

October 2022

Consumer Campaign Report



Healthy Fish
Healthy Planet
Healthy You



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Campaign Overview & Objectives

This was the Global Seafood Alliance (GSA)’s first-ever consumer campaign was designed to increase awareness of the Best Aquaculture Practices (BAP) label and what it means, with the ultimate goal of driving more seafood sales and educating consumers about responsible seafood. The campaign took place during October 2022 to coincide with National Seafood Month in the United States.

Campaign Goals

1

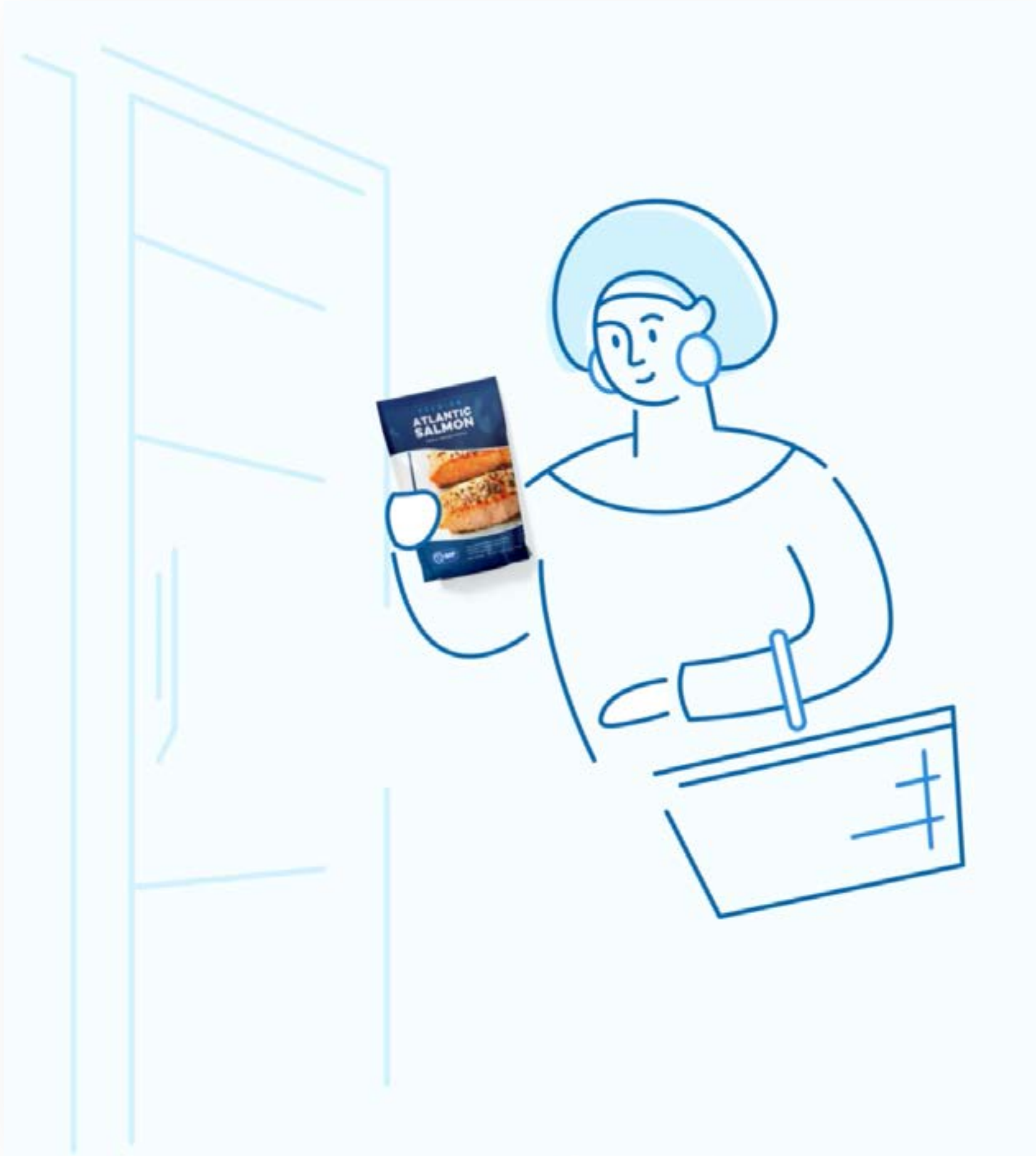
Educate consumers about responsibly produced farmed seafood and what the BAP label means.

2

Build confidence in products and retailers who use and promote the BAP label.

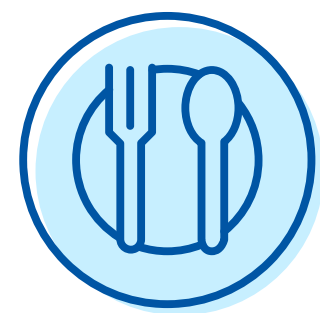
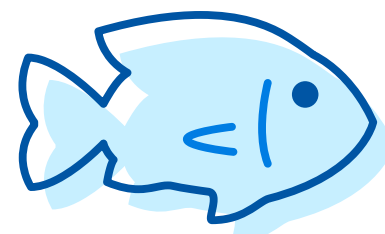
3

Drive sales of seafood from BAP-certified producers during National Seafood Month and beyond



Campaign Theme

The main theme of the campaign was *Healthy Fish, Healthy Planet, Healthy You*. We chose this as our theme because health is a main reason people purchase seafood. This theme also speaks to the four pillars of responsible seafood that the BAP program is built on — environmental responsibility, social accountability, food safety and animal welfare.



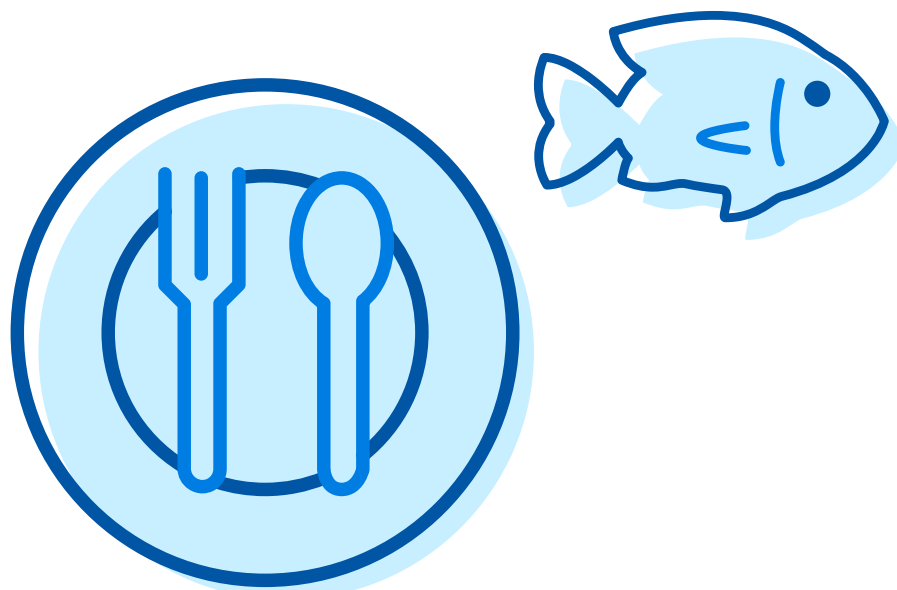
Target Audience

Our target audience for the campaign was Millennials in the United States, which our research showed was the best audience for seafood from BAP-certified producers. Millennials have major buying power, they are the fastest growing demographic of seafood consumers, and they have the highest recognition of the BAP label.

