

CASE STUDY

PROVING NEWSPAPERS WORK: CHANGING PERCEPTION

The Challenge

Communication of salmon farming has not kept pace with advancements made in the industry. There are pervasive myths and/or a lack of knowledge about salmon farming particularly in communities that don't have much contact with the industry.

The Objective

To provide a proactive ad campaign that communicates interesting and positive facts about salmon farming without being boring or preachy. Also, given the website has been re-designed, the campaign should send Canadians to the new site for further information.

The Plan

There are a lot of interesting facts available on the topic of salmon farming. Detailed information, such as this, can be effectively communicated through print therefore newspapers were chosen as one of the key media. Newspapers can reach specific areas with limited contact with the industry. Furthermore newspapers are an effective vehicle for driving online visits – with two thirds of Canadians state they have seen something in the newspaper and it has encouraged them to go online for more information. TV and a social media campaign were also created.

The Creative

Long copy newspaper ads were created featuring compelling headlines and fascinating facts. Infographic charts were used to present unexpected data. The charming copy encouraged Canadians to read on. With the same light-handed approach, the TV ads challenged people not believe everything they hear. Both media drove Canadians to the website for more information.

FARMED SALMON CAN'T MATE WITH WILD SALMON.
AND NO, IT HAS NOTHING TO DO WITH HOW COLD THE WATER IS.

ATLANTIC SALMON THRIVE ON THE FARM – IN THE WILD, NOT SO MUCH.
In fact, over the past century, there have been numerous attempts to introduce Atlantic salmon to the North Pacific coast. None have met with any success, escapades from salmon farms are much more likely to become food for BC seals and sea lions than they are to spawn in BC streams. No matter how hard they try, Atlantic salmon cannot breed with Pacific salmon because they are two completely different species.

Fact: Farmed salmon feeding is monitored by underwater cameras to keep food waste to a minimum.

SALMON FEED ON SALMON FEED
Salmon feed isn't just delicious (we're assuming) it's also designed to minimize the use of ingredients from wild fish stocks while providing farmed salmon with a perfectly balanced diet. In the wild salmon are voracious carnivores, it's estimated that they consume 10 times their weight in smaller fish throughout their lives.

SALMON ARE PERFECT FOR FARMING
One of the most important factors for any farmed animal is their feed to meat conversion ratio. Farmed salmon are incredibly efficient when it comes to growth. For every kilogram of feed they consume they gain almost a kilogram of weight. To put this in perspective, cattle need to eat 8 kilograms of feed to put on 1 kilogram of meat. It takes a lot of hay to make a steak.

FARMED SALMON AND WILD SALMON A FAMILY TREE
NO MATTER HOW HARD THEY TRY, FARMED SALMON AND WILD SALMON WILL NEVER START A FAMILY

Fact: Health experts make no distinction between farmed and wild salmon when it comes to health benefits.

LOCALLY SOURCED INGREDIENTS
The feed used on salmon farms uses a lot of non-marine proteins to lessen the impact on wild feeder fish stocks, which means our fish eat fewer wild fish. And because many of the ingredients are locally sourced, salmon farmers are able to support Canadian and other North American farmers, provide a healthy diet to their animals and protect wild stocks all at the same time.

FOR MORE INFORMATION ON SALMON FARMING IN BRITISH COLUMBIA VISIT BCSALMONFACTS.CA

When DDB Canada was tasked to create a platform to help people discover and review for themselves the benefits of BC farmed salmon, we soon realized that a campaign was going to require a number of engaging touch points. In recommending the right balance between different media, we included newspaper advertising to help deliver compelling, informational messages. The results speak for themselves. Readers who were exposed to the print ads 3 times or more strongly agreed that the information communicated to them in the ads made them feel much more positive about BC farmed salmon.

- Lance Saunders, Executive VP & Managing Director, DDB Vancouver



NEWSPAPERS CANADA
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CASE STUDY

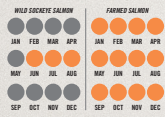
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IF YOU THINK FRESH SALMON GROWS ON TREES

YOU HAVE A LOT TO LEARN ABOUT SALMON, AND TREES.

FRESH IS BEST

We all love fresh salmon. It tastes great, it looks great and, so long as it's fresh, it smells great. What most people don't realize is that fresh wild salmon isn't available all year-round. Salmon runs happen at specific times every year and fishermen catch them then. If you want to eat fresh (not frozen) salmon at other times of the year you either need to grow gills and follow them around the Pacific Ocean or go to your local market and pick up some fresh farmed salmon. We recommend the latter.



FRESH SALMON AVAILABILITY

IT'S ALWAYS SALMON SEASON

Farmed salmon are harvested year-round, and are typically delivered to market within 48 hours of harvest. That means you can have a dinner of healthy, nutritious fish with firm texture, natural colour, and pleasant flavour—without the risk of freezer burn, discoloration, or spoilage—no matter what time of the year it is.

