7 – 14 October Seafood Week 2016

Free platform No COST No CATCH

Media Evaluation

Seafood Week areview of 2016

Introduction

Seafood Week

Seafood Week is an integrated marketing campaign designed to get more people eating more fish more often. The campaign is co-ordinated by Seafish as a flexible platform for businesses and organisations to get involved no matter where they are in the supply chain.

Seafish celebrated Seafood Week for the first time in 9-16 October 2015 since 2007, giving the entire seafood industry the opportunity to promote their work, companies, and brands. This led to a wide range of events and special offers for consumers, as well as extensive national and regional media coverage.

Seafood Week 2016 ran from

Friday 7 October until Friday 14 October 2016. Kicking off the week, on Friday 7 October we will be bringing back Fish Pun Day.

Our key objective of Seafood Week

Get more people buying, tasting and cooking seafood more often

Seafood Week 2016 in a mussel shell

Our tactics for the voyage

- Dedicated campaign creative and free resources to be used by Seafish and industry partners available via http://images.seafish.org
- Dedicated website <u>www.seafoodweek.co.uk</u>
- PR and media engagement strategy
- Fully extensive social media calendar and managed conversations
- Content Partnerships
- Media and broadcast programme
- Multi-channel digital advertising programme
- Email marketing campaigns
- Regional events
- Detailed evaluation across analytics, consumer research, industry qualitative and quantitative work.

Our crew

An expert crew of specialist agencies has been assembled to support the Seafish in-house team. Agencies include Citypress for PR, Carat for Media Buying, Underscore for Design and The Big Partnership for web development.

Seafood Week 2016 day-by-day

	Fri 7 October	Sat 8 October	Sun 9 October	Mon 10 October	Tues 11 October	Wed 12 October	Thurs 13 October	Fri 14 October
Fish of the Day	Cod	Mussels	Mackerel	Prawns	Plaice	Sardines	Tuna	Haddock
Inspiration of the day	Fish and Chips	Fish Pie	Kedgeree	Seafood Curry	Fish Fingers	Scampi	Fish Cakes	Fish and Chips

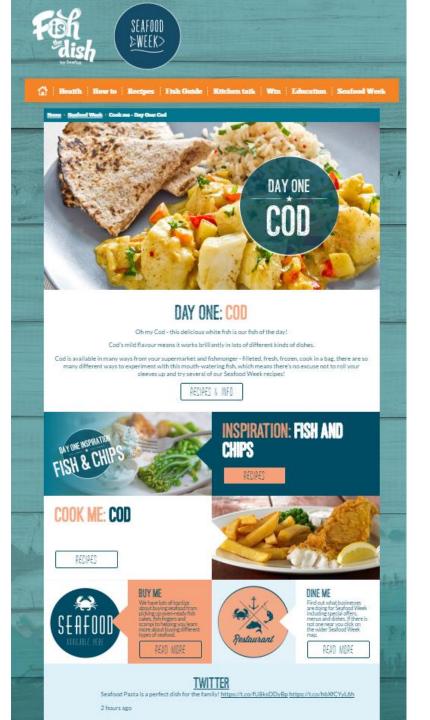
Seafood Week 2016 Major Partnerships

- Major supermarkets signed up to Seafood Week and implemented it in their own ways.
 - Morrisons, Sainsbury's Aldi, The Co-op, Tesco, Iceland and M&S
- All the major seafood brands on board,
 Young's, Whitby Seafood, Saucy Fish Co and Birds Eye
- Hilton and Jamie's Italian on board supporting the out of home work

Web hub seafoodweek.co.uk

- 56,705 Visits
 and
 47,000 Unique
 Visitors in 8 days
- More than 60 new pages of recipes created.





Web hub seafoodweek.co.uk

- Dedicated page to support businesses promote their Seafood Week activity
- Seafood Brand
 Spotlights for:
 Birds Eye, Young's,
 Whitby Seafood and
 Saucy
- Retail Spotlight for: Tesco, Sainsbury's and Jamie's Italian





383 business locations on the Seafood Week Map

WHAT'S ON IN SEAFOOD WEEK

Seafood Week supporters and promotions are all over the UK! Take a look at our handy map below to see what's happening in your area, and if you'd like to be featured on our map then get in touch!