Highest
recognition of BAP



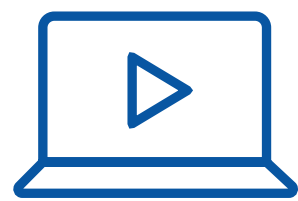
50%+
already purchase seafood and
eat it at least occasionally



50%
say BAP logo make them
think positively about the
store



Tactics



Content Creation

- Created consumer-facing messaging
- Created a campaign toolkit with a variety of assets including point-of-sale materials, recipes, an animation, and more
- Created a new consumer-facing website



Social Media Campaign

- Launched a social media campaign using the hashtag #AreYouAquaCultured
- Encouraged campaign partners and influencers to post using the hashtag



Influencer Engagement

- Worked with five influencers who created recipes using BAP seafood
- Influencers were paired with campaign partners based on region



PR & Media Outreach

- Developed media list and multiple pitches for consumer-facing media outlets
- Conducted outreach to media and seafood trade



Partner Participation

- Eight retail and foodservice companies committed to participating in campaign
- Partners participated by posting on social media, adding messaging to their websites and newsletters, in-store promotions and more



Overall Results

The tactics we used for this campaign, which included social media ads, influencer engagement and PR and media outreach, resulted in a total reach of more than 7 billion, and a reach of 1 million on social media alone. Our campaign partners and influencers contributed to increasing our overall reach and engagement through social media posts, website messaging and in-store promotions.



1M

Reach on social media

173K

Social media engagements

1K

BAP media mentions

8

Retail and foodservice partners

338K

Influencer post impressions



Assets

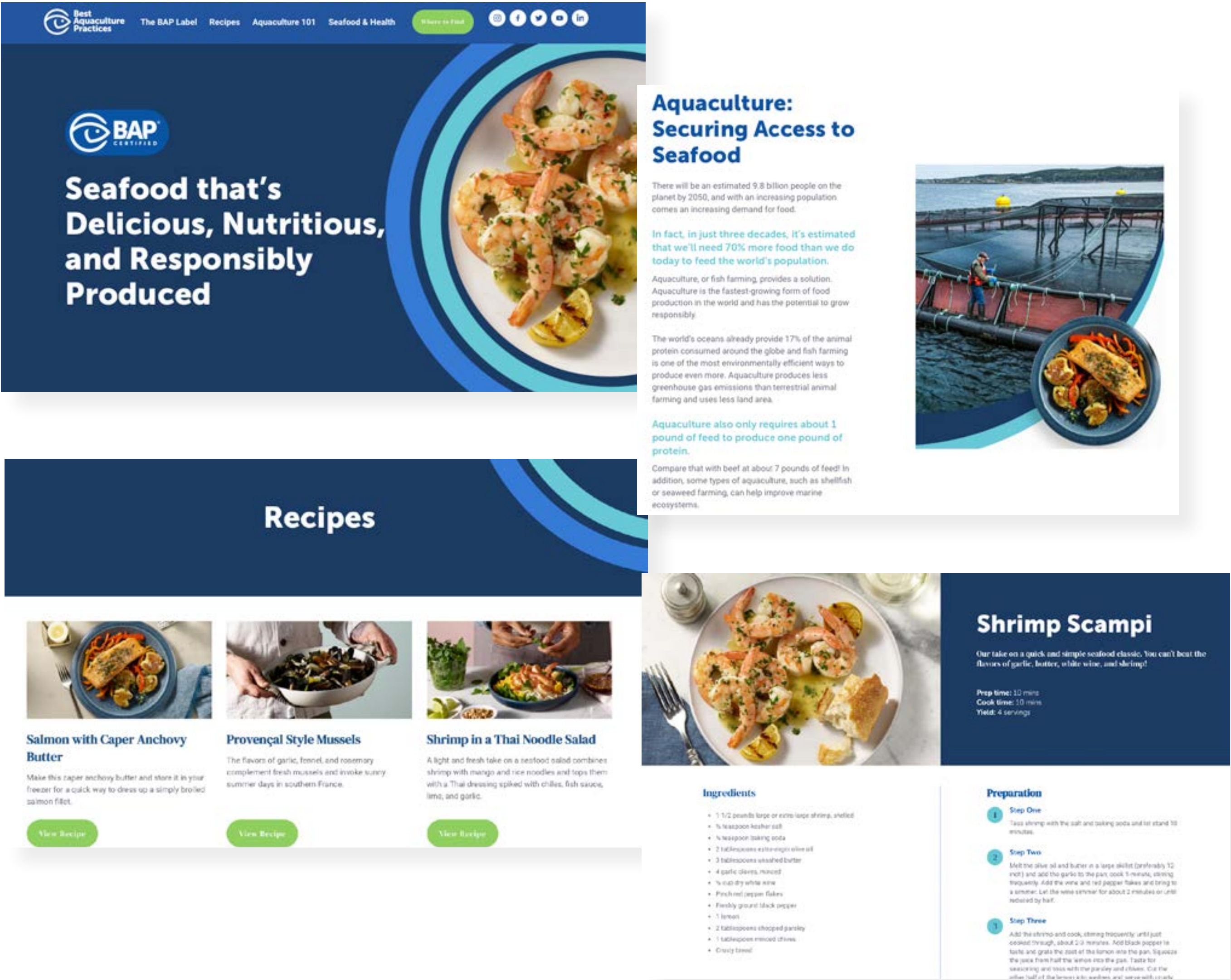
Our campaign toolkit included point of sale materials, digital assets to use on websites, social media graphics, a video animation, recipes and more. The toolkit also included suggested messaging to accompany the assets.



Consumer Website

bap.globalseafood.org

We launched a new consumer-facing website that provides information about aquaculture, the BAP label and what it means, recipes and the nutritional benefits of seafood. In addition to educating consumers, the site laso serves as a resource for companies who produce and source BAP seafood. It will be continually updated with new recipes and content for future campaigns.



Influencer Engagement



Aubrey Johansen
@thatswhatsheats

Aubrey is a personal chef to professional athletes and is based in Ohio. She created a beautiful shrimp and citrus salad using BAP shrimp from Giant Eagle.



Shuang Shaung
@shaungskitchensink

Shuang is a mom, recipe developer and blogger based in North Carolina. She created a teriyaki salmon dish using BAP salmon from Lidl.