Fact: Salmon farmers test some of their stock every month to monitor their health.

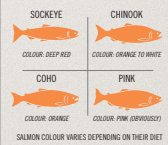
WHERE IS AS IMPORTANT AS HOW

When it comes to salmon farming, location is everything. Farmers require sites with strong currents and good tidal flushing—this helps keep farmed salmon healthy. Sites are specifically chosen to minimize environmental impact and to carefully avoid finfish or shellfish habitats. In fact, government regulations expressly forbid salmon farms from locations closer than one kilometre from ecologically sensitive areas such as salmon spawning streams or nursery areas like estuaries.



SALMON CAN BE ALMOST ANY COLOUR SO LONG AS IT'S PINKISH, REDDISH, OR ORANGISH

The colour of salmon varies widely between species. For example, Sockeye tends to be deep red, Chinook ranges from orange to white; Pink is, well, pink. Colour can also vary between individual fish, depending on diet. What it doesn't depend on is colouring agents. There are no dyes added to BC farmed salmon or its feed to enhance colour. BC farmed salmon get their colour the same way wild salmon do: from essential nutrients in their feed.



Fact: Salmon farming provides 6,000 jobs and accounts for 73% of salmon harvested in BC.

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SALMON FARMERS WOULD NEVER ADD CHEMICALS TO THEIR SALMON.

WAIT, IS DILL A CHEMICAL?

FARMED SALMON ARE AU NATUREL

Just like you, salmon farmers want their food natural, nutritious, and free of contaminants. That's why there are no growth hormones added to BC farmed salmon. Nor are there any dyes—both farmed and wild salmon get their colour from the pigments they ingest as part of their diet. Antibiotics and medical treatments are used rarely and only on the advice of a veterinarian. And just for the record, there are no genetically engineered or modified fish in BC farms. At the end of the day the only real difference between farmed and wild salmon is that the farmed ones know where their next meal is coming from.



Fact: Farmed salmon and wild salmon are different colours because they are different species of fish.

Fact: Salmon farm sites are fallowed after harvest and before restocking.

WE ALL WANT HEALTHY FISH

For a modern salmon farmer their salmon's health is one of their biggest priorities. Over the past decade innovations in techniques have changed how salmon farmers keep their fish healthy. Today, farmed salmon fry are vaccinated against diseases they may pick up from wild salmon or other fish. Divers keep a lookout for signs of illness or disease and report any concerns to veterinarians. Preventative dosages of antibiotics are strictly forbidden; only sick fish may be treated. These steps help salmon farmers ensure their investment grows up healthy and strong. And delicious.



THERE ARE 2 THINGS EVERYONE KNOWS ABOUT SALMON

They make a great brunch food and they are an excellent source of Omega-3 fatty acids, which can help prevent heart disease, reduce cancer risk, and lower cholesterol. What everyone doesn't know is that farmed salmon isn't just a great source of healthy Omega-3s (specifically DHAs). It's recognized as one of the best sources in the world. Great for you and great on a bagel; that's win-win.

OMEGA-3 OILS

PREVENT HEART DISEASE | REDUCE CANCER RISK | LOWER CHOLESTEROL

FARMED SALMON IS ONE OF THE BEST SOURCES OF HEALTHY OMEGA-3s

HEALTH BENEFITS OF SALMON DON'T END WITH OMEGA-3s

High in protein, low in saturated fat, salmon is loaded with vitamin D and E. It also contains large amounts of vitamins B6 and B12, along with niacin, selenium, and magnesium too. Little wonder why Health Canada and the U.S. Department of Agriculture confirm both farmed and wild salmon as a healthy food choice.

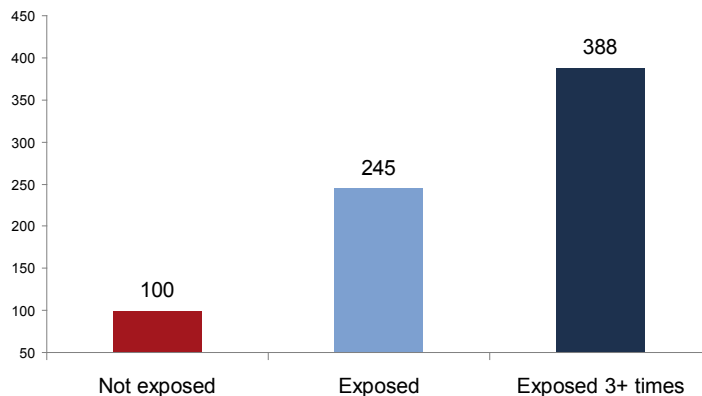
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The Results

Newspapers Canada engaged Totum Research to track the impact of the newspaper campaign.

What a success! With the ultimate goal of improving the perception of the salmon farming industry, this campaign more than delivered!

Strongly agree I feel more positively about salmon farming than I did before



For further industry information, go to www.newspaperscanada.ca