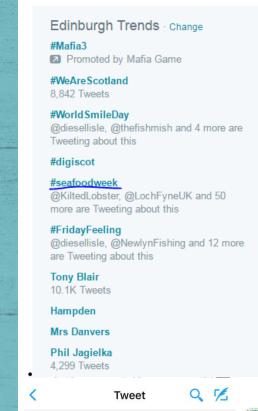
FIND MORE SEAFOOD EVENTS AND RESTAURANTS NEAR YOU

SEAFOOD MAP

Net of Social Reach #seafoodweek

84 million (up 56%) impressions achieved in 8 days

 Full conversational calendar and heavy engagement with consumers and industry, talking about seafood and encouraging purchase.



EatLikeULoveYourself

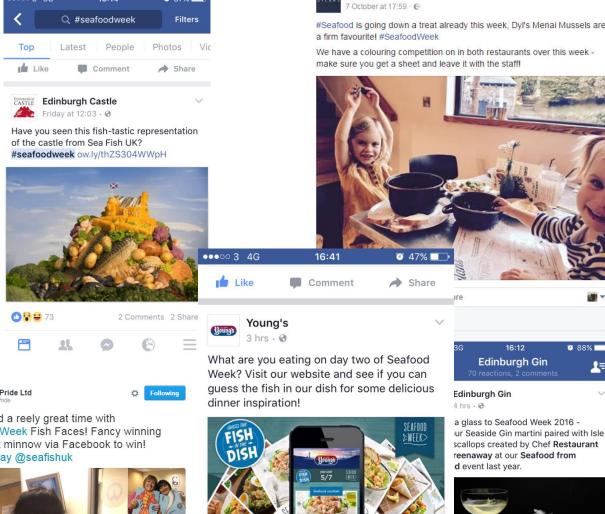
Great ideas for #seafoodweek

uk/2016/10/great-... #recipe @fishisthedish #food

eatlikeyouloveyourself.blogspot.co.

7-14th October 2016

@EatLikeULoveU



Click here to see if you can guess the

Comment

1 Comment 2 Shares

Share

fish in our dish! youngsseafood.co.uk

1 23

Like









Social Reach #fishpunday

- 14.6 million impressions (uplift 27%)
- 630 users
 (uplift 16%)

Most Influential



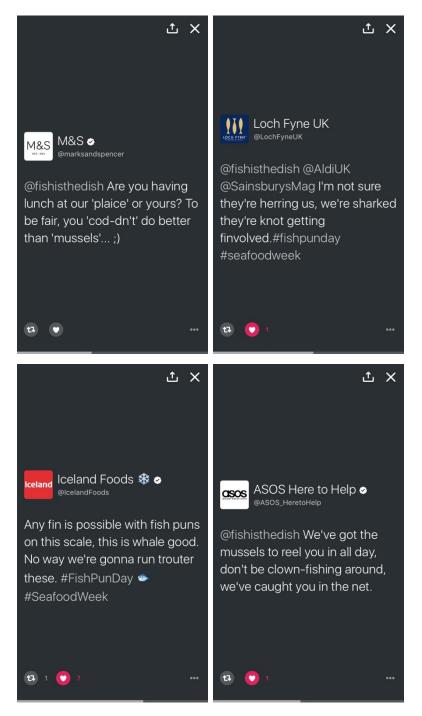










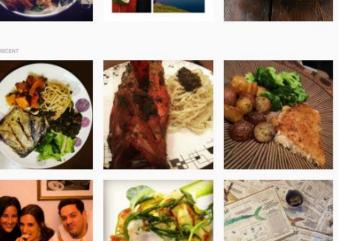


New for 2016 Instagram #seafoodweek

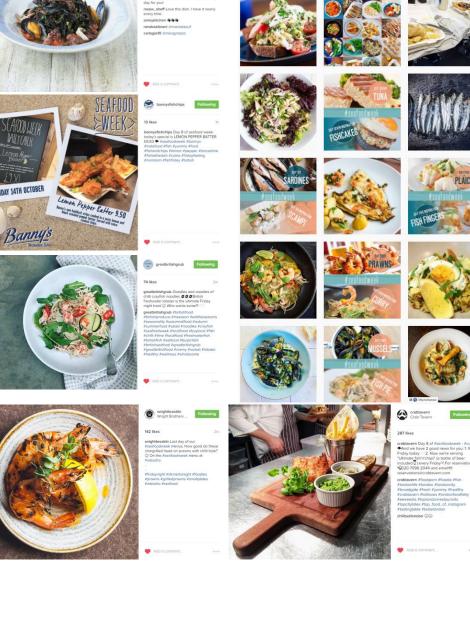
with 672k worth of **Impressions**

days:









 6 email campaigns sent to encourage eating more fish, partner promotion and recipe ideas.