Lucia Lee
@foodminimalist

Lucia is a recipe developer based in the Boston area that creates beautiful yet approachable recipes. She created a shrimp stir fry dish using BAP shrimp from Hannaford.



Erin Jensen
@thewoodensillet

Erin is a photographer, food stylist and recipe developer based in Minneapolis. She created an easy and delicious panko crusted salmon recipe with BAP salmon from Cub.



Lexington Brewer
@lexingtonbrewer

Lexington is a mom and recipe developer based in Salt Lake City, Utah. She created a honey walnut shrimp dish using BAP shrimp from WinCo Foods.



Social Media Results

In advance of Seafood Month, we launched a social media campaign using the hashtag **#AreYouAquaCultured**. The goal of the campaign was to encourage consumers to become more “aquacultured” by sharing content that highlighted the benefits of aquaculture and the BAP program, sharing approachable recipes and facts about the nutritional benefits of seafood.

1M

Total reach

173K

Engagments

5.4%

Increase in followers on Facebook & Instagram

338K

Impressions from influencer posts

120+

Posts using campaign hashtag



Top Posts

All of our top social media posts were of beautiful and approachable seafood recipes, including shrimp cocktail, shrimp scampi and a salmon tartare avocado toast.




A Facebook post featuring a vibrant image of a Mexican-style shrimp cocktail. The dish is served in a clear glass, filled with a red tomato-based sauce, diced cucumbers, red onions, cilantro, and large, cold-cooked shrimp. A lime wedge is perched on the rim. In the background, more of the same dish is visible in another glass, along with some bread. The BAP logo is in the bottom right corner of the image.

Best Aquaculture Practices
Published by HubSpot · September 28 ·

Mexican style shrimp cocktail will have all your friends wanting more! Chop red onion, cucumber, celery, cilantro, garlic, and jalapeño pepper. Mix with tomato juice, a squeeze of lime and enough ketchup to thicken a bit. Top with cold cooked shrimp. **#AreYouAquacultured**

Edit

2.7K 87 Comments 282 Shares




A Facebook post featuring a top-down view of a plate of shrimp scampi. The shrimp are large and pink, coated in a light-colored, garlicky butter sauce. They are served with small pieces of bread and a side of green salad. A glass of white wine and a salt shaker are also on the table. The BAP logo is in the bottom right corner of the image.

Best Aquaculture Practices
Published by HubSpot · October 3 ·

Decadent shrimp scampi from scratch couldn't be simpler and takes minutes to prepare. Check out this recipe for a delicious way to make **#BAPcertified** shrimp bathed in a garlicky, butter sauce: <https://bit.ly/3Echi35>

Edit

1.5K 31 Comments 86 Shares



A Facebook post featuring a close-up of a salmon tartare avocado toast. The toast is made of a thick slice of golden-brown bread, topped with a generous amount of green avocado mash, fresh salmon tartare, and finely chopped green onions. A whole avocado is visible in the background. The BAP logo is in the bottom right corner of the image.

Best Aquaculture Practices
Published by HubSpot · November 8 at 10:01 AM ·

Salmon has essential nutrients, including vitamin B12 and omega-3s. It's not just a dinner item either! Like avocado toast? Bring it to a whole new level with **#salmon** tartare and green onions. Yum! 🍴

#BAPCertified #AreYouAquaCultured

Edit

1.4K 32 Comments 40 Shares

PR Results

As a result of the campaign, BAP had the most media mentions in October 2022 than any other month previously. Looking at the September 15th-November 15th period, we saw a 160% increase in media mentions in 2022 compared to 2021. The sentiment of the media stories was also overwhelmingly positive.

