

SEAFOOD WEEK
9 – 16 October

CAMPAIGN
EVALUATION



SEAFOOD
WEEK

9TH - 16TH OCTOBER

Presentation Outline



- Seafood Week 2015 results summary
- Seafish approach and tactical elements
- Tactical elements evaluated in numbers
- Seafood Week partnerships
- Business insight
- Consumer awareness
- Our learnings

SEAFOOD WEEK

9TH - 16TH OCTOBER

4% consumer awareness for Seafood Week

With a conversion rate of **40%** 'more likely to try' evidencing that those who did see the campaign, were persuaded by its message.

Summary of results

Traditional media:	Total	Estimated Advertising Value (EAV)	Total reach
National and regional print: 87 articles	213	£508,189	67,067,027
National and regional online: 126 articles			

Broadcast:	Total	EAV	Total reach
	36	£60,000	8,500,000

Social engagement: #seafoodweek reach of 53.8 million impressions

Social engagement: #fishpunday reach of 11.5 million impressions

Overview of Seafish Tactics

- **Dedicated campaign creative and resources to be used by Seafish and industry partners**
- **Dedicated website area with over 50 pages of unique content**
- **Internal and external communications**
- **Media and broadcast programme**
- **Email marketing campaigns**
- **Social media conversations**
- **Digital advertising**
- **Regional events**
- **Promotional partnerships**

Seafish's approach

Seafish designed Seafood Week 2015 to tackle their high level objective to get more people eating more seafood more often. Seafood Week 2015 was designed as a flexible campaign platform to allow industry to develop and implement their own marketing activities and elements, and benefit from the buzz Seafish created.

Industry Toolkit and Communications

- A Seafood Week industry toolkit was created to share with all industry partners on how to get the most out of the week and engage with local media.
- The toolkit secured 13 pieces of media coverage.
- 2,400 postcards were issued to all levy payers and key Seafish contacts which backed up the email campaign used to engage with industry.

Seafood Week returns 9th-16th October 2015



There are just 50 days to go until the start of Seafood Week, a celebration of seafood organised by Seafish, the industry authority on seafood. From catching to processing, retail to food service, there are lots of opportunities for industry to get involved in the campaign to help promote the consumption of seafood.



Web Pages

- Dedicated URL www.seafoodweek.co.uk
- 41,500 Unique Visitors in eight days.
- More than 50 new pages of content created.
- Content included blogs, recipes, videos, and daily competitions.



300 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 WHAT'S ON IN YOUR AREA



FIND MORE SEAFOOD EVENTS AND RESTAURANTS NEAR YOU

YOUNG'S SEAFOOD - EACH DAY EAT FISH YOUR WAY!



Here at Young's we want to inspire the Nation to try some new fish dishes during Seafood Week!

We'll be posting an exciting new recipe idea onto Facebook everyday from the 9th - 16th October, and we're asking you to get involved by sending in your own recipe ideas and suggestions. For a chance to win some great prizes, simply like us on Facebook or follow us on Twitter, we'd love to hear from you!

EVENT INFO





Dates: 9th October - 16th October

Venue:
<http://www.youngsseafood.co.uk>

More info:
<http://www.youngsseafood.co.uk>




SEAFOOD WEEK NATIONAL OFFERS

 MORRISONS Link through for our latest Seafood Week deals <input type="button" value="VIEW OFFERS"/>	 The co-operative food Link through for our latest Seafood Week deals <input type="button" value="VIEW OFFERS"/>
 YO! SUSHI 40% off on Monday 12 October <input type="button" value="VISIT SITE"/>	 OCEAN CLASSIC 20% off the official seafood week themed fish <input type="button" value="VISIT SITE"/>

TWITTER
We're here to help you cook your fish! Try this mackerel & feta panini, ready in 5 minutes! <https://t.co/lvffpgrab> <https://t.co/dzifd10YSJ>
8 hours ago

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THE RADCLIFFE



From the 12th of October to the 16th, we are adding daily seafood specials to our current menus to tempt and tantalise our customers.

EVENT INFO

Dates: 12th to 16th October 2015

Times: Daily

Venue: The Radcliffe, 31 Walsworth Road, Hitchin, Hertfordshire, SG7 9ST

More info:
<http://www.theradcliffe.co.uk>



Seafood Spotlights

- 31 new case studies developed.
- Seafood Spotlights showcased great stories about people living and working in the fishing and wider seafood industry.
- Freshly created stories from fishermen, mongers, fryers, and chefs, that can be used throughout the year.

CELEBRITY CHEF RICHARD
CORRIGAN BACKS
SEAFOOD WEEK!

READ MORE



CHAMPION FISH FRIER
SEARCHES FOR SEAFOOD
WEEK SUPERHERO

READ MORE



BRITISH FISHERMAN
REVEALS WHAT LIFE IS
LIKE AND WHAT THE
FUTURE HOLDS

READ MORE



CAPTAIN'S GALLEY TO
HOST SEAFOOD WEEK
MASTERCLASS

READ MORE

UNWRAPPING A UK LOVE
AFFAIR WITH OUR WORLD
FAMOUS FISH AND CHIP
SHOPS

READ MORE



WAYS TO PUSH THE BOAT
OUT IN SEAFOOD WEEK -
TRY SOMETHING NEW!

READ MORE



Buying Information

- 28 new sections for our Buy Me content.
- A range of articles to help educate consumers about seafood and increase their confidence when buying.
- Advice on making meals, planning ahead, and tips to get seafood into the weekly shop and on the kitchen table.



A banner for Seafood Buy Me content. It features a central dark blue circle with a white crab icon and the text "SEAFOOD AVAILABLE HERE". Below the circle, the text "BUY ME" is displayed in a large, bold, blue font. Underneath, it says "Let us give you lots of information on buying seafood. Fresh, frozen or tinned it's all good!". At the bottom, there is a white button with the text "READ MORE". The background is a light orange color with a faint image of a seafood market stall.



The image shows a screenshot of the Seafood Week website. At the top, there is a navigation bar with the following items: Home, Health, How to, Recipes, Fish Guide, Kitchen talk, Win, Education, and Seafood week. Below the navigation bar, there is a large orange banner for "BUY ME" with the text "Getting more seafood into your diet couldn't be easier. We have lots of top tips about buying seafood from picking up oven-ready fish cakes, fish fingers and scampi to helping you learn more about buying different types of seafood." To the right of this banner is a photograph of a seafood market stall. Below the banner is a grid of 28 article tiles, each with a title, a short description, and a "READ MORE" button. The tiles are arranged in a 7x4 grid. The titles of the tiles are: ASK YOUR FISHMONGER, BUDGET SAVVY, BUYING FROM MARKETS, BUYING ONLINE, CANNED, FARMED, FISH AND CHIPS - A TAKEAWAY TREAT, FISH FINGERS, FISH PIE, FISH VANS, FRESH - BUYING FRESH, FREEZING FRESH FISH, FRESH V FROZEN, FRESH, FROZEN OR TINNED, FROZEN PRODUCTS - BUYING FRESH, FUSSY EATERS, ODOUR - BUYING FRESH, PLAN, PRAWNTASTIC PRAWNS, PREPARATION, READY-MADE, NO FUSS, READY-TO-EAT, SCAMPI, and SHELLFISH.