26% open rate, 42% click rate

Const not stigulaying cornectly? New 6 in year browser Email not displaying correctly? View it in your browser









Join us on Pinterest Follow us on Instagram





Enter our competition for a chance to win £500 of shopping vouchers to celebrate Seafood Week

Beafood Week doesn't of-fish-laily start until Friday, but we're giving our special fish fans an early invitation to find out more about our eight-day celebration and enter our fab new

Click here to enter



Buy Me, Cook Me, Dine Me!

heir diets. Visit our main Seafood Week webpage and we'll take you through eight different seafood species and give you our recipe of the day. You can also find out what's happening in your area by searching our Seafood Week map.

Find out more



Join us for Fish Pun Day!

What better way to start the weekend than with some light-hearted fun? And as everyone loves a pun, on Friday 7th October we're having the second ever fish

We're recelly excited to have the opportuna-ty to catch the URs attention on fry-day. Don't be kell-get on board at @fishisthedish and search for the hashtag

Find out more



Birds Eye fish fingers deal at Tescol

Each and every Birds Eye fish finger is irresistibly tasty and full of goodness. They compine the finest cod fish fliet with our delicious light and crispy golden breadcrumb to give you happy teatimes, and, from the 4th of October through the 24th, you can get 12 cod fish fingers for only £2.00 at Tesco. Buy now while

A Fish Fusion





Seafood curries are the perfect way to celebrate both Seafood Week and National Curry

Seafood is often overlooked for curries so we have pulled together our favourite dishes for

Find out more



Perfect Plaice

It's Day Five of Seafood Week and we're talking about

Find out why we think plaice is the perfect fish for you to try

Find out more



Buy Me. Cook Me. Dine Me.

We're here to help people get more seafood into their diets; visit our Seafood Week section of the website where you can find out more about our featured species and be inspired by some mouth-watering recipes.

Find out more



Seafood Week giveaways

During Seafood Week we're giving you the chance to win £500 of shopping vouchers, a signed copy of Mark Greenaway's Perceptions, a Fish is the Dish tote bag as well as daily Twitter giveaways!

Click here to enter



Last chance to enter



It's the final day of Seafood Week and your last chance to enter our competitions

Be in with the chance to win £500 of shopping vouchers, a signed copy of Mark Greenaway's Perceptions and a Fish is the Dish tote bag!

Click here to enter



Heavenly Haddock

It's Day Eight and our final day of Seafood Week and we're talking about haddock.

Battered, breaded, baked, fried or in a pie - there's not much that this fish can't do!

Find out more



The Nation's Favourite

Fish & Chips are a British classic but with one of our recipes you can whip up your own at home in no time at all.

Find out more



RNLI Fish Supper

Today is the start of RNLI's Fish Supper - an annual fundraising event that encourages us to come together to enjoy a fish-themed meal, whilst raising money for charity that saves lives at sea.

Whether it's a fish finger sandwich, a chippy tea or lobster thermidore, it couldn't be easier to take part!

Find out more

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Linchertse







Trade Coverage

30 pieces of trade coverage secured (print and online)
Total Reach: 3,553,289

 Coverage highlights include: Fish Update, The Caterer, The Fish Site and Undercurrent News.



lune 06, 2016

UK Seafood Week worth up to GBP 18 million to industry





September 7th, 2018

Tesco, Birds Eye, Hilton back Seafish's Seafood Week

Campaign run by UK industry body Seafish aims to get more people eating more fish more often.



Household brands sign up to Seafood Week



03 June 2016

Seafood Week Worth Up to £18 Million to the Industry

UK - Seafood Week has announced its return for 2016 and, with 125 days to go (3 June), reveals that last year's campaign was estimated be worth an incredible £18 million to the industry.



Major brands back Seafood Week



Tesco, Birds Eye, Hilton back Seafood Week campaign

Three major players in seafood have signed up to support Seafood Week, the annual consumer campaign run by UK industry body Seafish to get more people eating more fish more often.

undercurrentnews

Seafood Week starts on Fishy Friday: Join in as we celebrate the town's proud export



STAR TURN: Mark Greenaway, the Young's game and some of the dishes your Grimsby Telegraph will bring you during Seafood Week.