7.3B

Total reach of media mentions

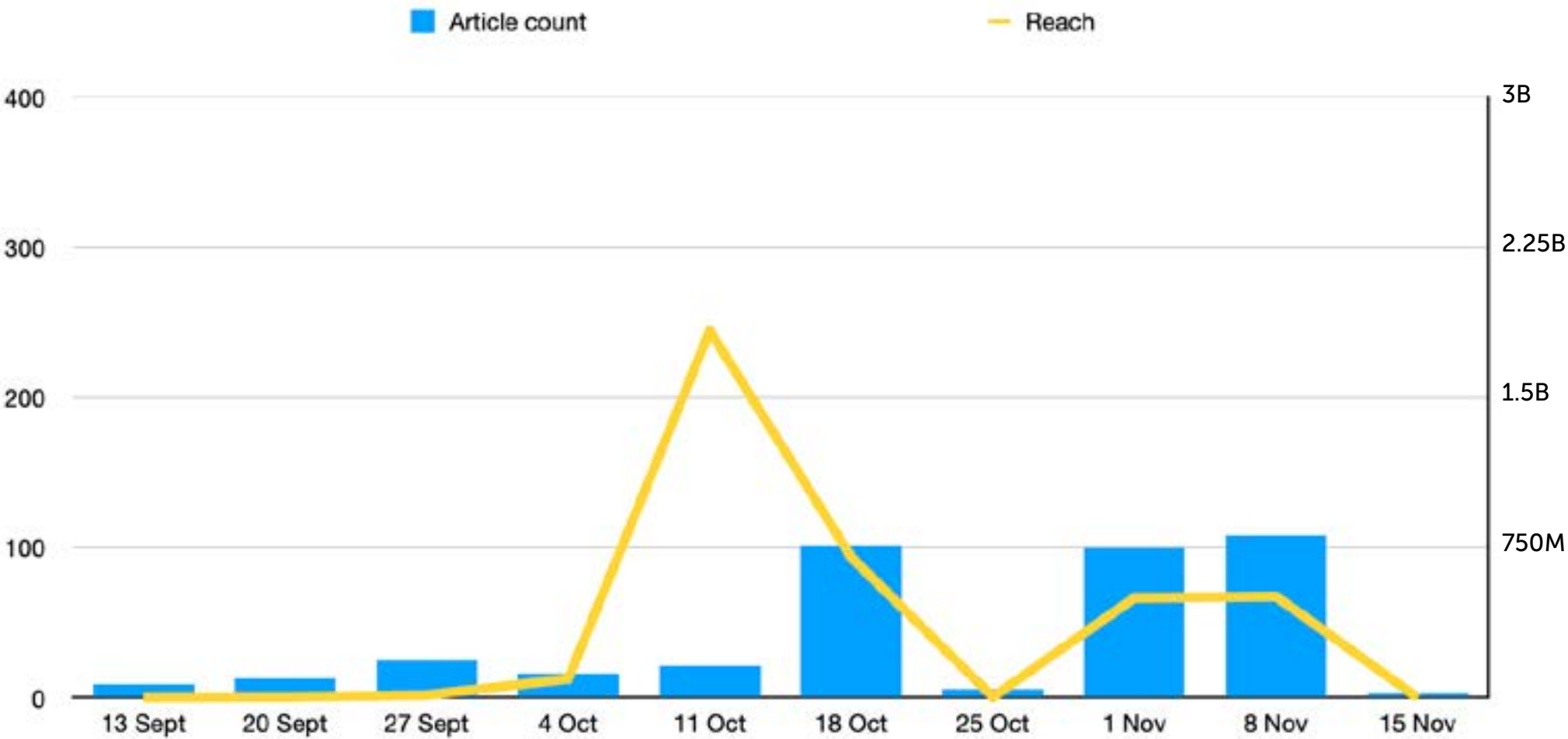
1K

Media mentions for BAP

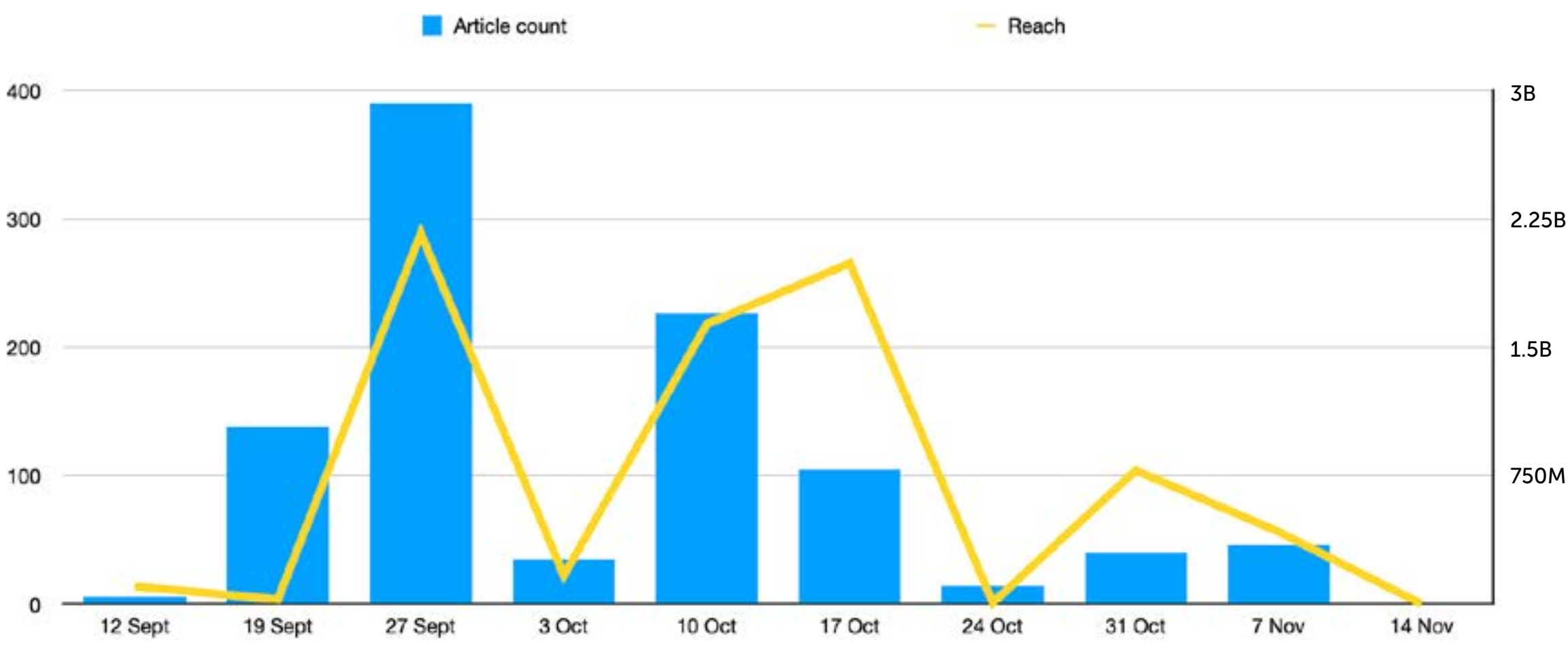
160%

Increase in media mentions from the same period in 2021

Media Coverage Sept 15-Nov 15 2021

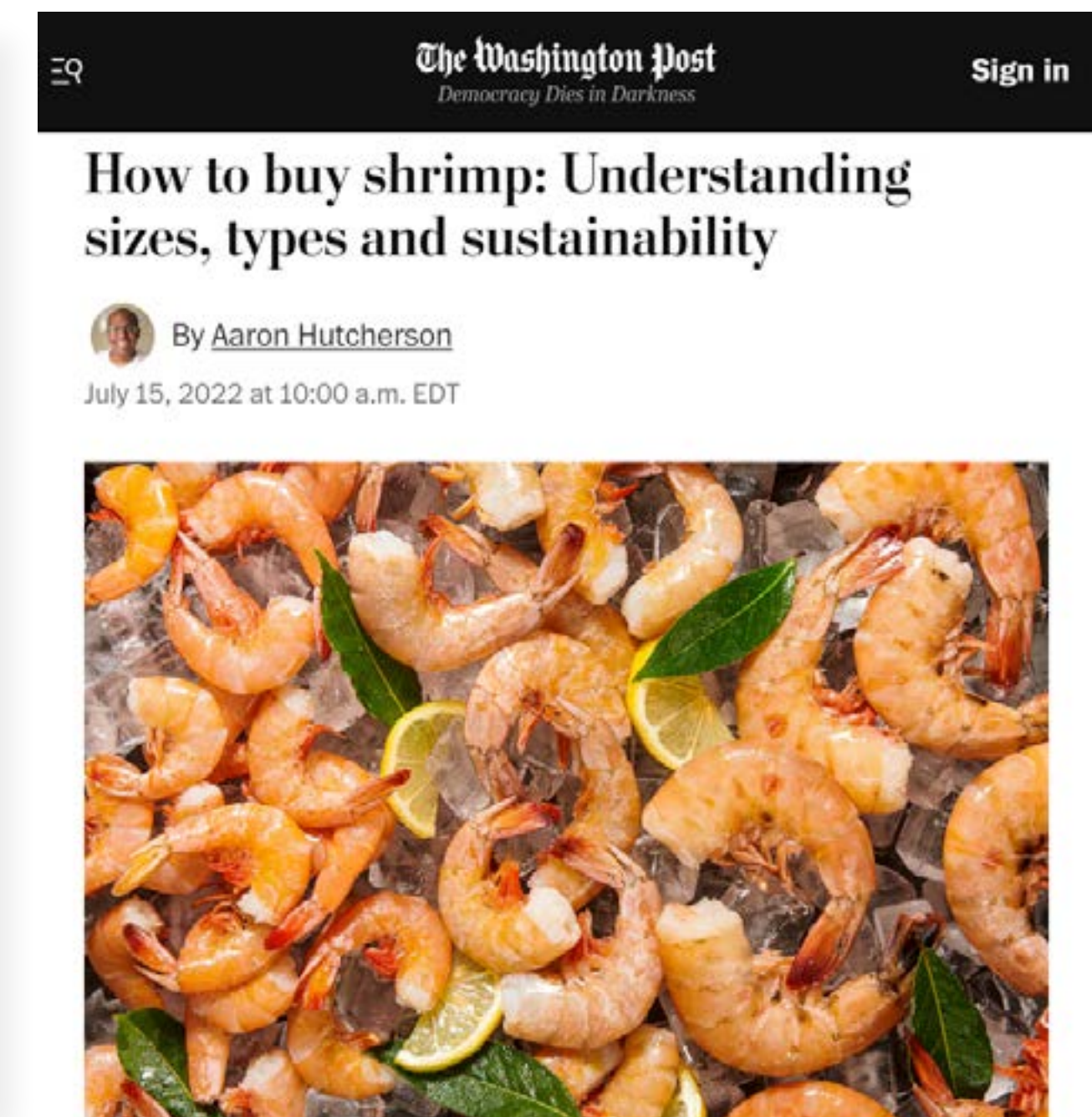
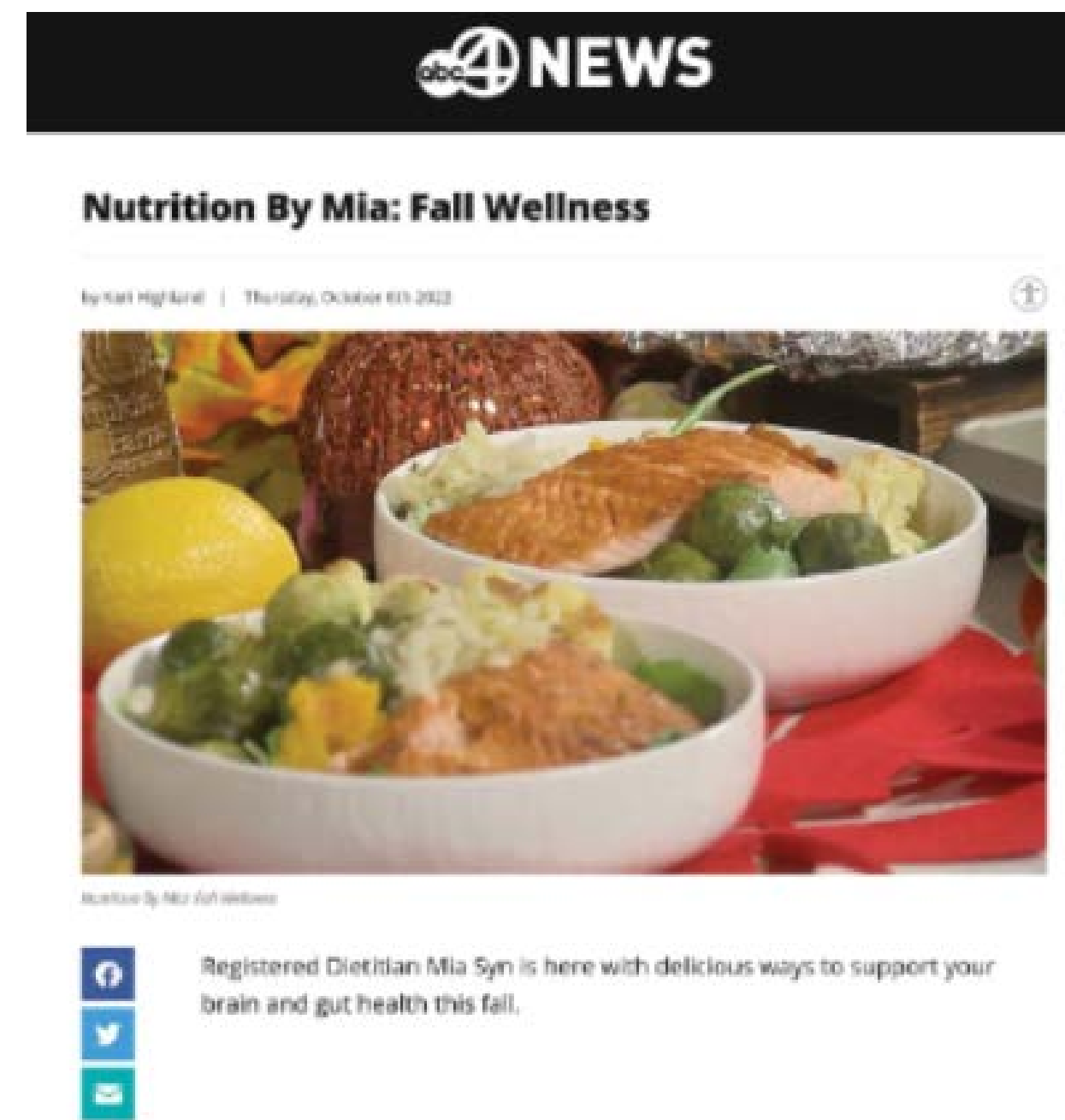


Media Coverage Sept 15-Nov 15 2022



Top Media Stories

Our top media stories included an interview about responsible seafood practices on *Good Day Seattle*, two broadcast segments with dietitian Mia Syn about healthy eating on *WCIV ABC News 4* and *News4Jax*, and an article in *The Washington Post* about how to buy shrimp.



