

SUPERFISHOIL

2016



GET INVOLVED

#superfishoil Marketing Toolkit



www.fishisthedish.co.uk/superfishoil

WHAT'S INSIDE

- 3 What's it all about?
- 4 How can you get involved?
- 5 Inspiration to get you started
- 7 #superfishoil... get on message
- 9 Raising your profile in local media
- 10 Sharing your story on social media
- 11 Using social media to promote you business
- 12 In-store and online marketing



WHAT'S IT ALL ABOUT?

On Monday 1 February 2016 we're launching a campaign to shout about and raise the profile of the health benefits of seafood, focusing on fish rich in omega-3.

Superfishoil aims to motivate and inspire consumers to look at what they eat, comparing delicious and nutritious seafood as a healthier option for meals and snacks, instead of others higher in saturated fat, superficial takeaways and convenience meals.

Our campaign wants to get as many people as possible enjoying the great taste and variety of seafood while giving them plenty of information to help make informed decisions.

Because it's not superficial, it's superfishoil, packed with bags of omega-3. Our message is that seafood encourages a healthy heart through helping to maintain normal blood pressure and blood levels of triglycerides (a type of fat in the blood). The goodness that fish contains also helps promote healthy bones, skin, teeth and hair.

This activity follows on from the successful six month campaign in late 2014 and early 2015, which was based on research conducted by the Fish is the Dish team that found seven in ten (73%) adults in the UK didn't know how much fish they should eat a week in order to maintain good health. In addition, 96% of adults in the UK didn't know the recommended amount of omega-3 fat they should have in one week.

Above all, Superfishoil represents an opportunity to encourage more people, to eat more fish, more often and is a genuine chance to showcase the variety and quality of produce in the UK.

Want to know more?

Visit www.fishisthedish.co.uk/superfishoil for more information and digital versions of all marketing materials.



WANT TO CHAT TO SEAFISH'S FISH IS THE DISH TEAM? EMAIL US AT fishisthedish@seafish.co.uk

RUNNING FROM (1 FEBRUARY - 13 MARCH 2016)

HOW CAN YOU GET INVOLVED?

There are many ways to make the most of the Superfishoil campaign.

Firstly, you can use our collection of marketing materials in this toolkit to get your premises looking spot on and let your customers know you are getting involved with the campaign. You'll find posters to be downloaded, printed off and placed in your shop windows and walls. These will be specially designed for fish mongers to help consumers pick great-tasting omega-3 rich fish, as well as sports and health clubs, community centres and schools to get people thinking about and raising awareness of how they can get healthier by eating more seafood.

You can also check out the following pages, which aim to give you some inspiration for in-house promotional activities to help build awareness of the health benefits of omega-3 rich seafood, an interest in trying different species, and driving footfall and sales. We also want to help you get your local media interested in your story, and show how you can use social media channels such as Facebook and Twitter to promote your business by making it fun and engaging.



TURN THE PAGE TO READ MORE ABOUT HOW YOU CAN GET INVOLVED AND USE THE SUPERFISHOIL CAMPAIGN TO GET YOUR CUSTOMERS TALKING MORE ABOUT SARDINES, MACKEREL AND SEABASS.

INSPIRATION TO GET YOU STARTED

There are various ways you can promote your involvement in the Superfishoil campaign. To help get you started we've listed ideas to spark some inspiration on your behalf.

START A CONVERSATION AROUND #SUPERFISHOIL AND OMEGA-3 RICH SEAFOOD

Have a look at some #superfishoil suggested social posts on page 11. Think about offering an omega-3 fish special as the Dish of the Day for that particular day. For example, why not offer half price fish and chips or how about offering to give your customers some special recipes to try at home? You can get lots of information and content from the Superfishoil section on the Fish is the Dish website too.

DO YOUR OWN 'NOW THAT'S WHAT I CALL OMEGA-3'

Use our top 20 run down and create your own music menu, counter display or specials board for your customer. If you are a community group why not have a themed night and get pun-tastic with the top 20 chart from a specific year or decade. There is lots of fun you could have with this list so get creative as well as healthy as part of our superfishoil campaign.