Quirky Consumer Media Coverage for Aquatic art

Six pieces of UK national and Scottish national coverage secured (print and online)
Total Reach: 35,540,236

Coverage highlights include Express Online, reaching more than 33,000,000 monthly unique users.



Oct 6, 2016

Iconic landmarks fishing for compliments

SOME of the UK's most-famous landmarks have been recreated using varieties of fish to celebrate national Seafood Week



UK's landmarks have been re-imagined using a diverse range of fish to celebrate Seafood Weel



7 DCT 2016

Edinburgh castle and the Forth Road Bridge made from fish in surreal art to mark Seafood Week

FAKE a look at these bizarre and surreal landmarks recreated from fish, to mark Seafood Week.



Fish Road Bridge created by using whole sea bream, with carrot pillars and fresh mussels

DAILY EXPRESS







Media for Fishermen's top tips

27 pieces of UK regional coverage secured (print and online)

Total Reach: 2,062,513

 Coverage highlights include: The Press & Journal, Sunderland Echo, Scotsman Food and Drink and East **Anglian Daily Times.**

SCOTSMANFOODXDRINK

October 10, 2016

Industry experts give their tips on buying, preparing and eating seafood

1. Try a new way of cooking - Calum Richardson

(Chef and owner of The Bay Fish and Chip shop in Stonehaven, has been in the seafood industry for 19 years.)



Calum says: "Grilling fish is the most popular cooking method, as it is easy and seals in the flavour. Baking or poaching also keeps your fish moist and tender and are equally as easy - they can be healthier too.

"Personally, I like to do something different and would recommend barbecuing a whole fish."

2. Think like a fishmonger - Crawford Ewing

(Ewing's is the oldest fishmonger in Ireland. It was established in 1911 and has been supplying the people of Belfast with the finest seafood for over 100 years.)

The Press and Journal

FAST fish facts

owner of The Bay Fish & Chip shop in Stonehaven, knows a thing or

about all things seafood, to share his secrets when it comes to buying, preparing and enting seafood.

To encourage you to by new species and inspire more aquatic action in the kitchen, Calum, who has been in the

Grilling fish is the most pop-

ular cooking method, as it is easy and scals in the flavour. Baking or posching also keeps your fish moist and tender and are equally as easy - they can be healthier, too.

Personally, I like to do some thing different and would recommend burbeening a whole

EASTANGLIAN

Celebrate Seafood

Seafood Week is back on the menu this autumn (until October 14) and we've asked Harry Simper, winner of Fishing News Awards Young Fisherman of the Year, who is passionate about all things seafood, to share his secrets to buying, preparing and eating seafood

Sunderland Echo

Seafood Week: Top five fish tips to celebrate



How will you mark Seafood Week?

In a week where the nation celebrates all things seafood, we've got some top tips to ensure you take full advantage.

Seafood Week 2016 runs from October 7 until October 14 - and a local fishmonger has taken time out to divulge some of his secrets on how to get the best from your seafood.





Fisherman Harry Simper.

Fish food bank Media

Six pieces of UK coverage secured (print and online)

Total Reach: 288,435

 Teamed up with UK antipoverty charity, The **Trussell Trust, to increase** donations of tinned seafood to foodbanks in eight regions of the UK.



Edinburgh foodbanks to receive donation boost for Seafood Week



Trussell Trust, the UK anti-poverty charity which runs a network of over 420 foodbanks, has partnered with Seafish, the UK industry authority on seafood, to call for donations of tinned seafood to local foodbanks as part of Seafood Week 2016 (7-14 October).



Foodbank appeals for tinned fish for Seafood Week 2016



The people of Eastbourne are being asked to donate seafood to the town's Foodbank as part of Seafood Week 2016.

Barry&DistrictNews

Tinned fish donations needed for Vale foodbanks



ANTI-POVERTY charity, the Trussell Trust is calling for donations of tinned seafood for its Vale foodbanks.



Gazette Chronice

Foodbank appeals for tinned fish for Seafood Week 2016

Fish to help charity provide nutritionally balanced parcels

Fishing for foodbank aid

PEOPLE in Hammersmith and Fulham are being urged to donate tinned fish to their local food bank as part of a

Fish and gin hamper drops

Eight pieces of UK coverage secured (print, online and broadcast)

Total Reach: 2,385,190

 15 fish and gin hampers created for journalists showing how fish and gin can be best paired together.