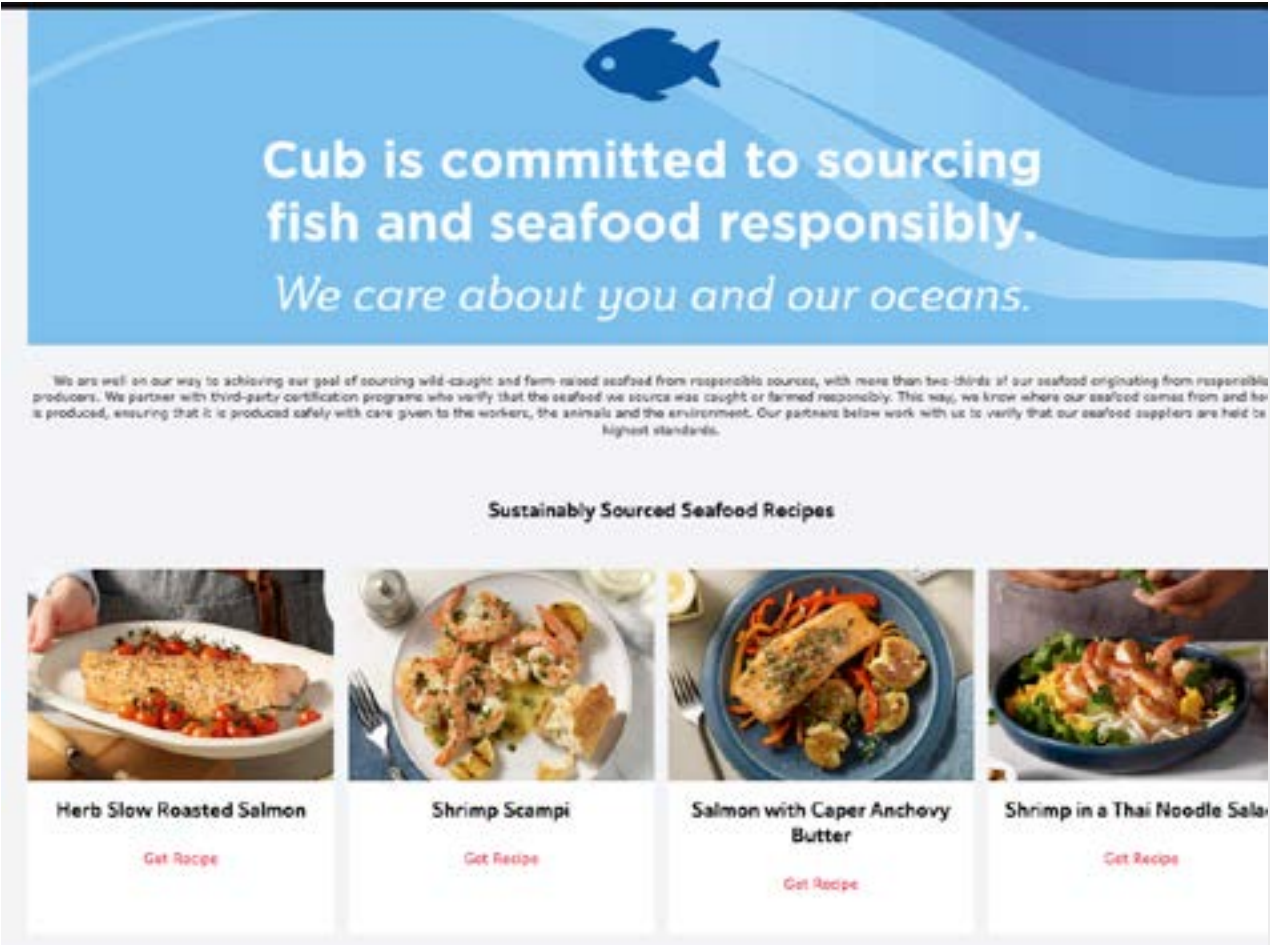
Partner Highlights

We partnered with eight retail and foodservice companies that helped us amplify our campaign messaging and reach a wider audience. Our partners participated in the campaign in a variety of ways, including by posting on social media, updating messaging on their websites, making our recipes shoppable, creating their own content about BAP, and working with influencers.



Cub

Cub is a retailer with stores located in Minnesota and Illinois. They participated in the campaign by sharing content about the campaign on 12 of their web pages (including 4 shoppable recipes), sharing recipes on their Facebook and Instagram accounts, and via 4 email placements in their coupon emails (which is their most clicked on series). They also worked with one of our influencer partners.



Giant Eagle

Giant Eagle is a retailer with more than 200 locations in Pennsylvania, Ohio, West Virginia, Indiana and Maryland. They participated in the campaign by posting on social media, conducting an in-store promotion and talking about responsible seafood sourcing and National Seafood Month in their October newsletter. They also created their own video asset about BAP to use on their website as well as in select stores. They also worked with one of our influencer partners.




Seafood Sustainability | Best Aquaculture Practices

 Giant Eagle
4.7K subscribers

Subscribe

Why You Should Look for BAP



look for the BAP label: BAP CERTIFIED

Nature's Sustainability Standards

The standards of Best Aquaculture Practices (BAP) are based on four pillars: environmental responsibility, social accountability, food safety and animal health & welfare.


[Watch Video](#)



Best Aquaculture Practices

We're also proud to have earned Best Aquaculture Practices (BAP) four star certification on farm-raised salmon, tilapia and shrimp. The BAP program is administered by the Global Seafood Alliance (GSA), an international nonprofit organization who works to advance responsible seafood practices through advocacy, education and demonstration. A BAP four star designation means the product was certified at every step of the process, including the processing plant, farm, hatchery and feed mill.


Sustainably Sourced Seafood



Nature's Basket Shrimp

Our shrimp is certified for food safety and sustainability.


[Shop Now](#)



Nature's Basket Salmon

Be sure to try our delicious, Fair Trade Certified™ salmon, too.

[Shop Now](#)