ASK YOUR COLLEAGUES TO START USING THE HASHTAG #superfishoil ON SOCIAL MEDIA

To start raising awareness and join the campaign, ask the team in your office to start tweeting using the official hashtag. Get as many people as you can talking about their favourite seafood, recipes, interesting facts or benefits they have encountered from eating fish rich in omega-3 as part of a balanced diet. It's important to ignite this conversation on social media by telling your story!

RUN A COMPETITION

To encourage participation in whatever events you decide to stage try running a competition. Offering an incentive is a great way to engage people. Think about what you think people would like to win – perhaps a special meal offer or seafood rich in omega-3 for a week might work. You can do this either through your social media channels or why not get in touch with your local newspaper? They will always be looking to engage with local business and for a small financial commitment 'in kind' (i.e. the value of the free meal or prize) you can have a fun partnership and collect valuable consumer data from of the competition entries. You could also draw attention to other competitions being run by keeping an eye on @fishisthedish and #superfishoil by retweeting and sharing their efforts.

INSPIRATION TO GET YOU STARTED

Tie a promotion into other related events that are happening throughout the campaign

Our #superfishoil campaign, which will run from 1 February to 13 March, will overlap with other promotional dates and weeks that you can also tie into. So there are opportunities to get creative on social media or through in-store/shop promotions around the likes of:

**NATIONAL HEART MONTH
(FEBRUARY 2016)**

Promoting a healthy heart by increasing the number of omega-3 rich fish on your specials menu. Brief your staff on the benefits to the heart - available from the FITD website - so when they are can share their knowledge when telling your customers what's available.

**HOT BREAKFAST MONTH
(FEBRUARY 2016)**

Put seafood on your breakfast menu and promote it. Put on a special seafood breakfast menu including kippers, smoked mackerel omelette or sardines on toast during February as a nutritious and quick hot breakfast idea! Show how easy it is to prefer and offer a one week only promotion at the start of the month to get them hooked for the rest of the month!

**SUPERBOWL WEEKEND
(5 - 7 FEBRUARY)**

Bowl your customers over with some American inspired dishes on your menu to make the most of the Superbowl Weekend.

**NATIONAL PIZZA DAY
(9 FEBRUARY)**

Create a special seafood pizza or put all Pizza Di Mare on offer, promoting the amazing health benefits of the seafood toppings! Invite customers to enter a competition by coming up with their own seafood topping creations.



**SHROVE TUESDAY
(9 FEBRUARY)**

Create a special seafood pancake for Shrove Tuesday. Invite your customers to come up with creative combinations.

**VALENTINE'S DAY
(14 FEBRUARY)**

Seafood is where the heart is! Create the most romantic dish on the menu which will also keep your lover's heart healthy and loving for longer. Make your own heart shaped fish cakes for people to cook at home or work with your local radio station to run a fun competition for a meal for two.

**MOTHER'S DAY
(6 MARCH)**

Mums the word, have your customers spoil the ladies in their life with special dishes, competitions and offers!

**BRITISH PIE WEEK
(7 - 13 MARCH)**

Whether it's a traditional fish pie or a new take on classic recipe, spoil your customers by having this hearty dish on your menu.

#superfishoil... GET ON MESSAGE

One of the reasons we should include oily fish as part of a balanced, nutritious diet is because they contain omega-3 fats - and these have been shown to have many health benefits. Here, registered dietitian and nutritionist Juliette Kellow reveals everything you need to know about omega-3 fats, including why it's important to have enough in our diet.

UNDERSTANDING THE SCIENCE PART

Omega-3 fats are polyunsaturated fats, which can be divided into two groups – short-chain and long-chain. The body is able to convert short-chain omega-3 fats, found in foods like flaxseed, rapeseed oil, walnuts and green, leafy veg, into long-chain omega-3s but this conversion process isn't very efficient. In contrast, oil-rich fish such as mackerel, salmon, pilchards, sardines, trout, kippers, herring and fresh tuna are naturally rich in long-chain omega-3 fats, especially eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). In particular, it's these 'ready-made' long-chain omega-3 fats in oily fish that have been linked to various health benefits.

LOVE YOUR HEART

One of the main benefits of the long-chain omega-3 fats EPA and DHA is the role they play in helping to keep the heart working normally. In particular, these fats help to maintain blood levels of triglycerides², a type of fat in the blood which when raised increases our risk of heart disease.

