SeaWeb

Leading Voices for a Healthy Ocean

Social Marketing

A Paradigm for Shifting Behavior

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President
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SeaWeb's Identity

HOW WE SPUR CHANGE:

We engage leaders and amplify their voices to forge collaborative and innovative solutions to ocean threats.

OUR AUDIENCES:

We connect and convene business and native community leaders, scientists and the media.

WHAT WE DO:

We illuminate science and use social marketing and strategic communications to drive change in the marketplace and policy arena to protect and restore the ocean's health.

HOW WE ARE FUNDED:

Primarily supported by foundation grants, we are building a more diversified funding base.

WHERE WE WORK:

Our reach is international. We operate from bases in North America, Europe and the Pacific Islands.

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Seafood Choices: Uniting a growing number of leading voices from the seafood industry

Mission:

To mobilize market forces in the global seafood sector, catalyzing positive action in support of ocean conservation.

Vision:

A global market where all stakeholders share responsibility, and collaborate, to seek solutions that can ensure all seafood is acquired responsibly, with minimal negative impact on the ocean nor the ecosystems and communities that depend on them.

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Seafood Choices

Provides a framework for the sustainable seafood movement

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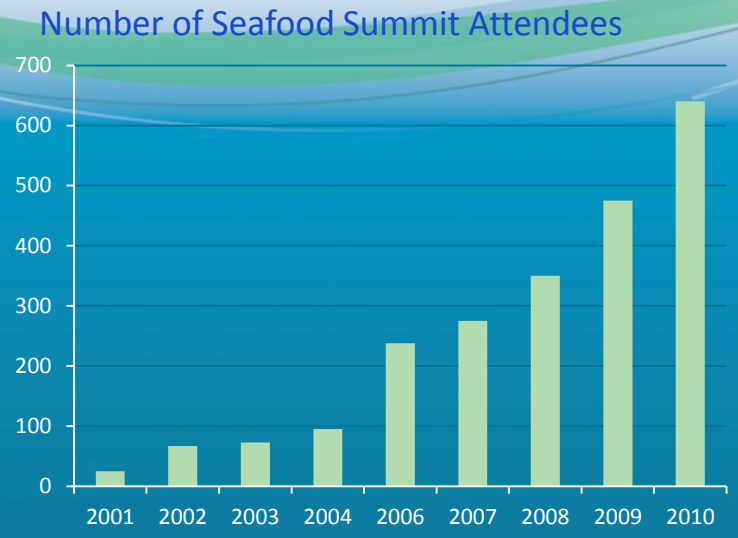
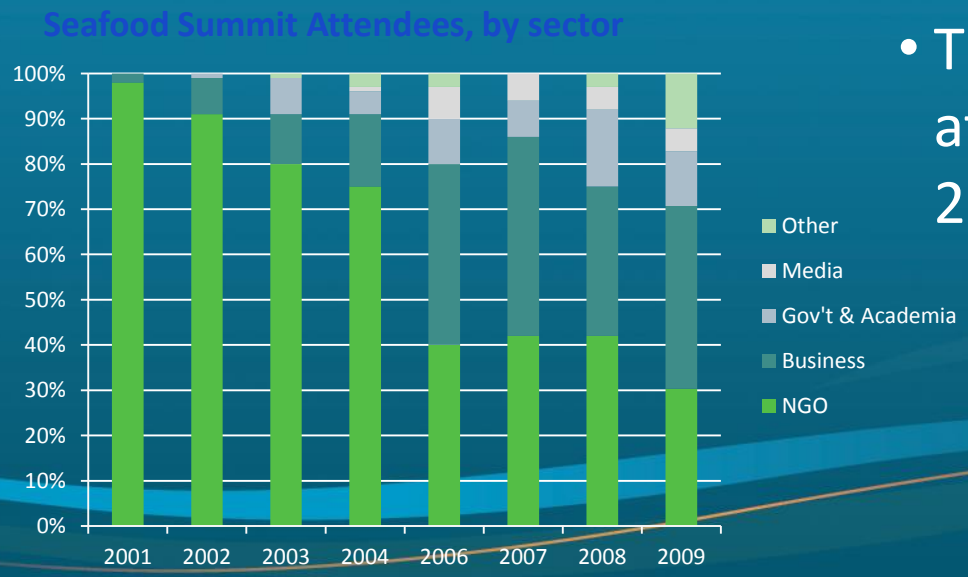
Seafood Summit Attendance is Steadily Increasing