\$1 off

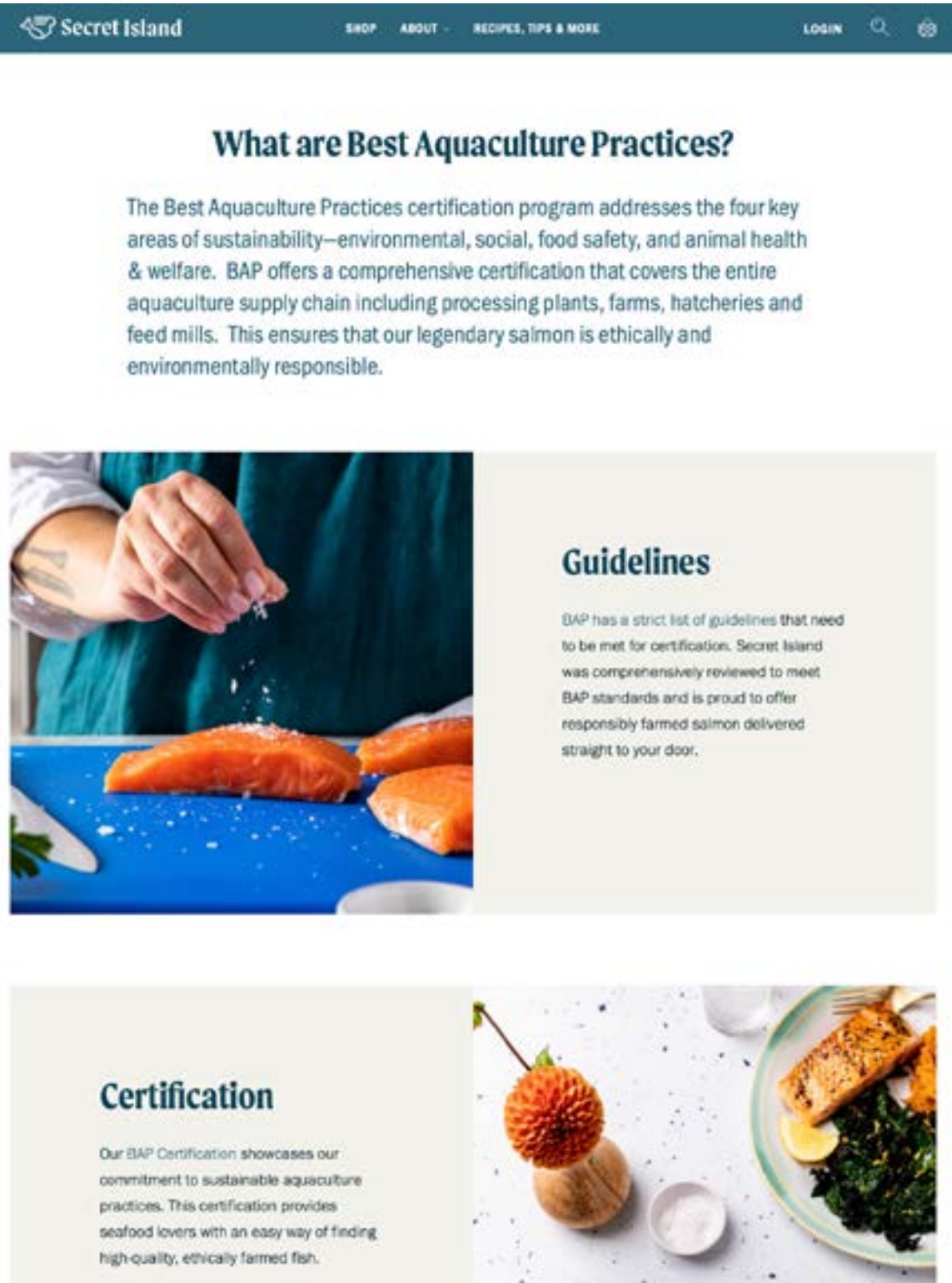
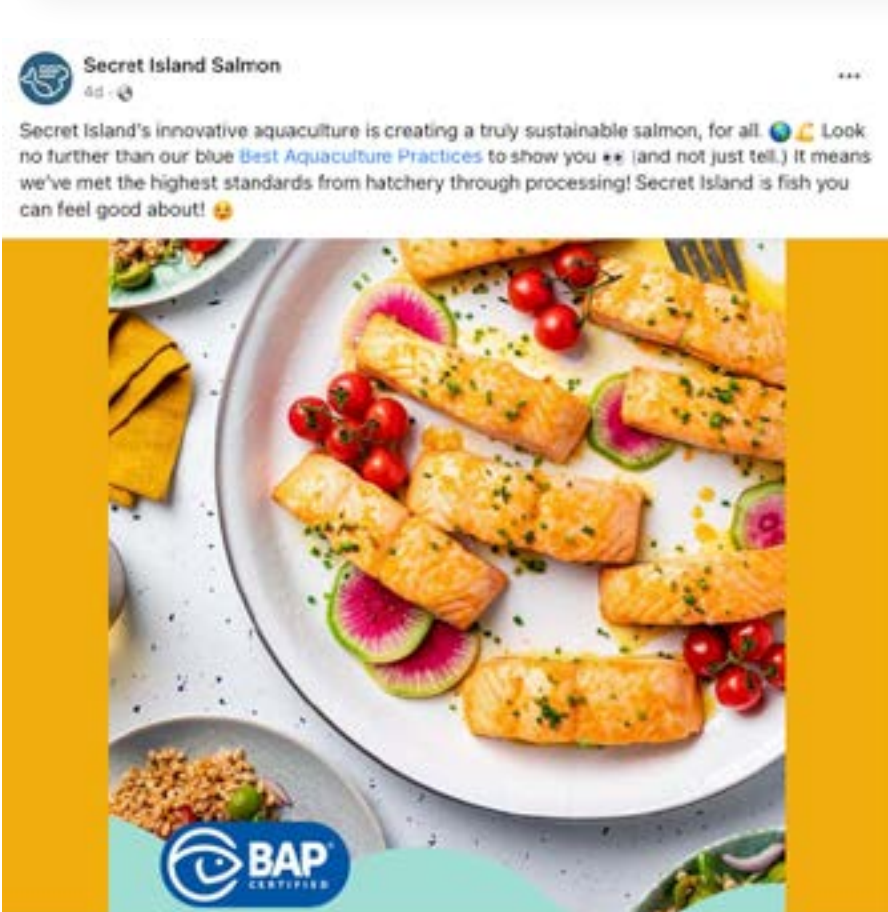
Save on Seafood

Get \$1 off your purchase of select salmon and shrimp.*

[Save More](#)