Socially #seafoodweek

53.8 million impressions across Twitter, Facebook and Pinterest

- Cook Me, Dine Me and Buy Me Content
- Full conversational calendar and heavy engagement with consumers and industry, talking about seafood and encouraging purchase.

Every day...
Fish of the Day
Dish of the Day
Cooking
Buying
Dining
Enjoying



The Saucy Fish Co. @SaucyFishCo - Oct 17

We've been a proud supporter of National **Seafood Week** but the delicious fish dishes don't stop today!



Fish is the Dish @fishisthedish - Oct 16

A day in the life of a @ramusforfish fishmonger #seafoodweek #fishfans ow.ly/Tr0uh



Fish is the Dish @fishisthedish - Oct 16

We've been getting the lowdown on a day in a fish & chip shop from Cromars, #seafoodweek ow.ly/Tr0xw



Health, alternative species, seafood facts, taste/texture, tips, history, ease, and fun facts, all geared towards encouraging more people to eat more fish.

Competitions

Competitions were used to secure the spread of reach for Seafish Week. This tactic also provides the ability to capture consumer email addresses that can be used in future marketing for Seafish.

10,873 new 'clean' consumer emails gained.

- Smeg competition - 11,738 individual entries and 5,116 new emails collected.
- Loch Fyne competition - 2,941 individual entries and 1,346 new emails collected.
- Tote Bag Competition - 2,356 individual entries and 966 new emails collected.



DAILY SEAFOOD WEEK TWITTER COMPETITIONS

UNTIL 18 OCTOBER - WIN ONE OF EIGHT LOCH FYNE MEALS FOR TWO!

As part of Seafood Week, our friends at the lovely Loch Fyne are giving eight lucky people a fabulous prize of a meal for two to enjoy at one of their 41 restaurants located throughout the UK.



Every day of Seafood Week we'll draw one lucky winner - you only need to enter once and on Monday 19th of October we will draw one lucky winner who will the grand prize which is a meal for two and a fabulous overnight hotel in the Loch Fyne Bath hotel.

To enter this fab competition [click here!](#)

TUESDAY 13 OCTOBER - DAY 5

Tuesday's Twitter #FishSliceGiveaway!

Even though it's Seafood Week, we couldn't not have our #FishSliceGiveaway and this time it's a bumper edition with us giving away 25 of the beauties!

SEAFOOD
WEEK

9-16TH OCTOBER 2015

#seafishweek

£1,500
WORTH OF PRIZES

WIN

A SMEG FRIDGE FREEZER

FILLED WITH £100 OF SEAFOOD,
A DELUXE POTS AND PAN SET,
A RANGE OF SEAFOOD COOKBOOKS,
APRONS, TEA TOWELS, FISH SLICES
AND MORE



As part of the Seafood Week 2015 celebrations we're giving one lucky person the chance to win this amazing prize and what's more they get to pick the colour of the fridge freezer!

For your chance to win simply visit www.seafoodweek.co.uk

COOK ME . DINE ME . BUY ME

Broadcast

36 features and interviews including Simon Mayo's Drive Time Radio 2 show – overall reach of 8.5 million.

- Experts for radio
 - Andy Gray
 - Seafish, Fish and Chips/Seafood
 - Juliette Kellow Nutrition
 - Darren Walsh Comedian/Pun ambassador
 - Radio stations covered BBC, commercial and student stations



Simon Mayo
Drivetime

Weekdays
1700 - 1900



Recipe placement

25 pieces of UK coverage secured (print and online)

Total Reach: 35,209,769

- Successful national, regional, online and consumer media recipe placement to inspire consumers.
- Achieved a great spread of coverage in media across the UK.
- Highlights include three pieces on Female First, a woman's lifestyle platform with 2.8 million monthly unique users.



It's National Seafood Week and we've got six tasty fish dishes to give you some inspiration

Fish is the Dish tuna parcels with vegetables (Serves 6)



Fish is the Dish tuna parcel with vegetables recipe

WALES on Sunday Fishy business

APPLE-Y MUSSELS
(serves 4)

■ Prep time: 10-12 minutes.
■ Cooking time: 13-15 minutes.

INGREDIENTS

1kg fresh, live mussels
2tbsp butter
2tbsp olive oil
1 onion, chopped
3 garlic cloves, chopped
1 large Granny Smith apple, core removed and cut into cubes
300ml apple juice
Zest and juice 1 lemon
1tsp chopped fresh thyme leaves
Fresh dill, to garnish



large wide saucepan.
Add the onion and garlic and cook gently for two minutes.
Add the apple and cook for one minute.
Add the apple juice, lemon zest and juice, and thyme, and bring to the boil.

The Press and Journal SPLASH OUT!



FEMALE FIRST

17 September 2015

Apple-y Mussels



Apple-y Mussels

Manchester Evening News

Fish is the Dish warm mackerel salad on toast (Serves 2)



Yours

Cod curry in a hurry



PER SERVING: 714

TOP TIP
No time? You can still cook up a delicious Indian meal

Trade media and publications

23 pieces of UK coverage secured (print and online)

Total Reach: 3,361,004

Informed different sectors of the industry about how businesses could get involved, and what the benefits would be for them.

Information detailed online resources, promotions, and events for businesses to use.



Seafish launches industry toolkit for Seafood Week

A new industry toolkit has been made available by **Fish is the Dish**, the consumer face of Seafish, to help fish and chip businesses across the UK get involved in Seafood Week, taking place from Friday 9 to Friday 16 October 2015.

The downloadable toolkit contains information, advice and marketing collateral for businesses wishing to get involved and take advantage of the national awareness week which seeks to encourage consumers to buy and enjoy

The Fish Site

26 September 2015

Get On Board With Seafood Week

UK - Seafish, the industry authority on seafood, is calling on the UK foodservices industry to get behind Seafood Week, taking place from Friday 9 -16 October, and help the nation celebrate its incredible ocean wealth.



Get On Board With Seafood Week

SEAFISH, THE industry authority on seafood, is calling on the UK foodservices industry to get behind Seafood Week, taking place from Friday 9 -16 October, and help the nation celebrate its incredible ocean wealth.

October:

By celebrating one of the UK's most cherished natural resources, participating outlets can promote their business, reach new audiences and even be with the chance of being recognised as having the UK's most sought after seafood dish.

EATOUT

SEAFISH CALLS ON FOODSERVICE INDUSTRY TO GET BEHIND SEAFOOD WEEK



01/10/2015 07:24:01

Seafish, the industry authority on seafood, is calling on the UK foodservice industry to get behind Seafood Week, taking place from October 9th - 16th.

THE CATERER

Seafish encourages caterers to support Seafood Week

Caterers, restaurants and foodservice operators are being urged to get behind this year's Seafood Week to help encourage consumers to eat more seafood, more often.

Seafood Week will take place between 9 and 16 October and will be led by Seafish, the industry authority on seafood.

The awareness campaign aims to highlight the wealth of seafood on offer at local restaurants, takeaways, hotels, pubs and retailers.