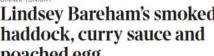


Lindsey Bareham's smoked haddock, curry sauce and poached egg



The assertive flavour and dense texture of naturally smol goes particularly well with soft-poached eggs and curry gets both, a simple supper inspired by British Egg Week a

Week (fishisthedish.co.uk/seafoodweek). The lightly curried made with the milky liquid that poaches the fish, lovely with green beans and/or boiled new potatoes.







#SeafoodWeek starts tomorrow, hurrah! Thank you for our beautifully fresh hamper, @fishisthedish:-) **ULSTER**

Lindsey Bareham's spaghetti with fruits de mer



Lingering at the Marks & Spencer freezer counter as I do, occasionally, I spied bags of fruits de mer, perfect for risotto or seafood lasagne. I bought two. The bags are packed to the gunnels with raw prawns, squid rings and tiny queenie scallops without corals



Marley Spoon partnership

- · Targeted Marley Spoon, a recipe box provider that delivers recipes and fresh ingredients to your door.
- Set up SEAFOODWEEK discount code to provide £20 off your first recipe box.



MARLEY SPOON



Marley Spoon

October 14 at 3:45pm · @

Tuck into our classically British family fish pie this #SeafoodWeek! Made with a winning combo of meaty salmon, delicately smoked haddock and subtle cod, get your fill of delicious fish. (3)

Use code SEAFOODWEEK2 for a special £20 off your first box from Fish is



Seafood Week | Family Cheddar & Oat Crusted Fish Pie with Lemony Veg

Seafood Week is an annual campaign aimed at getting more people to eat more fish more often. Marley Spoon delivers delicious recipes and fresh ingredients...

MARLEYSPOON.CO.UK





Marley Spoon

It's #SeafoodWeek and our fish curry is the quick and healthy dish you need after a long day! (2)

Use code SEAFOODWEEK & enjoy £20 off your first recipe box.



Healthy Goan Fish Curry with Mangetout & Quinoa Cook With Marley Spoon

Crunchy mangetout, quinoa and a delicious curry, concocted with a combination of coconut milk, Kashmiri masala and tamarind paste - perfect to poach the fish

III Comment O 7 255 Top Comments 23 shares

Sunday Brunch

Sunday Brunch is one of the UK's most popular programmes. The appearance by CJ Jackson on 29th September 2016 for Seafood Week reached over 2.5million people.



2016 Broadcast Bait

59 features and interviews with highlights include Heart Yorkshire (397,000), Metro Radio (307,000), talkRADIO (224,000), Downtown Radio (284,000) and Spectrum Radio (185,000)

- Experts for radio Andy Gray
 - Seafish, Fish and Chips/Seafood
 - CJ Jackson, CEO of Billingsgate Seafood School Radio
- Juliette Kellow Nutrition





































Billingsgate feature for Seafood Week

10 pieces of online coverage secured for Seafood Week

Total Reach: 3,252,780

Online, consumer media placement to inspire consumers. This feature will also support our education work.



News & Analysis Features Markets & Reports Knowledge Centre









Get Confident With Seafood this National Seafood Week

UK - With National Seafood Week 2016 (7-14 October) well underway, CJ Jackson, a seafood expert from Billingsgate Seafood School, gives her tips on the different varieties of fish and the best ways to cook them.







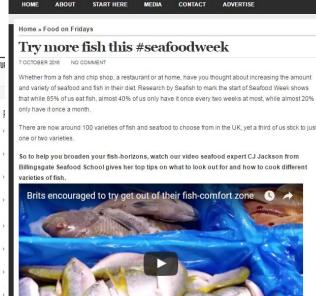


VIDEO: Brits encouraged to try to get out of their fish-comfort



Family Friendly Working

Advice, news and ideas for working parents





2016 Broadcast Bait

49 features and interviews with highlights include Heart Yorkshire (397,000), Metro Radio (307,000), talkRADIO (224,000), Downtown Radio (284,000) and Spectrum Radio (185,000) led to a total reach of 19,698,315

- Experts for radio **Andy Gray** - Seafish, Fish and
 - Chips/Seafood
 - CJ Jackson, CEO of **Billingsgate Seafood School Radio**
- Juliette Kellow Nutrition



BBC **RADIO SHROPSHIRE**



















shareradio





Broadcast Bait

Nigel Barden

Mentioned Seafood
 Week twice on the Radio
 2 Simon Mayo Drive Time
 show, also on BBC Radio
 London with a whopping
 reach of 7,136,000





364 pieces of UK coverage secured for Seafood Week

Total Reach: 130,187,760

 Successful national, regional, online and consumer media recipe placement to inspire consumers.