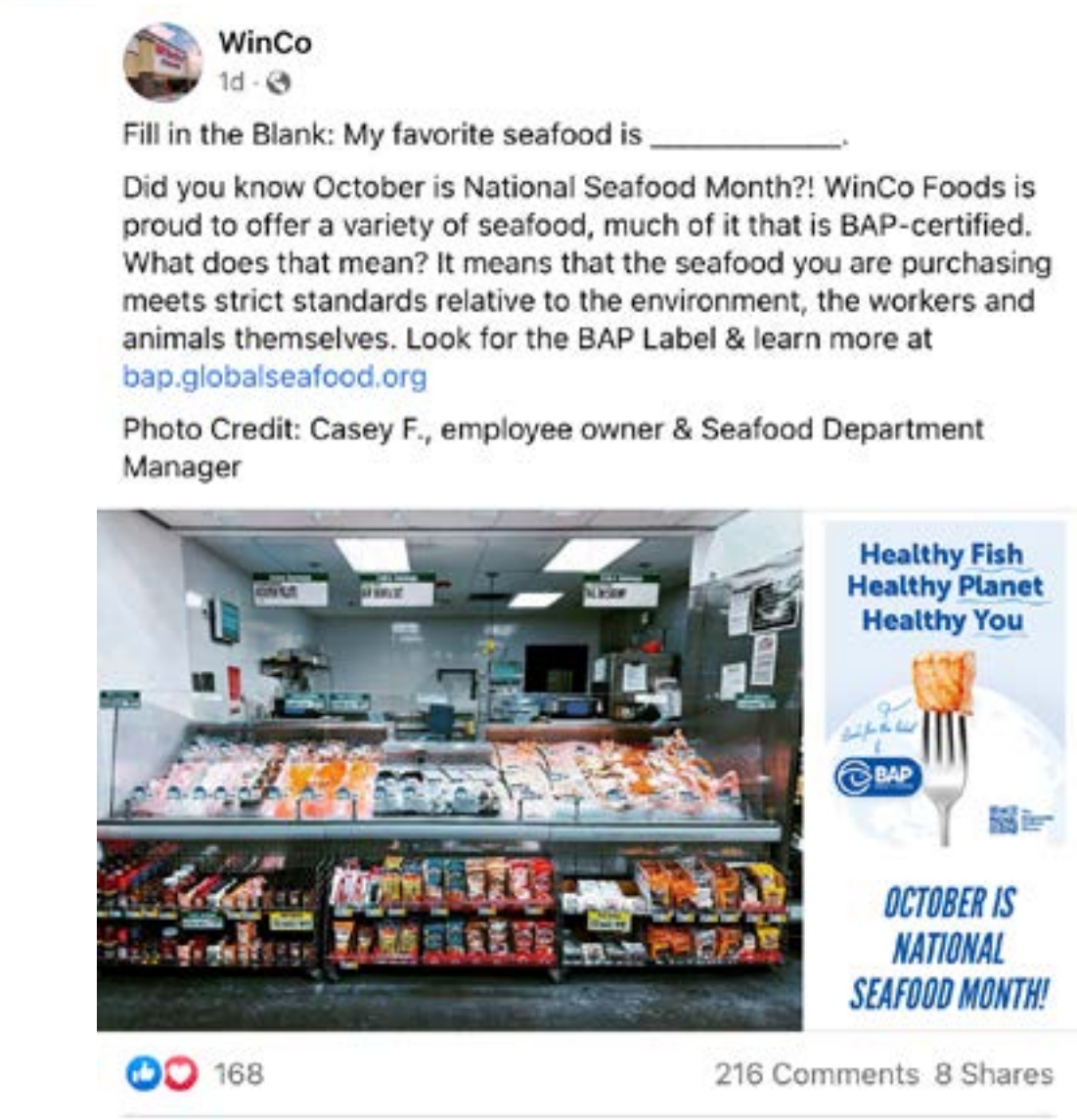
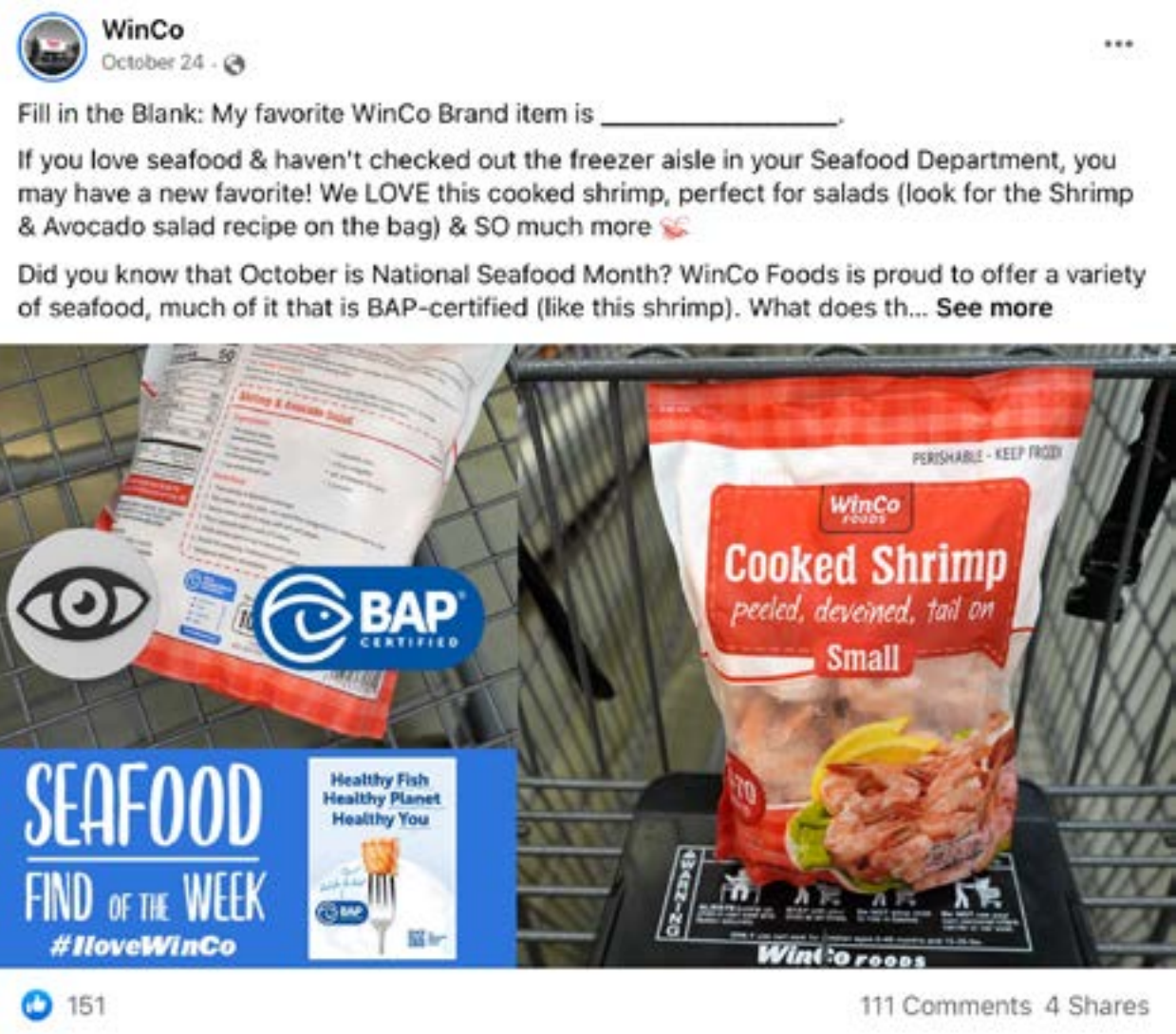
Secret Island

Secret Island is Chile-based Salmones Austral’s direct-to-consumer brand that recently launched a new product line featuring salmon hot dogs, bacon, burgers and more. For the campaign, Secret Island created a series of social media ads that included the BAP label and mentioned their four-star status. They also launched a new website with a page dedicated to BAP. Secret Island products were also featured in multiple broadcast segments with dietitian Mia Syn.



WinCo Foods

WinCo Foods is a retailer based in Idaho with more than 130 locations in the U.S. WinCo participated in the campaign by posting about BAP and National Seafood Month on social media and updating the messaging on their website. They also worked with one of our influencer partners.



Get Involved

Looking for resources to help you tell your responsible seafood story? We now have an evergreen toolkit available on our website with materials designed to help you fit BAP into your own brand messaging and communicate the benefits of certification to your customers.

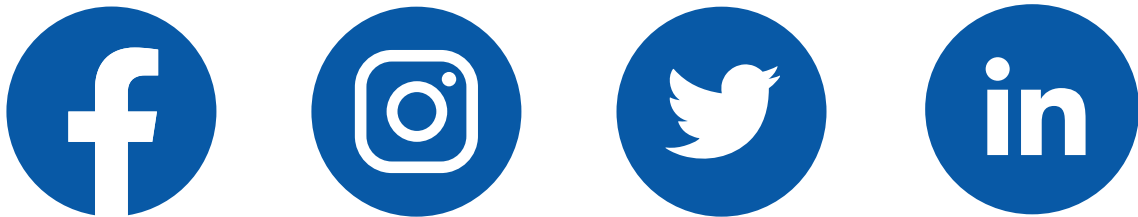
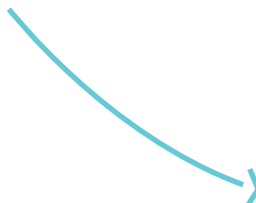
[Download the Toolkit](#)



Follow Us

Check out BAP’s social media channels and follow along with our #AreYouAquaCultured campaign!

Click us!



Contact Us

**Looking for additional resources?
Want to get involved in a future
campaign? Reach out to us!**

Email Us

**Best Aquaculture Practices
Global Seafood Alliance**

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Portsmouth, NH 03801 USA