ENJOY THE TASTE OF THE MED

Advice from the UK's National Institute for Health and Care Excellence (NICE) recommends that people who've had a heart attack should eat a Mediterranean-style diet that includes more fish, bread, fruit and veg, less meat and replaces animal fats like butter and cheese with products based on plant oils.

TAKE THE PRESSURE DOWN

Omega-3 fats are known to play a role in helping to maintain normal blood pressure² – that's great news as around one in three adults in the UK have high blood pressure. High blood pressure is one of the main risk factors for stroke – a condition that accounts for seven percent of deaths in men and 10 percent in women.

BOOST YOUR BRAIN POWER

It seems there's some truth behind the old wives' tale that 'fish is good for the brain'. The long-chain omega-3 fat DHA found naturally in oily fish is proven to contribute to the maintenance of normal brain function. Meanwhile, it's especially important for pregnant and breastfeeding mums to make sure they include a serving of oily fish in their diet each week as it's proven that DHA in a mother's diet plays a role in a baby's brain development during pregnancy and breastfeeding.

OPEN YOUR EYES

It's not just our heart and brain that benefits from omega-3 fats. DHA is also known to contribute to the maintenance of normal vision and again is especially important in the diets of mums-to-be and breastfeeding mothers where it plays a role in a baby's normal eye development.

#superfishoil... GET ON MESSAGE

'SEA' FOOD - AND EAT IT!

The recommendation to eat at least one portion of oily fish – weighing around 140g when it's cooked – sounds easy to achieve. But sadly, most of us don't even come close to this. On average, we manage to eat just one portion of oil-rich fish every three weeks! Our Special Now That's What I Call Omega-3 is a handy guide to show you and your customers how much omega-3 is in the different types of seafood.

Here's our top 20 rundown!

20 - 16

- Starting off our top 20... it's one of the most popular white fish on our plates. Thank goodness it's got **130mg omega-3**. We're talking, baked **Cod**!
- At **19**... you won't have the blues for long thanks to the **130mg omega-3** in... grilled **Sole**!
- At **18**... there are 140 good reasons to throw another one on the barbie – with **140mg omega-3** it's grilled **King Prawns**!
- At **17**... related to the shellfish supremo that is lobster, with 170mg omega-3... it's boiled **Langoustine**.
- At **16**... with **190mg omega-3**, this family favourite is perfect for fish pies... it's steamed **Haddock**!

15 - 11

- At **15**... celebrate with a cocktail or two. Containing **200mg omega-3**... it's **Coldwater Prawns**!
- At **14**... guaranteed to conjure up images of sunny, summer holidays, with **250mg omega-3**... it's baked **Calamari in Batter**!
- At **13**... with **320mg omega-3** and a super sarnie filling... it's **Tinned Tuna in Brine** (that's a lot more than **Tinned Tuna in Sunflower Oil** with 180mg)!
- At **12**... with **420mg**, you can be confident your children are getting an omega-3 fix while eating one of their favourite foods... it's grilled or baked **Cod Fish Fingers**!
- At **11**... omega-3 gives you a sporting chance at good health, so **540mg** could probably boost your... **Mussels**!



10 - 6

- Top **10** time... this classic pub grub is worth an omega-3 toast. With **740mg omega-3**, say cheers to... baked **Scampi in breadcrumbs**!
- At **9**... with **760mg omega-3** there's definitely a time and place for this fish... it's baked and breaded **Plaice**.
- At **8**... it's all about the bass. For a top up of **1230mg omega-3** to music to your ears it's... baked **Seabass**!
- At **7**... the white meat has 70mg omega-3, but the brown meat is the true omega-3 winner. You'll find **1300mg** in **Crab**!
- At **6**... push up your pasta by adding a tin or two. With **1340mg omega-3**... it's **Tinned Pink Salmon**. Or add a little more colour with **Tinned Red Salmon** and get **1650mg omega-3**.

5 - 2

- Into the top 5 now... and with **1720mg omega-3** it will leave you with more of a smile than a pout! It's baked **Rainbow Trout**!
- At number **4**... it's that entertaining classic with **2280mg omega-3**... it's **Smoked Salmon**!
- At **3**... with **2500mg omega-3**, it's a tasty toast topping... **Canned Sardines in Brine**. But for an extra boost go for **Canned Sardines in Tomato Sauce** and you'll get even more – **2980mg omega-3**.
- At **2**... narrowly missing out on top spot, and with an impressive **3350mg**... it's grilled **Kippers**!