Seafish kicks off national retail, restaurant seafood promotion



Sainsbury's, Yoi Sushi and Morrison's are among the major retailers and restaurant chains taking part in Seafish's annual Seafood Week, which kicks off 9 October.

Activities and promotions encouraging consumers to eat more seafood more often will be held throughout the United Kingdom through 16 October. "The national celebration seeks to highlight the abundance of delicious, fresh seafood on offer across the UK, and aims to get the British public excited about experimenting with seafood at home and exploring new tastes when they visit their favorite restaurant or takeaway," said Chris Middleton, head of communications and marketing at Seafish.

BuzzFish

12 pieces of coverage secured (print and online)

Total 'buzzfish' reach of 500,000+

A Buzzfeed-inspired list of fish facts across seven cities (Belfast, Cardiff, Aberdeen, Liverpool, Manchester, Birmingham, Newcastle, Plymouth and Cambridge)

Attracted a total reach of 500,000 – all visible with the #seafoodweek hashtag.

Total audience reach across print, online and digital spanned 1,000,000+.

Key message of eating more fish, more often, achieved in 100% of coverage.

Visit Belfast (@VisitBelfast) [Follow](#)
#Didyouknow each scale of the Belfast Fish shows a different illustration on the history of Belfast #seafoodweek

Visit Birmingham (@visit_bham) [Follow](#)
It's #seafoodweek so why not treat yourself to some award-winning quality fish and chips at Birmingham's @chamberlain Full to the Brum @FulltotheBrum
I'd love a fish finger sandwich now...and what do you know it's #seafoodweek this week! fishisthedish.co.uk/seafoodweek

VisitLiverpool (@VisitLiverpool) [Follow](#)
It's #seafoodweek CUE #Liverpool related fish facts from @fishisthedish fishisthedish.co.uk/kitchen-talk/2...

VisitAberdeen (@visitabdn) [Follow](#)
Today marks the end of #seafoodweek fishisthedish.co.uk/kitchen-talk/2...

CAMBRIDGE NEWS
National Seafood Week: 7 fishy Cambridge facts
11 places in and around Newcastle to celebrate Seafood Week

SEAFOOD WEEK 2015
EACH DAY EAT FISH YOUR WAY
9TH - 18TH OCTOBER 2015

Logos: BELFAST VIBE, Chronicle, Cambridge News, VISIT LIVERPOOL, AB DN, VISIT CARDIFF, Belfast, Visit Birmingham

Billingsgate Event

17 pieces of coverage achieved with a total reach of 12,048,220

- Social media promotion from Diabetes UK, Cooked.com and olive with a total following of 201,578.
- Organised a special media event and tour of Billingsgate Fish Market. The event included an opportunity for media representatives to learn about the industry and a tutorial on filleting some of the UK's most underused species.
- Journalists were issued 'fish fan packs' to remind them of the campaign and encourage them to get involved.

PRINT/ONLINE	PLATFORM	TOTAL REACH
National online	The Times (online) x4	10,000,000
National print	The Times (UK) X4	1,570,288
Regional print	The Times (Scotland) x4	81,920
Foodie – online	Cooked.com	122,693
Foodie – online	olive	25,000
Blog - online	HapinessWherever.com x2	30,000
Blog - online	Helsbels.org.uk	16,741
Social media mentions	Diabetes UK, Cooked.com and olive	201,578
		12,048,220

'Foodie Friday: How to make good stock

Posted September 18, 2015 by Zen under [Foodie Friday](#), [Quick & edible DIY/Recipe](#)

Dinner tonight

Plaice parcels with goan green sauce

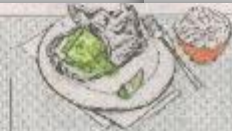
Ideally, this fish parcel would be made with banana leaves, but tin foil does the job just as efficiently, if not as prettily. It is quite a surprise to open the packet and discover fillets of fish spurring an aromatic green sauce to spill over simply boiled basmati rice.

Serves 6 Prep 15 min Cook 25 min

Ingredients: 6 plaice fillets; 150g creamed coconut; 4 garlic cloves; 50g fresh ginger; 3 green chillies; 80g bunch coriander, stalks trimmed; 25g bunch mint; 2 tsp ground cumin; 1 tbsp vegetable

oil; 400g basmati rice; 3 lines; 12x24cm foil squares.

Heat the oven to 200C/gas mark 6. Crumble the coconut into a mixing bowl. Moisten with 100-150ml hot water, stirring to make thick cream. Peel the garlic. Peel and coarsely chop the ginger. Split and de-seed the chillies. Place coriander, mint leaves, garlic, ginger, chilli, cumin and coconut in the bowl of a food processor. Blend to make a stiff green paste. Lightly oil the centre of 6 pieces of foil. Generously pile the green paste on the fish then fold the ends together, press



into a sandwich. Divide between the foil. Cover with a second foil sheet, folding the sides to make a secure but not overly tight parcel. Place on a baking sheet. Bake for 15 min.

Cooked.com [Cooked.com](#) With [NationalSeafoodWeek](#) starting Friday, we spoke to CJ Jackson about cooking & eating fish [cooked.com/uk/home-uo/the...](#)



Seafood Week 2015

BY HELEN // OCTOBER 9, 2015 // NO COMMENTS

As a start of Seafood Week 2015, running until 16th October, low fat, delicious source of protein, it's the perfect excuse to try out some new fishy recipes! The [2015 website](#) is a great place to get some new recipes and inspiration for you haven't cooked before. I'm a huge fan of fish and eat it often, so I will be posting out the following recipe for tuna parcels:

Diabetes UK [@DiabetesUK](#) 15m Friday night fish & chips? For a great way to start the weekend (and celebrate [#seafoodweek](#)) try this super recipe bit.ly/1LFA9ws



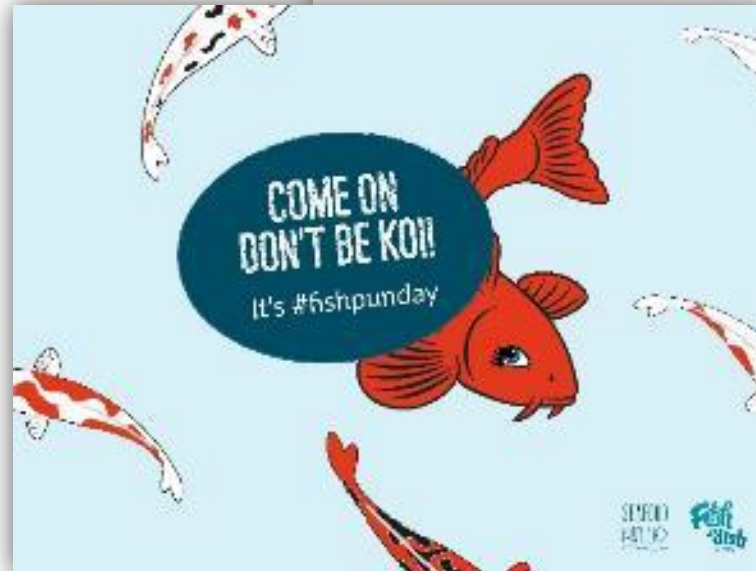
#fishpunday

20 pieces of coverage with a reach of 4.2 million and 11.5million social impressions

- UK pun champion Darren Walsh became the face of #fishpunday and took part in a Metro celebrity profile slot, as well as various broadcast opportunities.
- Successful engagement with major supermarkets, seafood brands, mongers, and global consumer brands from Mercedes to Jack Wills.



