

The background of the entire image is a close-up photograph of several fish, likely bluefish, caught in a fishing net. The fish are silvery with dark stripes and are piled together, with their scales catching the light. The net's mesh is visible, creating a grid pattern over the fish. The overall color palette is dominated by blues and silvers.

CASE STUDY
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JOHN WEST  
AUSTRALIA  
CAMPAIGN 2016  
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**A NATIONAL AD
CAMPAIGN TO
HIGHLIGHT JOHN
WEST'S
COMMITMENT TO
MSC TUNA TO
POSITION OCEAN
SUSTAINABILITY
AS THE 'NORM'
AND ONLY
OPTION MOVING
FORWARD.**

Goal

To create a behaviour change campaign that increased awareness of John West as an MSC certified, sustainable tuna brand.

Sub-goals

1. To raise awareness of the need for sustainable fishing.
2. To drive consumer trust and meet consumer demand for sustainable seafood.
3. To position John West as a sustainability leader within the tuna industry.

Why now?

1. In February 2016 MSC certified supply chain was in place across Simplot (John West parent company). Simplot were eager to communicate this achievement with MSC and WWF and joint voices in the campaign.
2. The campaign launched in Australia in February 2016 and ran for 9 weeks.

WHAT DID THE CAMPAIGN INVOLVE?

The campaign was built on a three-phase behaviour change journey: **Agitate, Educate, Act.**

Two key activities



Two key target audiences

Leaders: Strong concerns about personal, community and planetary health and sustainability issues which shape their values, worldviews and decision making. Highly committed, knowledgeable.

Learners: Have more recent awareness of health and sustainability issues but have poorer levels of knowledge and lower interest. They want to do the right thing but are unsure where to start.

760+ pieces of coverage

worth over **\$2.5 million**

1m people

watched TV ad in 6 days

2 awards

Banksia – top sustainability

42%



of consumers considered John West **champions and leaders of ocean health**

57%



Top of mind awareness for John West increased by **11 percentage points** to 57%

63%



of consumers now aware that **John West Tuna is MSC certified**

85%



of consumers said **perception of John West improved** as result of campaign.

“WE’RE THRILLED TO HAVE PARTNERED WITH JOHN WEST TO CREATE THIS CAMPAIGN, REFRAMING WHAT SUSTAINABILITY MEANS TO CONSUMERS. AS A RESULT [OF THIS CAMPAIGN], AUSTRALIANS HAVE STARTED TO CHANGE THEIR BEHAVIOUR AT THE SUPERMARKET SHELF AND ALL SIGNS POINT TO THIS CONTINUING.”

TOM WARD, MD OF CUMMINS&PARTNERS MELBOURNE