- Seafood Summit attendance has been increasing steadily since the event's inception in 2001.
- Attendance increased by 36% in 2009 and by 35% in 2010.
- The percentage of business attendees increased from 33% in 2008 to 40% in 2009.

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Key Elements of a Communications Strategy

-Clarify your Goal
-Evaluate Landscape
-Translate science
-Conduct Research
-Know Audience
-ID Messages & Gatekeepers

Issue Salience

Better Industry Practices

Policy Reform

Healthy Oceans, Clean Beaches, More Fish

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Social Marketing Defined

"Social marketing is the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society." **(Andreasen, 1995)**

"*The application of marketing concepts, tools and techniques to social problems. Using principles of consumer marketing to influence individual behavior for the benefit of society."*
(Donovan and Henley, 2003)

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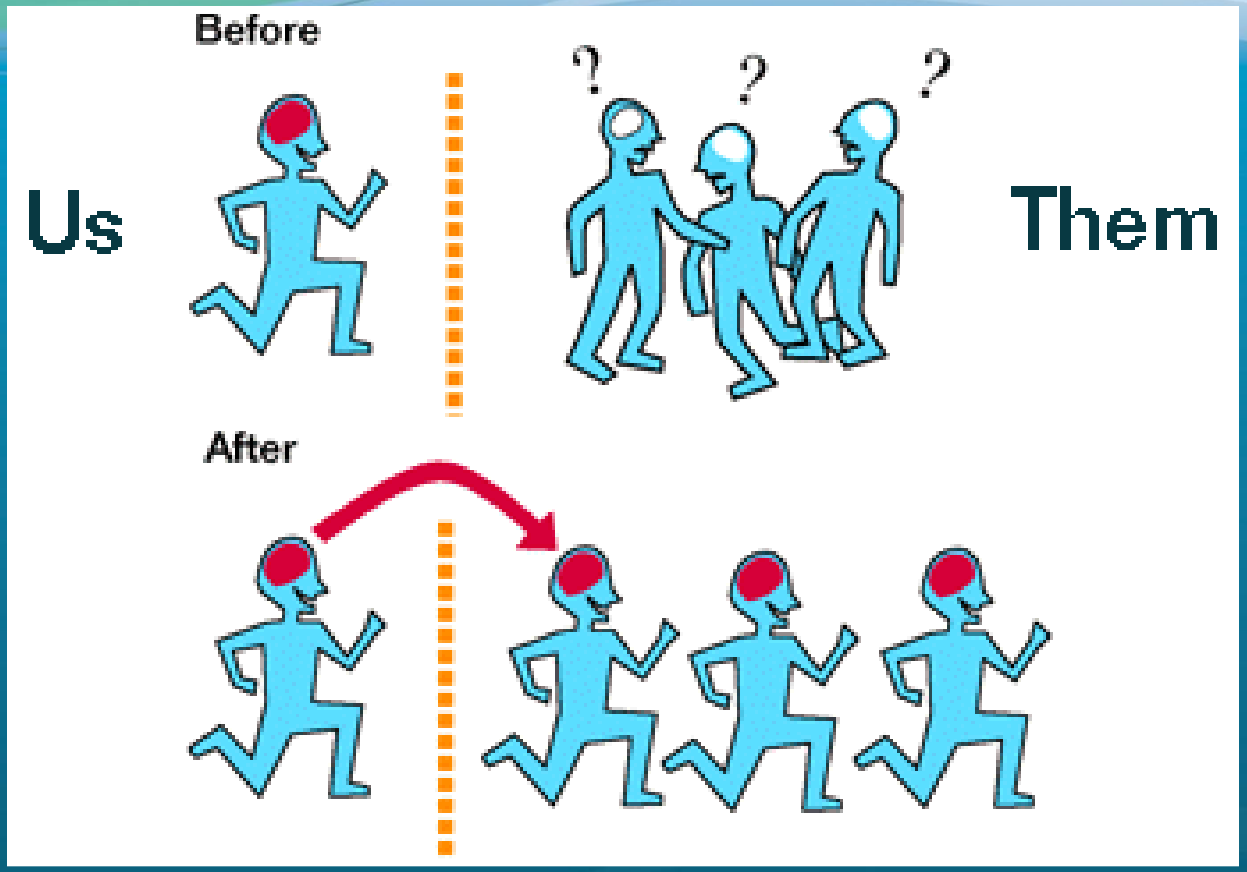
Why Social Marketing?
- Information Alone Does Not Ensure Change