Caroline Rye @the_elfherself - Oct 19
Submit your best #fishpunday film winning this awesome lobster trip



A fishy business



Are you a fan of puns? Of fish? Bring them together today with the first ever fish pun day.

Twitter is playing host to fishy fun in a bid to get people seriously excited about eating fish at home or in restaurants.

Industry body SeaFish is carp-ing on about the benefits of eating the fruits of the sea and hope for a brilliant funny conversation getting into place on Twitter, but hope that

people will not skate too close to the edge with their puns and diplomatically come up with some snapper-y gags to have a whale of a time on line.

Fish Pun Day will lead in to a range of activity during Seafood Week and each day of the campaign will highlight the versatility of this original superfood, focusing on a different type of seafood to show how it can be easily cooked, bought at an affordable price and dined on no matter what lifestyle you lead.

Mei Groundsall, from SeaFish, said: "As an industry, we're so passionate about seafood that it would be shellfish of us not to share it with the public. We'd love to see people eating more seafood and experimenting with the range of tastes, textures and flavours on offer."

You can be sure this is not a red herring, so shake up your (fish) fingers and get into the swim at @fishchatish using #seafoodweek and #fishpunday.

METRO

So, the toilet's broken? Never mind, say lavvie!

Puntastic comedian Darren Walsh recalls his first east-London home

PICK just one person who was a hit with the pun-ters at Edinburgh Festival this year and it would be Darren Walsh. The official UK pun champion won the Fringe's Best Joke, with this: "I just deleted all the German names off my phone. It's Hans free."

Was buying your first property as stressful as you thought it would be?

Getting on the property ladder in London was one of the most stressful things I've done. You could be waiting on your solicitor to post a letter or your bank to run a credit check and within that time, the property you want could go up in value. It's not a fast process and sometimes the bureaucracy makes you feel like the whole system is against you. But it is definitely all worth it in the end and I would recommend it to anyone.

Does it help to make people laugh in certain situations?

It does but I'm not always the best at judging the right moment to crack a joke. Puns are flying in and out of my head constantly, so it can be hard to know when to "release" one. My mate bought a house at the end of the Hammersmith & City line - I said, "You must be Barking..." Another friend said his toilet had broken and I'd console him with "Oh well, say lavvie".

Where did you buy?

I bought a flat in Mile End, East London, in 2012, which is great. I'm 6ft 8in, which means I have to duck



MY FIRST HOME DARREN WALSH

day life. Luckily my flat has high ceilings, doorframes and even the coat hooks are placed perfectly for my height.

What advice can you give anyone buying their first home?

In London you're never going to find a perfect 10 out of 10 home. It's been said that if you find an 8 out of 10, you should go for it. I would suggest researching the area for transport but don't just base it on how near it is to a tube. The Victoria line is one of the faster lines on the underground and Streatham Hill has buses that take you to Brixton station.

I used to live next to Balham tube, which was ideal in theory, but the Northern line was so busy it was difficult to get on the tube at peak times. Sometimes it's better to live further out. Living at the end of the Northern line is "Morden" adequate.

Doing in the entertainment industry, did you find it hard to get a mortgage?

Yes, very! It's harder when you don't have a regular salary. Banks are much

especially if you're self-employed and the paperwork doubles. You need a patient accountant who's good with spreadsheets. This is where my accountant 'exceeds'.

Where do you live now?

I live in Mile End, in the same house.

How important is it for people to get on the property ladder?

It's ridiculously hard for young people to get on the property ladder these days. I basically got the ball rolling five years ago, which is the same time I was starting on the comedy circuit. I had a day job while gigging in the evening. I would then get home at midnight and do more work - all to save up the deposit.

Where would you live if it wasn't east London?

Probably Cornwall. I went to university down there and fell in love with the place straight away.

Give us a joke to use when buying property?

If an estate agent offers you a hot beer that's not up to scratch, ask them for a "proper tea". Also, don't let them try to sell you a flat in a revolving skyscraper, there's a few storeys going round...

■ Darren's show, *Panderbot*, is at the Museum of Comedy on Oct 19, 20, 22. He is about to take to Twitter to host the launch of *Seafood Week* with the UK's best #fishpunday



I THOUGHT I COULD GURNARD... BUT THESE FISH CAN GURNARD-ER.

Plenty 'o' Fish

An original app Plenty 'o' Fish was created specifically for the Fish is the Dish Facebook page as part of Seafood Week.

- Total audience figures reached **262 users**.
- Total engagement rate stood at **100%**.
- A total of **300 likes**, **13 comments** and **29 shares** on FITD Facebook page alone.
- The fun and flirty quiz game was created with unique captions for seabass, coley, hake, gurnard, seabream, and dab.
- All quiz results provided a sharable link through Facebook, and a recipe suggestion for their chosen fish.


Plenty O' Fish quiz
Meet your next fish date with the Seafood Week 2015 quiz!
APPS.FACEBOOK.COM
104 Likes 14 Comments 29 Shares

YOUR NEXT FISH DATE IS... SEA BASS

All about that bass! Sea bass has a delightful flavour which stands on its own, but also works with stronger flavours, and is particularly popular in Thai cuisine. Seabass is now most commonly farmed in the Mediterranean due to sustainability. However, not only is farmed seabass affordable it is also rich in Omega-3 due to its higher fat content!

[Share on Facebook](#)

SEABASS WITH BACON, CAPER AND TOMATO



SEAFOOD WEEK 2015 PLENTY O' FISH QUIZ

MEET YOUR NEXT FISH DATE

Peripetisque eu dicit sed orci faucibus faucibus. Suspendisse dicitum magna id purus tincidunt rutrum. Nulla congue. Vivamus sit amet lorem posuere. Pulvis pulsatte ornare. Phasellus mattis scelerisque in. Nulla. Duis dignissim. Tincidunt ornare. Integer adipiscing ornare malesuada. Nam pede. Etiam non nisi.