Keep it simple for the tastiest fish dishes

It's Seafood Week so we've asked Fishing News Awards' Young Fisherman of the Year Harry Simper, who is passionate about all things seafood, to share his secrets when it comes to buying, preparing and serving fish



with Charlotte Smith-Jarvis

help us try new things and inspire more aquatic action in the kitchen, Harry has shared his top

Spearheaded by Seafish, the UK industry authority on seafood, Seafood Week 2016 aims to encourage people to buy, cook and

who's partnered with Will Young in the current series - says she's a better

chef than her professional dancer hubby Kevin... What would you cook

to impress Kevin? He loves it when I make him stuffed peppers with mushroom, chorizo Have you ever had a I always burn toast [laughs]. It's ridiculous.

CELEB BITES

Karen Clifton

HEALTH

Simplicity is key

Z"Seafood doesn't need to be mixed with all sorts of big flavours to be fabulous - it can really speak for

"When preparing fish I usually season with a little smoked salt to bring out the flavours and fry, grill or roast until it looks ready to eat OTry Dover Sole





It's Seafood



Fish fans, this week is all about you. Celebrate Seafood Week (October 7-14) by feasting on Young's new Hooked Seafood



Kitchen range. Choose between mouth-watering Smoked Salmon Royale, £2.50, and indulgent Atlantic Salmon Roast With Asian Style Crust, £8, for maximum impact with minimum effort. Sounds good to us! Available

THE SEA



Strictly Come

ringing you a daily recipe. Preparation: 16-20 mins

Cooking: 16-20 mins Serves: 4 4 chunky cod fillets

2 tbsp plain flour 2 beaten eggs 200g breadcrumbs salt and freshly ground

oil for baking tray

four slices, about 1.5cm

3: Season the flour. 4: Coat each piece of fish in flour, then egg, then breadcrumbs, making sure it is evenly coated.

5: Bake in the oven on a lightly oiled baking tray for 5 minutes or until golden. turning once.

Alternative Fish Coley, haddock, pollock,

Fancy somethind else? Visit www.humberbusiness.com for the collection so far, and



2016 Belfast Loaves and Fishes

18 pieces of coverage secured

- Event attended by 3000
 people of all ages with a total
 PR reach of 871,000
- The Loaves and Fishes event was highly rated by the public with a 97% satisfaction rating on Sunday 9th October and a 91% satisfaction rate on Monday 10th October
- BBC Radio Ulster interview with a reach of 524,000.
- Total print and online reach of 600,000+ all niche to Northern Ireland.
- The Seafood Week event crowed the Student Masterchef from Belfast Met.



3. Peninsula Food Showcase: Loaves and Fishes, October 9-10



'Loaves and Fishes'

THE Autumn sun shone on the stunningly beautiful Ballywalter Park, ancestral home of Lord and Lady Dunleath, for the first ever 'Loaves and Fishes' event held to celebrate Seafood Week and Northern Ireland's Year of Food and Drink 2016.

Supported by Ards and North Down Borough Council, Loaves and Fishes aimed to encourage the public to consume more local seafood and traditional breads.

The inaugural two-day event, (Sunday,

Seafood is one of the foodi Ards Peninsula has to offer an chefs and pro-chefs made locstar of the show.

Exciting and creative dishe everything from gurnard to he scallops to John Dory inspired home some scafood and have it themselves. The event crescrowning of Student Seafood which was lifted by Belfast M College.

Christina Invin of the colle



Schools Events

Over 200 school pupils took part in special events for Seafood Week with a reach in local, education and online media of 618,631

- Special events took place at Billingsgate, Brexham, Cardiff, Liverpool, Portsmouth, Edinburgh, Glasgow, Cleethorpes and Preston.
- Events had local experts, chefs and educators.



College Events

Over 400 college students from England, Scotland, Wales and Northern Ireland took part in events across the country

These events aimed to educate the chefs of tomorrow in how to properly prepare seafood



2016 Outreach Events

Hundreds of people took part in adult educational which included Billingsgate, a supermarket outreach event



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