Source: Les Robinson, Social Change Media

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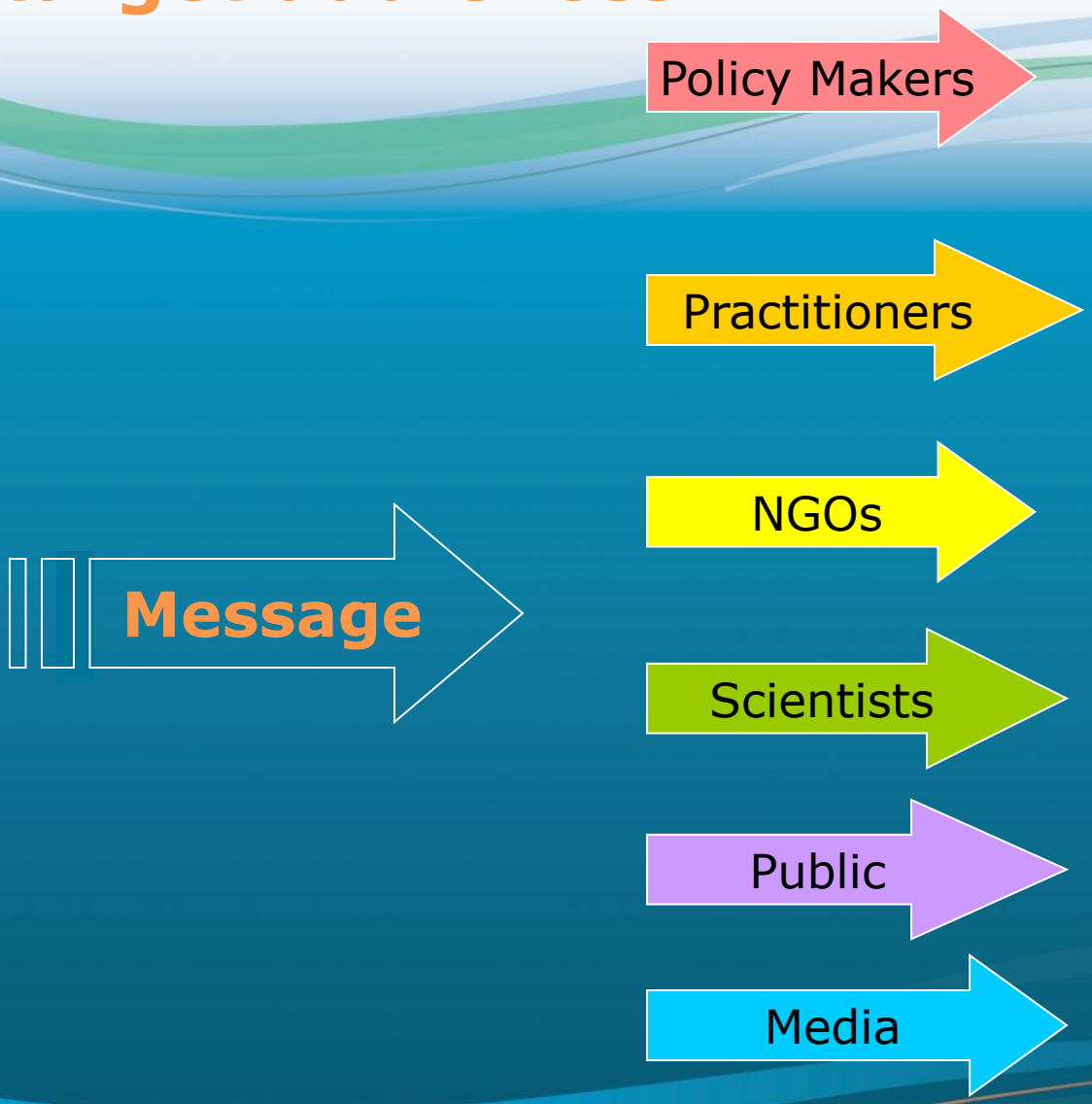
Tailoring messages to target audiences:



