

# ÉTUDE DE CAS

LA PREUVE QUE LES JOURNAUX FONCTIONNENT : COMMENT CHANGER LES PERCEPTIONS

## Le défi

La communication dans le domaine de l'élevage du saumon n'a pas suivi les avancées de l'industrie. Il demeure encore bien des mythes et un grand manque d'information sur l'élevage du saumon, particulièrement dans les collectivités qui n'ont pas beaucoup de contact avec l'industrie.

## L'objectif

Créer une campagne publicitaire proactive qui puisse communiquer des données intéressantes et positives sur l'élevage du saumon sans tomber dans l'ennui et sans prêcher. De plus, comme le site Web venait d'être dépoussiéré, la campagne devait aussi envoyer les Canadiens consulter le nouveau site pour se renseigner davantage.

## Le plan

Il existe beaucoup d'information intéressante sur l'élevage du saumon. Ce type d'information détaillée peut être communiqué efficacement par le biais de l'imprimé. C'est pourquoi les journaux furent choisis comme un des principaux médias pour la campagne. Les journaux peuvent joindre des secteurs spécifiques qui ont peu de contact avec l'industrie. De plus, les journaux sont un outil efficace pour attirer les visites en ligne puisque deux Canadiens sur trois déclarent avoir lu quelque chose dans le journal qui les a incités à se rendre sur Internet pour se renseigner davantage. Des campagnes pour la télévision et les médias sociaux furent aussi créées.

## La création

Des annonces de journal comportant des textes assez longs furent créées; elles contenaient des titres accrocheurs et des renseignements fascinants. Des tableaux infographiques furent ajoutés pour présenter des données inattendues. Des textes attirants incitaient les Canadiens à continuer de lire pour se renseigner davantage. Les annonces télévisées utilisaient la même approche légère en incitant les téléspectateurs à ne pas croire tout ce qu'ils entendaient. Les deux médias ont amené les Canadiens à visiter le site Web pour plus d'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.**  
*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.

**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.

**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.*

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

**Le saumon d'élevage ne s'accouple pas avec le saumon sauvage.**  
**Et cela n'a rien à voir avec la température de l'eau.**

« Quand DDB a reçu la tâche de créer une plateforme pour aider les gens à découvrir et à évaluer par eux-mêmes les avantages du saumon d'élevage de la Colombie-Britannique, nous avons vite réalisé que la campagne aurait besoin d'une série de points de contact engageants. En recommandant le bon équilibre entre les divers médias, nous avons introduit la publicité dans les journaux pour aider à livrer des messages incitatifs et informatifs. Les résultats parlent d'eux-mêmes. Les lecteurs exposés trois fois ou plus aux publicités imprimées se sont dits fortement d'accord avec le fait que l'information qui leur avait été communiquée dans les annonces leur avait donné une image beaucoup plus positive du saumon d'élevage de la Colombie-Britannique. »

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



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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.



### 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.

FOR MORE INFORMATION ON SALMON FARMING IN BRITISH COLUMBIA VISIT [BCSALMONFACTS.CA](http://BCSALMONFACTS.CA)

## 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 DHA). 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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Si vous croyez que le saumon pousse dans les arbres. Le temps est venu de vous renseigner sur le saumon, et sur les arbres.

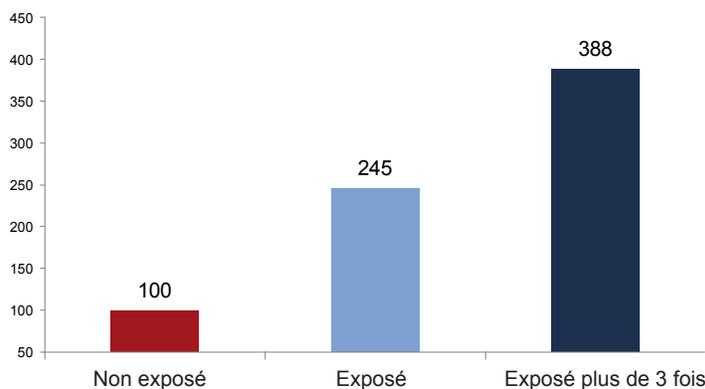
Les éleveurs de saumon n'ajouteraient jamais de produits chimiques à leur saumon. Et l'aneth, c'est un produit chimique?

## Les résultats

Journaux canadiens a retenu les services de Totum Research pour suivre l'impact de la campagne dans les journaux.

Quel succès! La campagne avait pour but d'améliorer la perception de l'industrie de l'élevage du saumon et elle a dépassé toutes les attentes!

Très d'accord – Aujourd'hui, j'ai une idée plus positive de l'élevage du saumon qu'autrefois



Pour de plus amples renseignements au sujet de l'industrie, visitez [www.journauxcanadiens.ca](http://www.journauxcanadiens.ca)