1. MY CURRENT FISH FLING IS...
 Cod Haddock Salmon Tuna Prawns
2. I PREFER MY SEAFOOD DATE TO BE...
 Bold and firm Standard but safe Subtle but juicy
3. MY IDEAL FISH DATE HAS A...
 Light and lean frame Medium build to put my arms around Stocky but muscly physique
4. IN GETTING READY FOR OUR DATE MY FISH FLING WOULD BE...
 Marinating overnight, shows they care Considered in putting themselves together Ready in minutes, simple and easy going
5. I LIKE MY SEAFOOD TO BE...
 Fit and full of protein Healthy and bursting with Omega 3 Delicious on the eye
6. MY DATE WOULD PREPARE MY FISH...
 Battered/Breaded Baked whole Curried Pan fried Grilled Barbequed

[SUBMIT ANSWERS](#)

Blogger recipe challenge

- Top 100 foodie blogger champion Hungry Healthy Happy created new two recipes – Mediterranean Tuna Steaks (3595 views) and Crab Spaghetti with Watercress & Tomato (2733).
- Posts reached Hungry Healthy Happy's 31.5k followers on Twitter and the 71k users liked the blog on Facebook.
- Overview engagement stats:
 - 6,328 views online
 - 279 Facebook shares
 - 18 retweet/favourites
 - 133 shares on Pinterest

Hungry Healthy Happy
13 October at 18:38 · 🌍

Healthy eating doesn't have to be complicated or take a long time. Crab Spaghetti with Watercress and Tomato is the ideal easy we meal and ready in just 15 minutes.
The perfect way to celebrate National Seafood Week. #seafoodweek
<http://www.hungryhealthyhappy.com/crab-spaghetti-with-wate.../>



Crab Spaghetti with Watercress
A really light and fresh spaghetti dish, that's perfect for National Seafood Week. #seafoodweek
[HUNGRYHEALTHYHAPPY.COM](http://www.hungryhealthyhappy.com/crab-spaghetti-with-watercress-and-tomato/) | BY DANNII

Like Comment Share
117 people like this.

Hungry Healthy Happy @HHH_Dannii · Oct 14
It's National Seafood Week! Crab Spaghetti with Watercress and Tomato
buff.ly/1LNunEC #seafoodweek



Hungry Healthy Happy

FOOD, FITNESS AND HAPPINESS

HOME ABOUT CONTACT RECIPES WEIGHT LOSS FITNESS TRAVEL WORK WITH ME

MEDITERRANEAN TUNA STEAKS

OCTOBER 14, 2015 BY DANNII — 116 COMMENTS



If you are looking to cook something a little extra special this week, then try a tuna steak. It's so easy to cook and are delicious with a Mediterranean salsa on top. #seafoodweek
<http://www.hungryhealthyhappy.com/mediterranean-tuna-steaks/>
are so many different flavours that you can add. Mediterranean being my favourite.



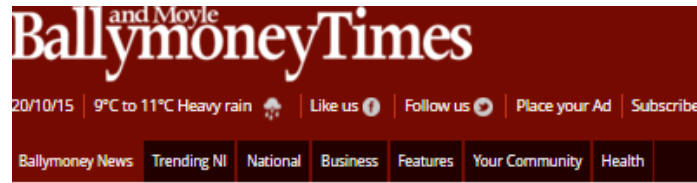
Hungry Healthy Happy @HHH_Dannii · Oct 15
Cooking tuna steaks is so easy with these Mediterranean Tuna Steaks
buff.ly/1Lcsz4r #seafoodweek



Belfast Cook-Off

9 pieces of coverage secured (print and online)

- Pre-event coverage reach of **100,000+** reach.
- Media attended Daily Mirror, Belfast Vibe, Love Belfast and Belfast Live.
- Belfast seafood-industry awareness feature reaching **100,000**.
- Total print and online reach of **600,000+** all niche to Northern Ireland.
- The Seafood Week event and media attention encouraged aspiring chefs ahead of Northern Ireland's Year of Food and Drink (2016).



NRC Ballymoney's seafood success

Home > Food Blog > CELEBRITY CHEFS MENTOR NORTHERN REGIONAL COLLEGE, BALLYMONEY TO SEAFOOD SUCCESS



CELEBRITY CHEFS MENTOR NORTHERN REGIONAL COLLEGE, BALLYMONEY TO SEAFOOD SUCCESS



Farming Life

11 October 2015

PAULA McINTYRE: Ewing's Belfast shop is a symbol of hope in a fast moving world

... week runs until next Friday, 16th October and is a platform to encourage us to eat more fish.

... one of the biggest problems here, despite being so close to the sea, is sourcing good fresh seafood. Fresh fish, by record, should not smell fishy! If the fish on the counter smells of fish, just walk on by – it's a sign that it's past its sell by date.

BELFAST VIBE

October 15, 2015

SEAFOOD STARS OF THE FUTURE SHINE AT COOK-OFF



● **WHO are stars of the future?**
Trainee chefs Carreron Ashcroft and Rachael Finch won their cooking stripes at the Big College Seafood Cook Off recently as part of the celebrity-backed Seafood Week.
● **Students from six catering colleges were mentored by experts like Paula McIntyre to create show-stopping fish dishes and the pair from the Northern Regional College in Ballymoney took top spot with their platter, and the backing of Northern Seafood's Wayne Corville.**
● **Things can only get better for the young food wizards.**

Schools Events

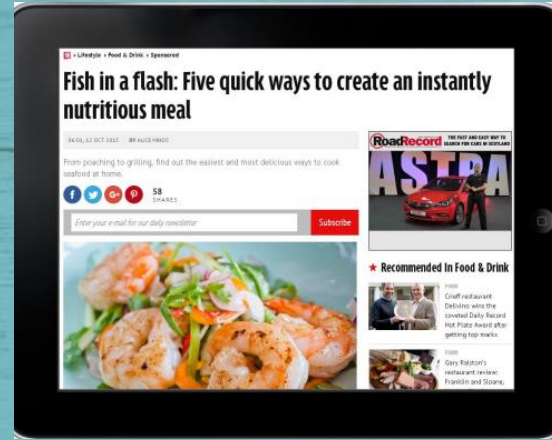
212 school pupils took part in special events for Seafood Week with a reach in local, education and online media of **2,752,287**.

- Special events took place in Peterhead, Liverpool, East Anglia and the South West.
- Events had local experts from chefs to fishermen.
- Events tied into Seafish's educational work.



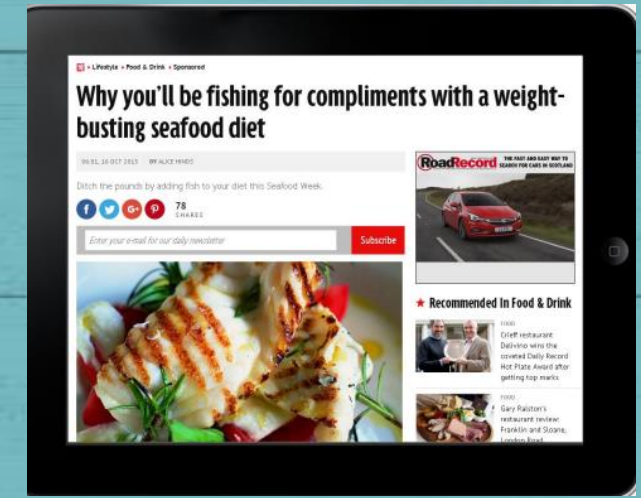
Content Partnership

Trinity Mirror plc



- Campaign reach 423,473 achieved, resulting in 17,757 clicks with a click through rate of 4.19%.

- Trinity Mirror Partnership – Scotland trial
- Double page spread in the Daily Record
- Social Media conversational calendar
- Content pieces on Trinity Mirror Websites
- Homepage take over



Advertorial with Press and Journal

- Reaching 56,845 North East adults (25% of the newspaper's catchment area).
- Informative and visually engaging editorial advertising feature spreads ran within the Your Life supplement on 3rd and 10th of October.
- Focused targeting of media in area with a high proportion of citizens interested and involved in fish and the seafood industry.