-HOW DOES THIS SUPPORT OR REFUTE MY POLICY?

-WHY SHOULD I CARE?

-HOW WILL MY VOTERS FEEL ABOUT IT?

-DOES IT HELP ME SOLVE THE PROBLEM AT HAND?

-DOES IT APPLY TO MY AREA?

WILL IT HELP ADVANCE OUR AGENDA?

-HOW DOES THIS RELATE TO MY RESEARCH?

-IS IT GROUNDBREAKING?

WHY DOES THIS MATTER TO ME?

IS IT NEWS?
WILL IT SELL?

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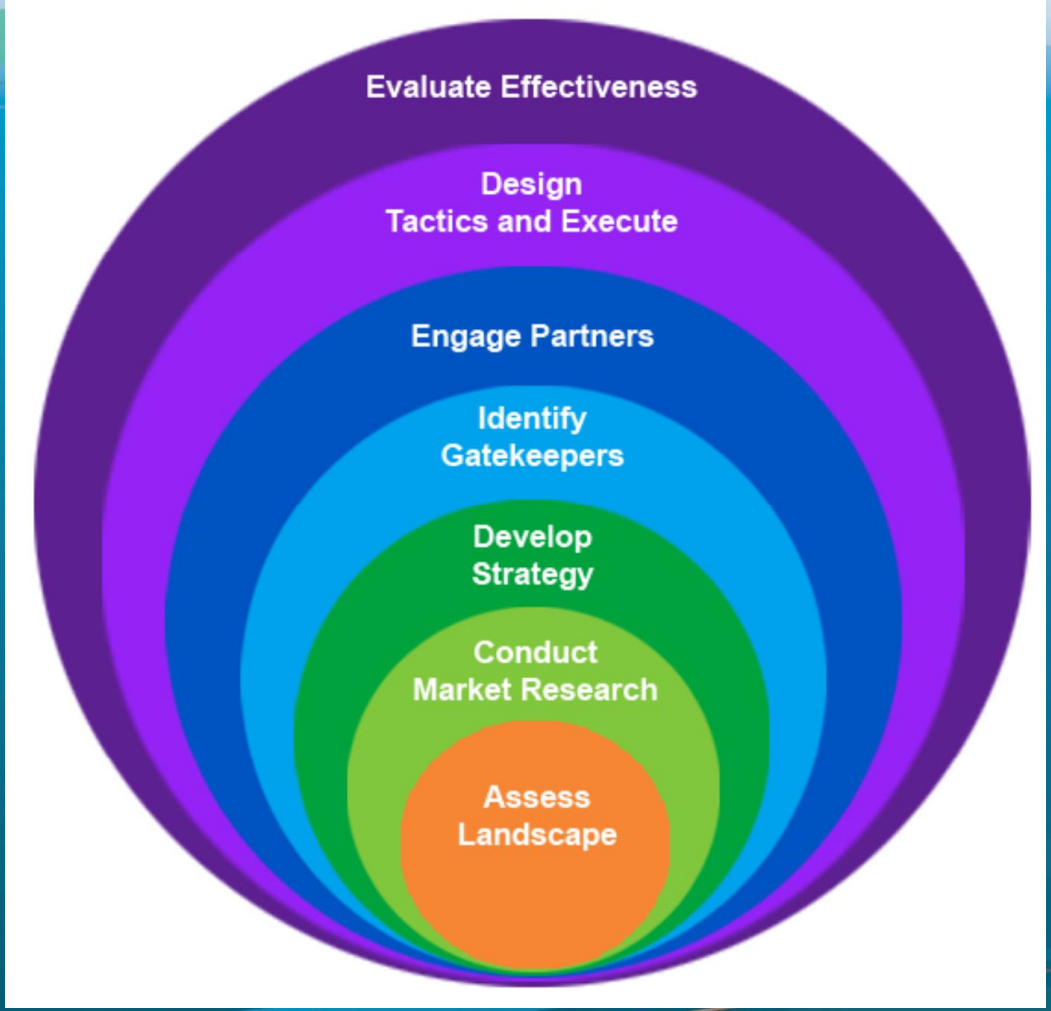
SeaWeb's Social Marketing and Strategic Communications Approach



