information about species, top recipes and daily competitions. Seafish worked with companies to build bespoke pages for their businesses to promote themselves and tell consumers how they were celebrating Seafood Week.



### Digital engagement on social media

Seafish's social media channels played a key role in the successful execution of Seafood Week 2015, and the #seafoodweek hashtag became widely used throughout the eight-day celebration. Social media posts and interactions raised awareness of the campaign and directed the public to digital content promoting the consumption of seafood. The highly-popular Fish is the Dish social media accounts were used to reach the widest possible audience.

Seafood Week 2015 kicked off with the very first Fish Pun Day. The social media event was an entertaining way to raise awareness of the start of Seafood Week and engage a wide audience on social media, with world famous brands such as Mercedes-Benz and Jack Wills getting involved.



### Free marketing materials for businesses

Seafish created and issued promotional materials for businesses to use to celebrate Seafood Week. Fish and chip shops were sent colourful posters to show off to their customers, while fishmonger packs with recipe leaflets and promotional materials were also shared with businesses.

A digital toolkit with a bank of downloadable marketing assets was created to give industry the opportunity to choose their own promotional materials, free of charge. The toolkit also included advice on engaging with local media, which led directly to favourable press coverage.

### Spotlights

We created a series of special features, called spotlights, to encourage the public to eat more fish. A hand-picked selection of figures in the seafood industry were chosen as case studies, and their stories were told in creative and engaging ways. These spotlights also included interesting information about different species of fish and shellfish, stories about what life is like working in the industry, and surprising historical facts.

We also interviewed a number of fishmongers and created stories that showcased their skills and how they could help their customers; we did this to encourage consumers to be more confident about speaking to fishmongers at the counter.

Additional spotlights included stories about an award-winning fish and chip shop employee, a world-famous seafood restaurant and a fishmonger entering the industry for the first time.

The spotlights were featured on our website and promoted on our social media channels throughout Seafood Week, encouraging people to get involved in the campaign and eat more fish.

### Education

Events took place at various schools and education centres across the UK, with young people encouraged to learn more about fish and seafood.

A high-profile Belfast-based Seafood Cook Off was also held, which challenged aspiring chefs to battle it out in the kitchen ahead of Northern Ireland's 2016 Year of Food and Drink.

