



TASTE THE OCEAN

#TasteTheOceanContest



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2024 Campaign results

05/06/2024

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#TasteTheOcean

is a campaign which aims to encourage consumers to **buy, cook and enjoy sustainable fish and seafood**.

This was the **4th edition** of the campaign.

Previously, we had collaborated with chefs and influencers to create a list of sustainable food recipes.

This year we wanted to show that cooking sustainable fish and seafood **can be easy and quick**.

We wanted to encourage our audience do it themselves via a **contest** and an **influencer campaign**.



Timeline

15 April to 29 April

Dissemination

Paid and organic campaign on Meta (Instagram & Facebook).

Influencers (1 in each Member State, 2 for BE)

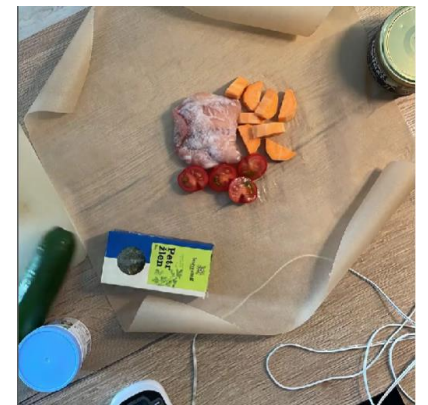
+ other multipliers

Assets – in all EU languages

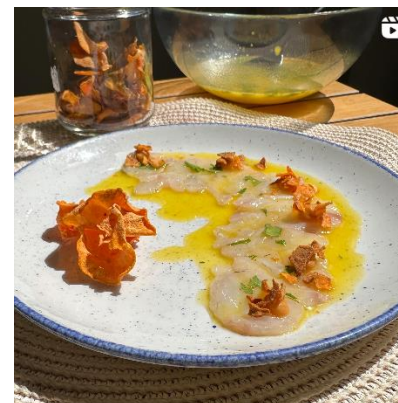
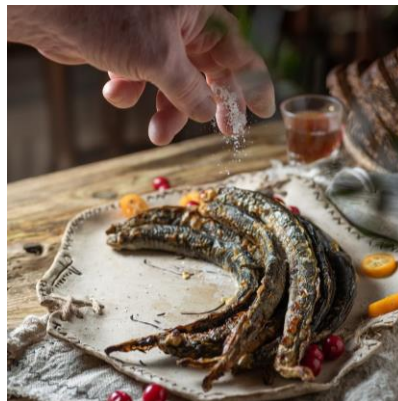
- Static visuals
- One reel
- Website



Over 90 entries from all over Europe



6 Winners - randomly selected out of the 20 best entries (BG, IT, LV, PT, SK, ES)



**TASTE
THE
OCEAN**

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Paid campaign from MARE accounts

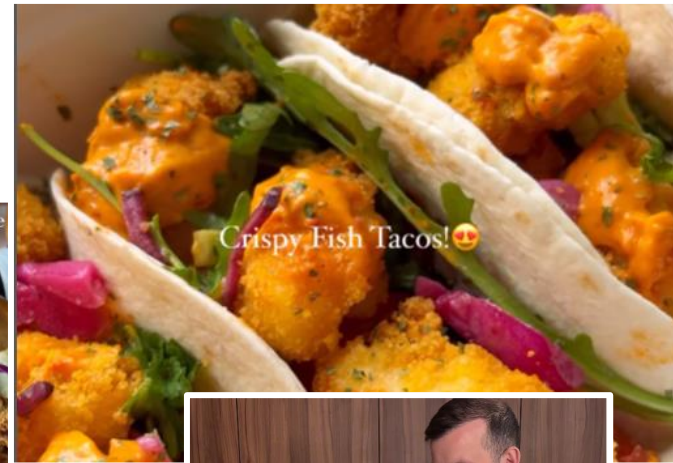
- In all Member States
- 22 languages
- Reach: ~1 million
- Impressions: 1,7 million
- Engagements: 65 000



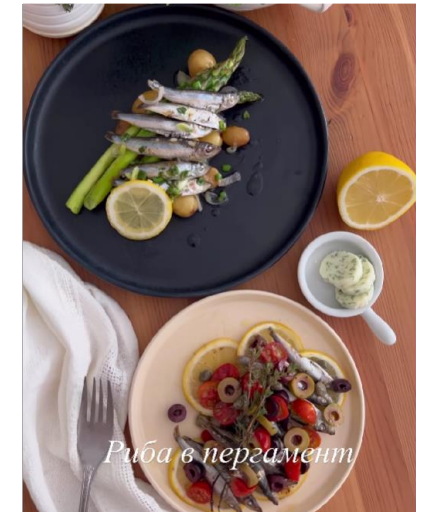
28 influencers producing both recipes and content



Crispy homemade
FILET O FISH



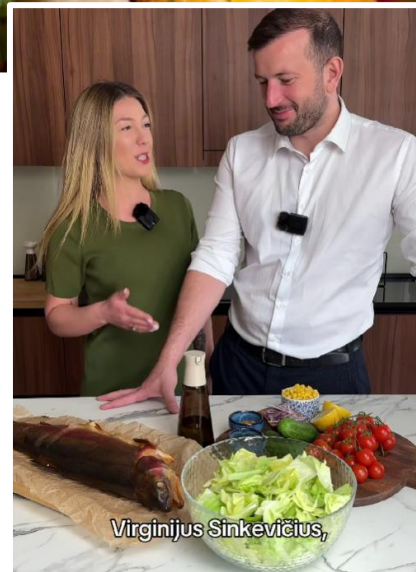
Crispy Fish Tacos! 🍋



Риба в пергамент



KIRJOLOHICRUDDO



Virginijus Sinkevičius

Results of the influencers campaign

Influencers	28
Reach	1,91 M
Views	1,83 M
Engagement rate	1.05%
Total Publications	209
Estimated Impressions (stories)	786 K
Plays (reels)	1,03 M
Total Engagements	17,78 K

Throughout the campaign period, the 28 influencers published 209 publications which **reached** an impressive **1.91 million users**.

Next phase

- **2 new projects** selected under the call HORIZON-MISS-2023-OCEAN-01-10:
Choose your fish: a campaign for responsible consumption of products from the sea: **VeriFish & Mr.Goodfish.3.0**
- Development of **application for consumers and awareness raising campaign**, with link with #TasteTheOcean.

Thank you



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