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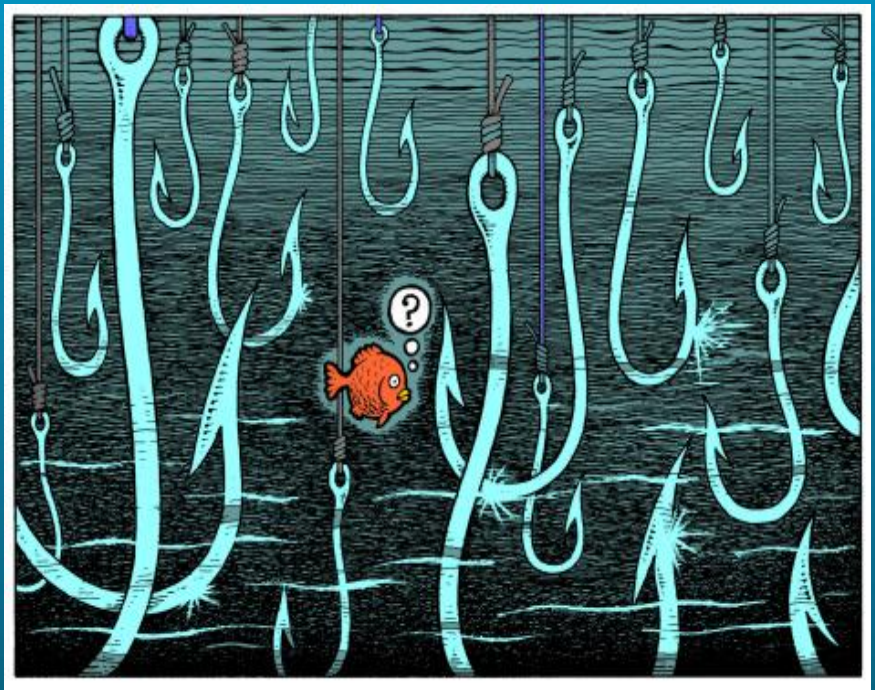
Landscape in the 1990's

"Could a successful consumer campaign be created for a fish?"



- No market for sustainable seafood
- Few NGOs were talking about fish as seafood
- Industry trade press hostile to the movement

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Market Research: Helped SeaWeb Identify New Approaches to Ocean Conservation

Four important points were uncovered:

(1) Pollution, not overfishing, seen as biggest threat to the ocean

(2) The ocean-plate connection – fish as wildlife doesn't resonate

(3) Scientists as the most credible messengers

(4) Half of adults say they are environmentally inclined

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Why North Atlantic Swordfish?

- In the 1960's, the average size swordfish caught was 266 lbs. and in 1990's, the average size swordfish caught was 90 lbs.
- The U.S. government estimated that if the population continues to decline at the same rate, the commercial fishery may not be viable within 10 years.
- The adult population of swordfish in the North Atlantic had declined by more than 50%.
- Swordfish mature relatively rapidly and spawn prolifically, meaning that the species could recover if strict conservation measures were imposed.

