

**WHEN WE LOOK AFTER
OUR OCEAN**



**OUR OCEAN
LOOKS AFTER US**

WORLD OCEAN DAY 2022 TOOLKIT
Monday 23 May to Friday 19 June

WHY SUPPORT WORLD OCEAN DAY?

Our ocean needs protection.

- Our ocean covers 70% of the planet and supports life as we know it
- Every second breath we take comes from the ocean
- Our ocean feeds billions of people
- Our ocean hosts 80% of the world's biodiversity.

However, our ocean is in crisis. It is being threatened by pollution such as abandoned fishing nets, overfishing, bycatch, and the effects of climate change.

We know the problems. We know the solutions.

World Ocean Day is a day to take action and raise awareness.

The MSC is recognized by the UN as an important tool to achieve the goal of UN SDG 14: Life Below Water.



WORLD OCEAN DAY
8 June 2022



WORLD OCEAN DAY 2022

In the run-up to World Ocean Day on 8th June, the MSC will continue its campaign to bring ocean conservation into consumers' everyday lives, inspiring a strong sense of action among our supporters and our wider audience.

It is a major moment in the calendar for consumers, other ocean NGOs, ambassadors, partners and influencers to show what the ocean means to them. The two main global organizing bodies for World Ocean Day are:



www.worldoceanday.org



www.unworldoceansday.org

WORLD OCEAN DAY CAMPAIGN GOALS



1. Build public understanding of the MSC blue fish tick label and how it contributes to protecting the ocean



2. Improve ocean literacy with teachers, students, and parents



3. Position the MSC as an international non-profit on a mission to end overfishing

TARGET AUDIENCES

Our campaign is aimed at three distinct audiences:

1. OCEAN LOVERS

(18-34)

People from all walks of life who care about the ocean and want to see action to protect it.

2. SEAFOOD SHOPPERS

(35+)

When shopping for seafood, they aspire to a better, healthier life and balancing the right thing to do with the cool thing to do. They will make small compromises to their purchasing habits to fulfil their values and are attracted to brands with purpose.

3. STUDENTS

(11+)

Young people who are gaining an understanding of the ocean's influence on them and their influence on the ocean.

CAMPAIGN MESSAGING

Headline

- **When we look after our ocean, our ocean looks after us**

Supporting narrative

- **Our ocean needs protection. It hosts 80% of the world's biodiversity, is the lungs of our planet, regulates our weather and provides food and supports livelihoods and communities**
- **Our ocean is being hit by a triple threat of climate change, pollution, and overfishing**
- **Fish need time to grow and reproduce and sustainable fishing allows that to happen**
- **When you purchase seafood with the MSC blue fish tick label, you're supporting sustainable fishing practices**
- **The MSC blue fish tick label has a positive effect on ocean health. MSC certification helps fishers to protect the ocean and to end overfishing**

Call to action (CTA)

All three CTAs can be used interchangeably on activations featuring the headline and key message. They encourage consumers to take action today and in the future.

micro action

- **Look for the MSC blue fish tick label**

The CTA invites consumers to look for MSC certification at point of purchase. The word “check” serves both as the action and an imprint of the label, which contains a bold check mark.

medium action

- **Help us protect the ocean**

The CTA invites consumers to explore the MSC story more deeply, learn about healthy oceans, and to become part of the solution through their purchases.

macro action

- **Learn more about solutions to overfishing at [msc.org](https://www.msc.org)**

The CTA invites consumers to turn intention into action by supporting certified sustainable seafood products and Understanding more about the MSC's work with fishers.

FOUR WAYS YOU CAN GET INVOLVED

- 1. Post on digital media**
- 2. In-store point of sale**
- 3. Sponsored article**
- 4. Run an event or promotion**

POST ON DIGITAL MEDIA

[Your message]

Description of what you're doing to protect the ocean that is related to your MSC certification

[The following MSC message]

When we look after the Ocean, the Ocean looks after us.
Let's all help protect our ocean and build a #BigBlueFuture

[Choice of one of these graphics]



[DOWNLOAD HERE](#)

IN-STORE POINT OF SALE


Explore a range of assets available for you to download, edit and print.



[DOWNLOAD HERE](#)

SPONSORED ARTICLE

We have a range of exciting opportunities for you to be featured in high quality media.

The logo for 'THE SQUIZ KIDS' is displayed on a solid yellow rectangular background. The word 'THE' is in a small, black, sans-serif font. 'SQUIZ' is in a large, bold, black, sans-serif font. 'KIDS' is in a large, bold, blue, sans-serif font, with a small white headphones icon integrated into the letter 'I'.The logo for 'The Guardian Labs' is centered on a white rectangular background. 'The Guardian' is written in a black, serif font, and 'Labs' is written below it in a teal, sans-serif font.The logo for 'stuff.co.nz' is centered on a white rectangular background. The word 'stuff' is in a large, bold, black, sans-serif font, followed by '.co.nz' in a smaller, black, sans-serif font. Below the text is a horizontal bar composed of five colored segments: red, orange, green, blue, and purple.

Get in touch to find out more.

RUN AN EVENT OR PROMOTION

We can support a wide range of ideas from murals to special menu items or a staff engagement event.



Get in touch to find out more.

FAQS

Who is eligible to use MSC marketing resources?

Any partner who holds an MSC licensing agreement is eligible to use the images, graphics, design files, and other resources within the media library.

How can I access the MSC media library?

If you already have an account, you can [login here](#) or, if you don't, you can request access by filling out [this](#) short form.

Are the materials free to use?

Yes, the downloadable assets within the toolkit are free for MSC certified partners to use as long as they are used in connection with the MSC and MSC labeled products. The rights to the majority of the materials in the media library are owned by the MSC, but some require the owner's permission. Please check the usage rights or ask the MSC team before downloading.

Is approval needed for campaign artwork?

If you're using the digital files in this toolkit as-is to promote your MSC certified sustainable seafood products or menu items, no additional approval is needed. If you're making any edits or creating additional materials with MSC claims or assets, then please present to the MSC for approval.

How can I get my marketing campaign artwork approved?

Email your local MSC contact for approval requests.

Do I need permission each time I use non-campaign materials from the MSC media library?

In general, you should follow the guidelines listed with each asset. All MSC claims, promotional materials, marketing artwork, and ads that you create need to be approved.

**THANK YOU FOR SUPPORTING OUR OCEAN AND
HAVE A SUCCESSFUL WORLD OCEAN DAY**

**WORLD OCEAN DAY 2022
CAMPAIGN TOOLKIT**

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