SPLASH OUT!



TIGER PRAWN AND LOBSTER SALSA

INGREDIENTS

- 1kg Tiger Prawns
- 1kg Lobster
- 1kg Sweet Potato
- 1kg Broccoli
- 1kg Cauliflower
- 1kg Carrots
- 1kg Onions
- 1kg Garlic
- 1kg Olive Oil
- 1kg Salt
- 1kg Pepper
- 1kg Lemon Juice
- 1kg Coriander
- 1kg Parsley
- 1kg Mint
- 1kg Basil
- 1kg Dill
- 1kg Fennel
- 1kg Cumin
- 1kg Paprika
- 1kg Mustard
- 1kg Mayonnaise
- 1kg Ketchup
- 1kg BBQ Sauce
- 1kg Honey
- 1kg Soy Sauce
- 1kg Fish Sauce
- 1kg Worcestershire Sauce
- 1kg Tabasco
- 1kg Hot Sauce
- 1kg Sriracha
- 1kg Chili Sauce
- 1kg Peanut Sauce
- 1kg Teriyaki Sauce
- 1kg Ponzu
- 1kg Miso
- 1kg Gochujang
- 1kg Doenjang
- 1kg Miso Paste
- 1kg Soybean Paste
- 1kg Sesame Oil
- 1kg Sesame Seeds
- 1kg Sesame Flakes
- 1kg Sesame Balls
- 1kg Sesame Sticks
- 1kg Sesame Wraps
- 1kg Sesame Buns
- 1kg Sesame Rolls
- 1kg Sesame Burgers
- 1kg Sesame Sandwiches
- 1kg Sesame Wraps
- 1kg Sesame Buns
- 1kg Sesame Rolls
- 1kg Sesame Burgers
- 1kg Sesame Sandwiches

PREPARATION

1. Wash and prepare the prawns and lobster. Peel the prawns and devein them. Cut the lobster into pieces.

2. Cook the prawns and lobster in a large pot of boiling water for 10-15 minutes. Drain and set aside.

3. Prepare the vegetables. Wash and chop the broccoli, cauliflower, and carrots. Peel and chop the sweet potatoes.

4. Cook the vegetables in a large pot of boiling water for 10-15 minutes. Drain and set aside.

5. Prepare the salsa. In a large bowl, combine the cooked prawns and lobster with the cooked vegetables. Add the dressing and toss well.

6. Serve the Tiger Prawn and Lobster Salsa with rice and vegetables.

Get on board to SEAFOOD WEEK 2015



WIN A £100 PRIZE AND A £50 VOUCHER!

9-16TH OCTOBER 2015

COOK ME . DINE ME . BUY ME

#seafoodweek
www.seafoodweek.co.uk

Cod is king again and Seafood Week is the perfect time to celebrate, says TV's Trawlermen star Jimmy Buchan



For the love of COD

SHOPPER'S CHOICE COD FISHERIES WITH A TARIFF STYLE SAUCE

INGREDIENTS

- 1kg Cod
- 1kg Flour
- 1kg Egg
- 1kg Oil
- 1kg Salt
- 1kg Pepper
- 1kg Lemon Juice
- 1kg Coriander
- 1kg Parsley
- 1kg Mint
- 1kg Basil
- 1kg Dill
- 1kg Fennel
- 1kg Cumin
- 1kg Paprika
- 1kg Mustard
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- 1kg Sesame Wraps
- 1kg Sesame Buns
- 1kg Sesame Rolls
- 1kg Sesame Burgers
- 1kg Sesame Sandwiches

PREPARATION

1. Wash and prepare the cod. Cut into pieces.

2. Prepare the batter. In a large bowl, combine the flour, egg, and oil. Add the salt and pepper.

3. Dip the cod in the batter and fry in a large pot of hot oil for 10-15 minutes. Drain and set aside.

4. Prepare the sauce. In a large bowl, combine the lemon juice, coriander, parsley, mint, basil, dill, fennel, cumin, paprika, mustard, mayonnaise, ketchup, BBQ sauce, honey, soy sauce, fish sauce, Worcestershire sauce, Tabasco, hot sauce, sriracha, chili sauce, peanut sauce, teriyaki sauce, ponzu, miso, gochujang, doenjang, miso paste, soybean paste, sesame oil, sesame seeds, sesame flakes, sesame balls, sesame sticks, sesame wraps, sesame buns, sesame rolls, sesame burgers, and sesame sandwiches.

5. Serve the cod with the sauce.

Get on board for SEAFOOD WEEK 2015



WIN A £100 PRIZE AND A £50 VOUCHER!

9-16TH OCTOBER 2015

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#seafoodweek
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Get on board for SEAFOOD WEEK 2015



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9-16TH OCTOBER 2015

COOK ME . DINE ME . BUY ME

#seafoodweek
www.seafoodweek.co.uk

Regional advertising

Regional advertising amplified key areas of our campaign in fishing heartlands.

73p WEDNESDAY OCTOBER 7 2015 THE VOICE OF THE WESTCOUNTRY SINCE 1850

Meet The Apprentices
The Westcountry faces aiming to impress Lord Sugar – Page 6

WIN a safari worth £9,500

FREE 20 giant flowered snowdrops worth £17

'Golden' summer for Westcountry tourism

Record numbers as industry deals with 'Gove effect'

By **FIN GOODWIN**
fin.goodwin@westcountrytourism.co.uk

Westcountry Tourism has reported a bumper summer with the highest number of visitors in the region since 2012. The industry has seen a 10 per cent increase in overnight stays, with a 15 per cent increase in the number of visitors to the region. The industry has also seen a 10 per cent increase in the number of visitors to the region. The industry has also seen a 10 per cent increase in the number of visitors to the region.

Crackdown on war memorial vandals – Page 9. Comment at westernmorningnews.co.uk

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

www.edinburgh.gov.uk Glimby Telegraph Thursday, October 1, 2015 15

Duke of Edinburgh scheme chief makes special trip to the borough

Praise for opportunities in area from award boss

By **Jack Longstaff**
jack.longstaff@glimbytelegraph.co.uk

The Duke of Edinburgh award winners from the Glimby area were praised by the award boss, who visited the area to see the projects they have undertaken. The award boss, who visited the area to see the projects they have undertaken. The award boss, who visited the area to see the projects they have undertaken.

We work in partnership with local and regional services to make sure that the opportunities on offer can accommodate as many people as possible

Happy to celebrate county's traditions on Lincolnshire Day

By **Jack Longstaff**
jack.longstaff@glimbytelegraph.co.uk

The Lincolnshire County Council is celebrating Lincolnshire Day on October 10th. The council is celebrating Lincolnshire Day on October 10th. The council is celebrating Lincolnshire Day on October 10th.

