

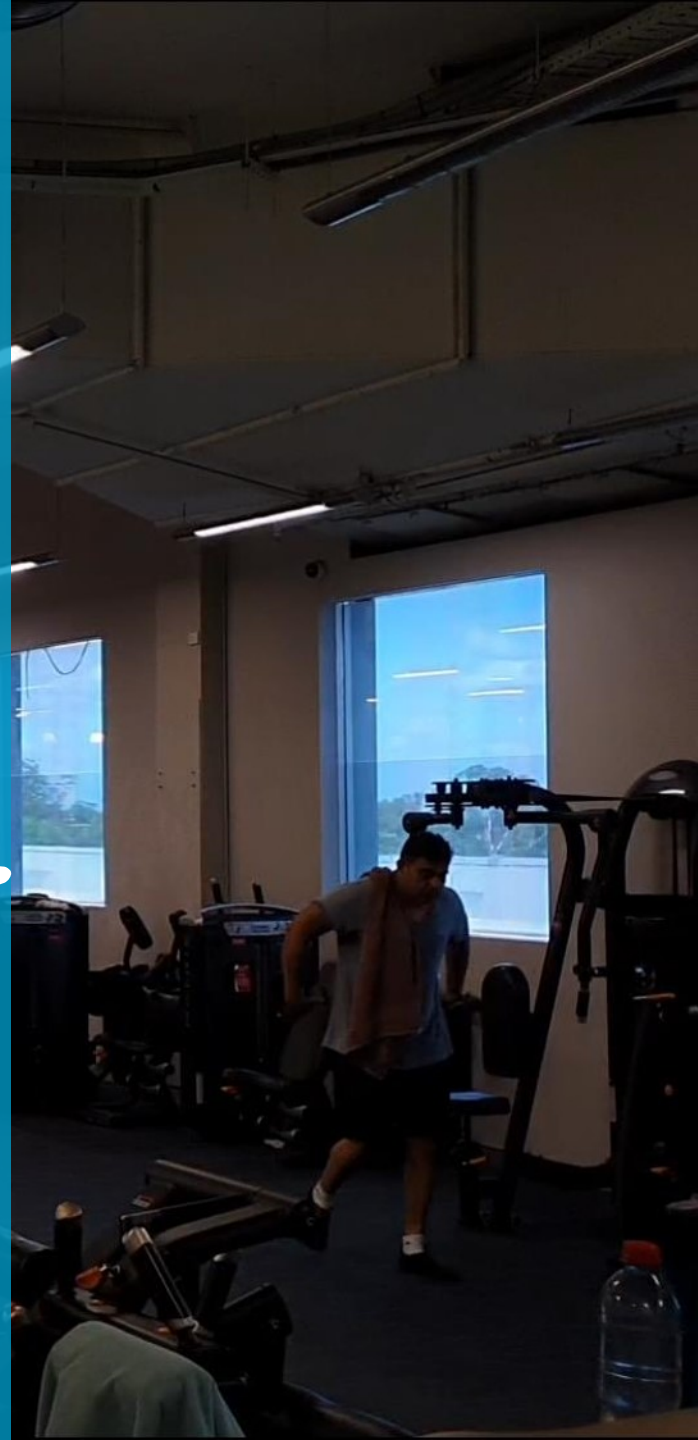


# CASE STUDY

# NEW YEAR

# AUSTRALIA

# 2021



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**WE RAISED  
AWARENESS OF  
THE MSC BLUE  
FISH TICK TO  
AUSTRALIAN  
GYM GOERS AND  
SHOPPERS  
THROUGHOUT  
JANUARY 2021**

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**Powerful creative**

The creative used a **split screen** to show the connection between ocean to plate with a **healthy you, healthy ocean** message.

**Multiple formats**

The ads played across **multiple formats** on ultra wide displays, large scale formats, TVs and vertical units at high and eye level, both at **30s and 15s**.

**Massive reach**

The campaign had a unique reach of over **5 million people** across **97% of all gyms and 40 shopping centres** in Australia.

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# SPONSORED BY COLES - BEST SUSTAINABLE SEAFOOD SUPERMARKET



LOOK FOR THE LABEL AT

**coles**

**BEST SUSTAINABLE  
SEAFOOD SUPERMARKET  
2017-2020**



## Partnering for change

The MSC was able to leverage a **90% discount** due to its non-profit status and **Coles supported** financially, with content, branding and in-store activation.

## Digital cookbook

The MSC launched a **digital cookbook** full of healthy ocean recipes. Coles provided three recipes in collaboration with celebrity chefs which were **amplified through paid digital ads**.

## In-store activation

Coles ran **in-store radio advertising** which acted as a prompt for those who had seen the advertising, positioned in proximity to Coles supermarkets.

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**WATCH THE FULL 30 SECOND TV AD**



**BROWSE THE DIGITAL COOKBOOK**

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