An overview of Fish is the Dish
The consumer campaign for Seafish

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Consumer Research Findings

- Consumers have an inherent fear of fish
- It’s seen as ‘hard to cook’
- It’s confusing
- Consumers don’t know: how to cook seafood, what to serve it with, when it’s cooked or what it tastes like
- Consumers know fish is good for them
- Our cooking skills are more limited than before
- Consumers have often been put off by their mothers over cooking seafood
- **One of the biggest changes to our diet is the birth/arrival of a child to the household**
Fish is the Dish the Beginnings

- Launched in October 2011
- Online campaign designed to making fish easy at home
- Backed by social media support
- Breaking barriers of confusion, perceived difficulty and mystery
- Peer-to-peer persuasion
- To empower mums to cook
- Persuading mums to put fish on the menu

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Key Messages

• Fish is FOOD
• Fish is easy
• Fish is healthy
• Variety of choice – promotion of the range
• Meal planning – reinforcing the 2 a week message
• Fillet or finger, fresh, frozen or tinned – it’s all good!
• Fish and Chips is a healthier takeaway option
• Ask the Fish is the Dish team, the mongers, the counter staff, fryers…
Website – content increasing every week
Traffic increasing every month
Social media conversations

Social media has created a bank of advocates

- Growing **4,954** Pinterest followers
- Over **100** blog posts for events and recipes
- Growing **6,076** Twitter followers
- Facebook **6,837** likes

**supporting the seafood industry for a sustainable, profitable future**
• One family
• A fun six week challenge
• Eat fish twice a week
• Supported by recipes, tips and more!
Meet the Aitchisons

- Stay at home mum with part-time weekend job
- Busy skilled professional dad who works away a lot, misses breakfast and eats on the run
- Three kids – aged eight and under
- Some cooking skills and a repertoire of about eight main dishes
- Real desire to eat better and be healthier
Elements and Messages

Key elements of the challenge

• **Six week balanced meal plans** created by Queen Margaret University

• Range of seafood species for the family to try, some in the ‘top five’ (cod, haddock, prawn, salmon and tuna) but others like coley, mussels and scallops used to show variety

• Support to the family in terms of cookery skills and a visit to a fishmonger
Spreading the word

- Dedicated section on www.fishisthedish.co.uk
- Weekly eAlerts (example shown)
- Fortnightly Meal Plans released online
- Weekly video diaries from the family
- Social Media conversations on Twitter and Facebook including tips from our Dietician and Fitness expert
- Bloggers throughout the UK have been sharing their recipes with their online communities.

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The results so far

- The kids all love mackerel, now regularly make fish fingers and, after eating mussels for the first time and finding them ‘disgusting’, little Harris aged four said he loved mussels at the end of the six week plan!

- Dad got into his skinny jeans after following the Healthy Happy Hearts programme for just two weeks and his training for the Edinburgh Marathon has improved leaps and bounds from last year. With his training distances doubling and his recovery time slashed he beams: “This is the fittest I have felt in my life. Thank you Fish is the Dish!”

- Mum admits to feeling more confident to serve seafood at home and try new species, while also being committed to putting seafood on her weekly meal plans. Both mum and dad have also seen a positive increase in their Omega-3 blood count.
What’s next for Healthy Happy Hearts

• 380 food writers and journalists now have information on our project

• Media drive with consumer and trade pr

• Omega-3 testing the nation
How you can get involved

• Join us on social media

• Have a recipe send it to us and we’ll post it on our site and also get some professional photography done for it that we can send you.