But shop gang leave £30,000 trail of damage

By **Paul Davies**
paul.davies@glimbytelegraph.co.uk

A group of shoplifters has caused £30,000 worth of damage to a shop in the Glimby area. The group of shoplifters has caused £30,000 worth of damage to a shop in the Glimby area. The group of shoplifters has caused £30,000 worth of damage to a shop in the Glimby area.

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

THE VOICE OF TORBAY SINCE 1925 News ALL day EVERY day at heraldexpress.co.uk

Herald Express BAY AND COUNTY

Design and win your own £1,000 gem **Win £20,000**

HOLE IN ROOF RAIDERS FOILED

But shop gang leave £30,000 trail of damage

Tourism Awards

WIN GREAT TICKETS

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

Performance	Adults in Aberdeen	Adults in Brixham – South West	Adults in Wales
Reach	56,845	9,286	73,778
Reach %	24.91	55.17	2.86
Opportunities to See	2.20	2.64	1.44
			Overall reach in Wales was lower as the Western Mail has greatest penetration in the south.

WESTERN MAIL THURSDAY OCTOBER 1, 2015

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

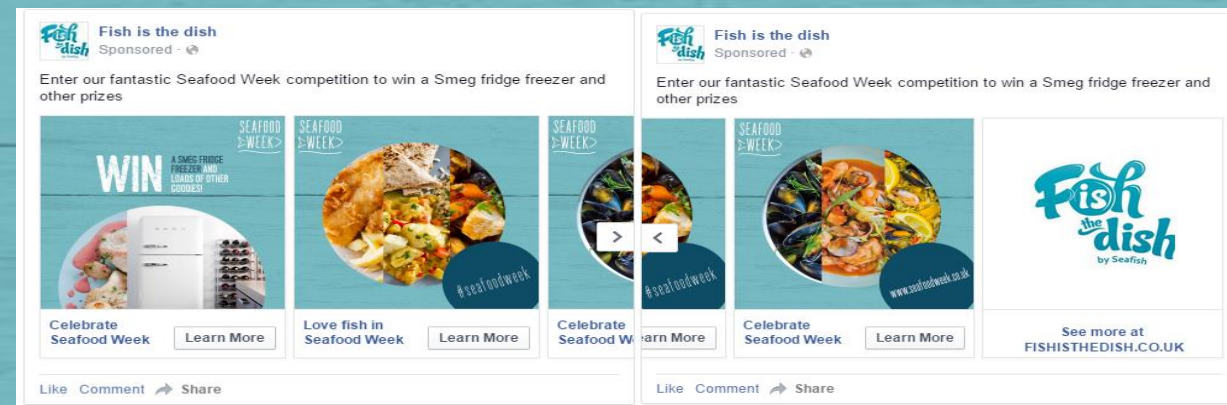
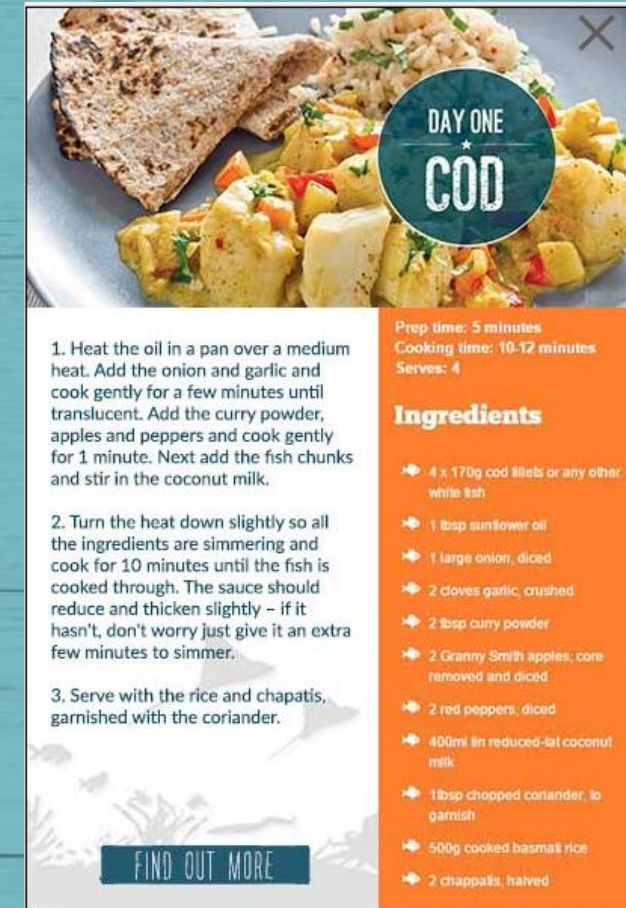
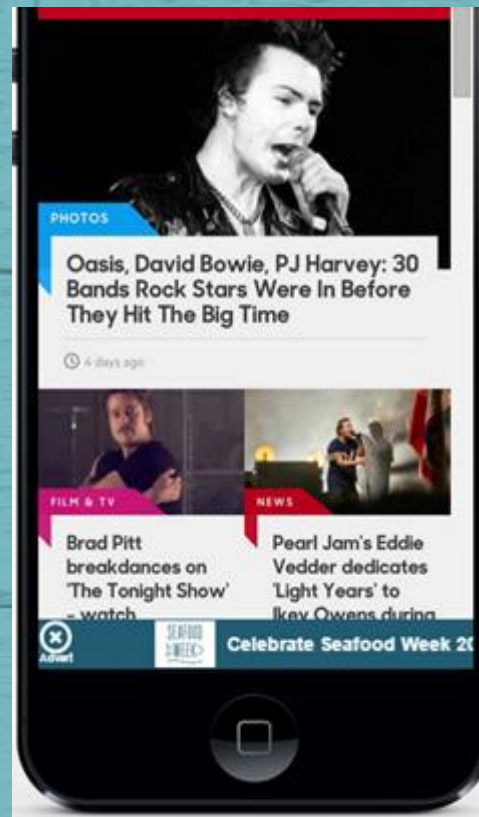
Groundhog Day on loop in charity world record bid

Vale mayor 'sorry' for his posts on Facebook

SEAFOOD WEEK 9-16TH OCTOBER 2015 **COOK ME . DINE ME . BUY ME** #seafoodweek www.seafoodweek.co.uk

Digital Advertising

- A variety of channels were used for digital advertising.
- Prominent use of banners on lifestyle sites.
- Social Media success – scrolling advert using the best performing style of promotion on Facebook.
- 3.9 million Facebook advert reach.
- 26,000 clicks and a click-through rate above average of 0.78%.



Partnerships

- Major supermarkets signed up to Seafood Week and implemented it in their own ways.
- All the major seafood brands were on board for Seafood Week 2015.
- Loch Fyne, Yo! Sushi and Hotel du Vin all signed up for Seafood Week. Many more individual businesses and chains were keen to show support after seeing Seafood Week 2015.
- Seafood Week led to **50** completely new business interactions for Seafish from mongers to five star hotels.
- Mongers/vans were key for the week with 550 packs issued.



Chef Recipe Competition

SEAFOOD WEEK

The Winner:
Harley's, Buxton,
Derbyshire:.

www.harleysbuxton.co.uk

Sea Bass, patatas
bravas, brown shrimp



Professional chefs and skilled amateurs were encouraged to enter the Chef Recipe Competition.