NUMBER 1

- **Number 1** And top of the pile, king of the hill, head honcho, big cheese, numero uno when it comes to the top level of omega-3... with **4830mg per 100g**, it's grilled **Mackerel**!

RAISING YOUR PROFILE IN LOCAL MEDIA

Local media (like newspapers and radio stations) are always looking for great local stories.

One simple way of alerting them to your #superfishoil activities is to send them a press release. Don't worry, we've done all the hard work for you. We've compiled a pre-written press release – all you have to do is fill in the blanks and get it out there.

You'll find the contact details of the journalists in your local paper. The best way is usually to call the newsdesk (details are usually found in the opening pages of the paper or on their website) or send them an email.

HERE'S AN EXAMPLE PRESS RELEASE YOU CAN ADAPT AND SEND TO LOCAL MEDIA

[INSERT BUSINESS NAME] ENCOURAGES THE LOCAL COMMUNITY TO SWITCH TO OMEGA-3 FISH

Local [insert business type (fishmonger, restaurant etc)] [business name] is calling on the people of [insert town/region] to expand their culinary repertoire and experiment with the huge variety of fresh seafood on offer on their doorstep.

This is in a bid to motivate households to choose naturally farmed or caught products from our countries seas, lochs and estuaries, as opposed to high in fat superficial foods - because it's not superficial, it's superfishoil!

[Owners' name], of [business name] in [local area/place], plans to raise the profile of seafood rich in omega-3 as the 'Superfishoil' by [include if relevant...taking different calendar dates and showing how easily seafood can adapt to any occasion with] [insert planned activity/activities].

[Business name] is one of many [UK/region] businesses supporting the new campaign from Fish is the Dish and Seafish - '#superfishoil' - that aims to help raise awareness among consumers around seafood as a healthier option for meals and snacks compared with other superficial takeaways and convenience meals, as well as assist shoppers to make more informed choices.

As we all know, seafood is a rich ingredient and a fantastic source of vitamins, minerals and long-chain omega-3 fatty acids which boost brainpower in both adults and developing babies, keeps hearts healthy and much more.

This drive comes after research showed that seven in ten (73 per cent) of adults in the UK didn't know how much fish they should eat a week in order to maintain good health and 96 per cent of adults don't know the recommended amount of omega-3 fat they should have in one week.

[Name], [position] at [business name] said: "We really want to encourage more people in our local community to switch to fish more often as part of a balanced diet. There's an abundance of species on offer, hauled fresh from our coastal waters. Whatever your taste, lifestyle and budget – we believe there really is something for everyone and every palate.

"We've been [serving/dishing up] seafood for [insert number of years in the business] and felt that it was time to really shout about the numerous health benefits that consuming seafood on a regular basis brings. We look forward to serving our very best produce to everyone who walks through the door."

Packed full of omega-3, the amazing fatty oils present in seafood have been found to improve your circulation and encourage healthy respiratory function. The goodness that this protein-rich natural produce contains also helps promote healthy bones, skin, teeth and hair – what's more, its low calorie content and minuscule amounts of saturated fat makes it a healthy option all year round.

The campaign already has the backing of key players in the industry, including Seafish, the organisation that works to secure a sustainable and profitable future for the UK seafood industry.

[Seafish spokesperson <Seafish to advise>], of Seafish, said: "Not enough people in the UK are switched on to how much seafood and omega-3 they should be consuming in one week. We want to raise the profile of this fantastic fare and champion local produce to promote healthy hearts and minds.

"To encourage people to start talking about seafood more often, we're urging people to start tweeting with the hashtag #superfishoil. Let us know what omega-3-rich seafood you're experimenting with from one day to the next!"

Visit <http://www.fishisthedish.co.uk/superfishoil> to find out more.

SHARING YOUR STORY ON SOCIAL MEDIA

Social media is a powerful way of spreading the message about #superfishoil and your business.

All you have to do is get involved, and it's easier than you think. Here's our four-step guide to getting the most out of social media.