This gave businesses and keen foodies the chance to showcase their talents, with the best being showcased on the Fish is the Dish website, while the winner and first runner-up were both given valuable prizes.



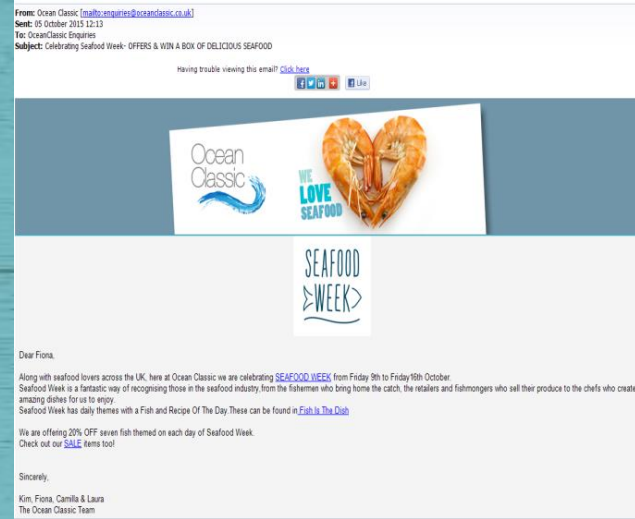
The Prize

- Chef recipe winner certificate
- Two personalised chef jackets.
- PR support from our media team to showcase your recipe and talents to the press.
- Seafood culinary capital trip for two including overnight stay, dinner at a seafood restaurant, knife skills course and a tour of Billingsgate Market.

Industry Resources

A Seafood Week suite of resources was developed to let industry use Seafood Week in their own businesses.

- Kirwin Brothers put 100,000 stickers on pack to their clients. Marine Harvest, Big King Prawn company also used stickers for their clients
- Many companies used web banners online and bunting to show their support.





- Eight daily deals and deal of the week tied into our main species.
- In store - shelf banners, sales picks on counter, and product stickers.
- Dedicated page and unique content on the Seafood Week site.
- Eight recipes provided by Morrisons' chef and not previously on the Fish is the Dish website.
- Four original content stories from fishmongers' skills and knowledge.
- Social media engagement and promotion.



The **co-operative food**
Here for you for life

- Range of deals covering over 10 product areas.
- In store - shelf banners and product stickers.
- The Co-op created their own seafood new pages on their website.
- Strong social media engagement.
- Four recipes provided by The Co-op for Fish is the Dish.

“Seafood Week 2015 was a massive success at the Co-operative Food, where a co-ordinated campaign from digital to the shelf edge helped bring new shoppers to the category. The end result was double digit sales growth and nothing says a job well done more than that.”

**Steve Addison,
Head of Chilled**



Sainsbury's

- High level of social media engagement through Twitter from @sainsburys (390K followers) and @SainsburysNews (48K followers).
- A Seafood Week blog on their corporate website.
- News announcement supporting Seafood Week which enjoyed significant coverage in the retail trade press.

“We’re showing our support and encouraging our customers and colleagues to be involved through recipes and inspiration online.

“We think it’s important to encourage consumers to eat fish more regularly, and to think more broadly than the ‘Big five’ which are the top five fish that make up for 80% of sales in the UK, these are – Cod, Haddock, Salmon, Tuna and Prawns.

“Seafish has chosen to promote a different fish each day and we’ll be focusing on this through our twitter and facebook using #SeafoodWeek. So if it’s Mackerel or even Haddock that takes your fancy we’ll be on hand to give you recipes or info about the daily species.”

Ally Dingwall, Aquaculture and Fisheries Manager

S Sainsbury's @sainsburys · 22h
We're not fishing for compliments or anything, but these RECIPES are goood. #SeafoodWeek bit.ly/1Vd7XAY



S Sainsbury's News @SainsburysNews · 23h
Try out your culinary skills with this tasty pan-fried mackerel recipe #SeafoodWeek homemadebyyou.co.uk/recipes/salads...



EPR RETAIL NEWS

HOME ABOUT SUBMIT RETAIL NEWS ADVERTISE REPORTS

SAINSBURY SUPPORTS SEAFOOD WEEK 2015, 9TH-16TH OCTOBER

Published October 8, 2015 at 4:44 PM by EPR | SAINSBURY SUPPORTS SEAFOOD WEEK FOR 8TH AND 9TH OCTOBER

Sainsbury supports Seafood Week 2015, 9th-16th October

Talking Retail The hub for grocery retail

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Breaking News Unilever has extended its Christmas portfolio with a number of new products

YOU ARE HERE: HOME NEWS SUPERMARKET NEWS SAINSBURY'S PROMOTES SEAFOOD WEEK 2015

Sainsbury's promotes Seafood Week 2015

J Sainsbury plc

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Blog
Articles by subject "Sustainable fish"

Ally Dingwall: Get involved in Seafood week

Friday 9th October marks the start of Seafood week, and runs until Friday 16th October. So, o-fish-ially it's on for 8 days but it would be a shame to not squeeze in two fish Fridays.

on 09 October 2015

Read more

0 Comment(s) | Posted in Sustainable fish

By author

Filter blog by author

All Authors

By value

- A great place to work
- Best for food and health
- Making a positive difference to our community
- Respect for our environment

Industry Feedback

Product sales were doubled for one of our product lines and another line had an increase of between 20-25%

The company gained 50 Twitter followers and 20 on Facebook which through Seafood Week

I put a 25% discount for one type of fish and sold more in volume but sales wise I marginally made less. Seafood Week is a long term initiative.



When asked if mongers had seen any increase in sales from Seafood Week

44% said they had achieved an increase in up to **10%**

8% said they had achieved an increase in up to **20%**

Mongers overall satisfaction in Seafood Week was **80%**

with a further **20%** having a neutral position. There was no dissatisfaction recorded.

93% of mongers noted that Seafood Week is good way for Seafish to achieve its objective to get more people eating more fish.

Only **1** fishmonger of those surveyed said they didn't use **1** of the items provided.

Consumer Awareness

SEAFOOD
WEEK

A YouGov poll found that the consumer awareness for Seafood Week was:

4% of the population.

This is lower than forecast but remains a solid result given that only **£10K** of above-the-line budget and a total campaign spend equivalent to **0.34p** per UK adult was utilised.

The conversion rate of **40%** 'more likely to try' evidenced that those who did see the campaign were persuaded by its message which equates to **1,056,000 people persuaded to eat seafood.**



YouGov
What the world thinks

Analysis of 2015 and looking to the future

- Dates scheduled earlier - 2016 and 2017 unveiled at the same time.
- Retailers were able to grasp the opportunity and the campaign was flexible enough to meet their needs.
- Foodservice area needs more hand-holding. Key brands and independents needed more time.
- Many brands and partners have promised bigger and better for next year. Having the first year under our belt gives us a good test best.



SEAFOOD
WEEK

will return in 2016!

#seafoodweek

7 – 14 October 2016

Thank you

Heather Middleton
T: 0131 524 8691

Kieran Westbrook
T: 0131 524 8684

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Edinburgh
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