1

GET SOCIAL!

On Facebook, Twitter and Instagram you can set up a company account. This means that you can post information, deals, promotions and images from your business, and keep it going even after the #superfishoil campaign has finished.

2

ONLY SHARE A GOOD STORY.

Put simply, if it's not that interesting to you, others won't be interested either. So be selective with what you put out on social – otherwise, you'll be in danger of turning people away. People and promotions are usually universally popular, so if you stick within these themes, you should be on the right track.

4

CONSIDER ADVERTISING.

You can spend a relatively small amount of money on Facebook and Twitter to help get your posts into the timelines of your local community.

3

A PICTURE SPEAKS A THOUSAND WORDS.

Photos and videos are very popular on social media, and you don't have to be a pro to do it well. Use your smartphone camera to capture a few behind the scenes photos of gorgeous omega-3-rich dishes with links to your website, or post a picture of any promotions or deals, and you should be onto a winner.

TURN THE PAGE FOR MORE INSPIRATION TO KEEP YOUR SOCIAL MEDIA FEEDS FUN AND ENGAGING BEFORE, DURING AND AFTER THE BIG DAY.

USING SOCIAL MEDIA TO PROMOTE YOUR BUSINESS

Here's an example of the types of social media posts you can run to help your business make the most of the marketing opportunity the #superfishoil campaign presents. We also have some fun and creative #superfishoil images that can be shared, posted and retweeted. These will be available to download from the Seafish Asset Bank (<http://images.seafish.org>).



SUGGESTED TWEETS

We're celebrating #NationalHeartMonth, by eating lots more omega-3 rich fish! Omega-3 it's #superfishoil

Omega-3 helps to boost brainpower, keep hearts healthy and so much more - it's #superfishoil

What type of fish do you like? Fillet or finger, fresh, frozen or tinned, when it has omega-3 #superfishoil it's all good!

Omega-3 is a 'good' fat essential. Increase your levels by making little changes #superfishoil

What's your favourite seafood breakfast? Ours is mackerel kedgerree #superfishoil #hotbreakfastmonth

Kids of all ages give the thumbs up to omega-3 #superfishoil fish fingers

Did you know you can get omega-3 #superfishoil from white fish favourites cod and haddock? You do now!

Mussels, crab, scampi and plaice – all fantastic fish, all filled with omega-3 #superfishoil

Love your heart with omega-3 by keeping kippers on your shopping list #superfishoil

Fancy a takeaway? Make fish and chips your number one choice with omega-3 #superfishoil a healthy bonus!

IN-STORE AND ONLINE MARKETING

Whether you are a restaurateur, retailer, or wholesaler, when you're engaging with customers it's the perfect opportunity to share the amazing health benefits of seafood that support the whole family and leave them wanting to come back for more.

As well as using our marketing materials, such as posters, infographics and social media images that will all demonstrate the positive effects of omega-3 on our bodies, here's some fun ways of making a splash in-store:

THERE ARE ALSO DIGITAL AD BANNERS AVAILABLE IF YOU WOULD LIKE TO SHOWCASE YOUR INVOLVEMENT IN THE CAMPAIGN AND PROMOTE AWARENESS OF THE HEALTH BENEFITS OF OMEGA-3 RICH SEAFOOD ON YOUR BUSINESS'S WEBSITE. PLEASE GIVE THE SEAFISH/FISH IS THE DISH TEAM A CALL ON 0131 524 8684 OR EMAIL US AT fishisthedish@seafish.co.uk FOR MORE INFORMATION.

1 HAPPY HOUR

Drum up excitement by offering customers a great omega-3 deal during one hour of the day. One potential way you could do this is to include free omega-3-rich seafood meals for kids, or even a fishy buy one, get one free dish.

2 SNAP TO WIN!

Increase engagement and ask your customers to tweet a photo of themselves enjoying an omega-3 rich seafood dish to your social media account using your twitter handle and the hashtag #superfishoil to be in with the chance of winning a free meal for four, or a 'fish for a week' on their next visit.

WANT TO GET CRACKING?
TURN OVER TO SEE OUR MARKETING MATERIALS WHICH ARE AVAILABLE FOR YOU TO DOWNLOAD NOW! JUST VISIT <http://images.seafish.org>