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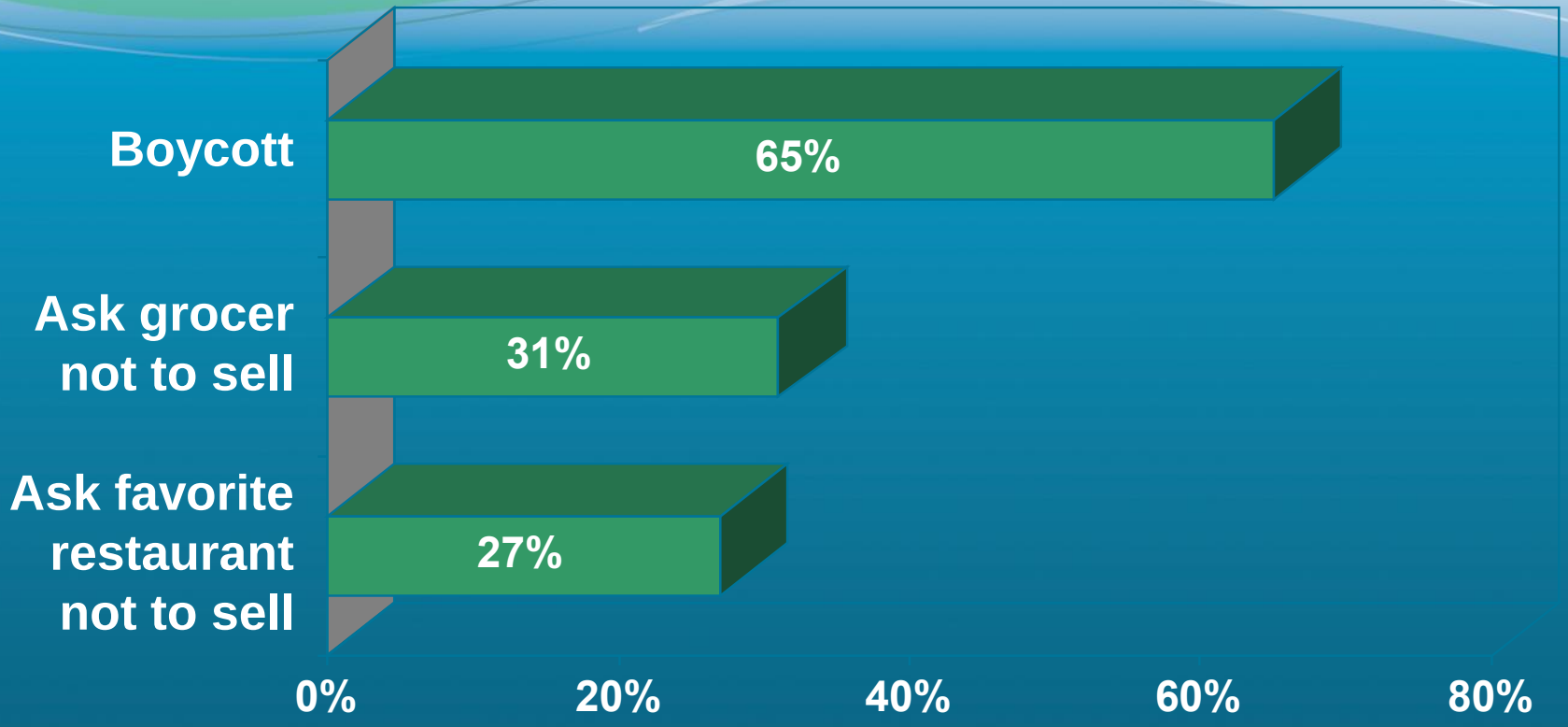
Americans Indicated Willingness To Take Personal Action To Protect Swordfish



Data from The Mellman Group 1997

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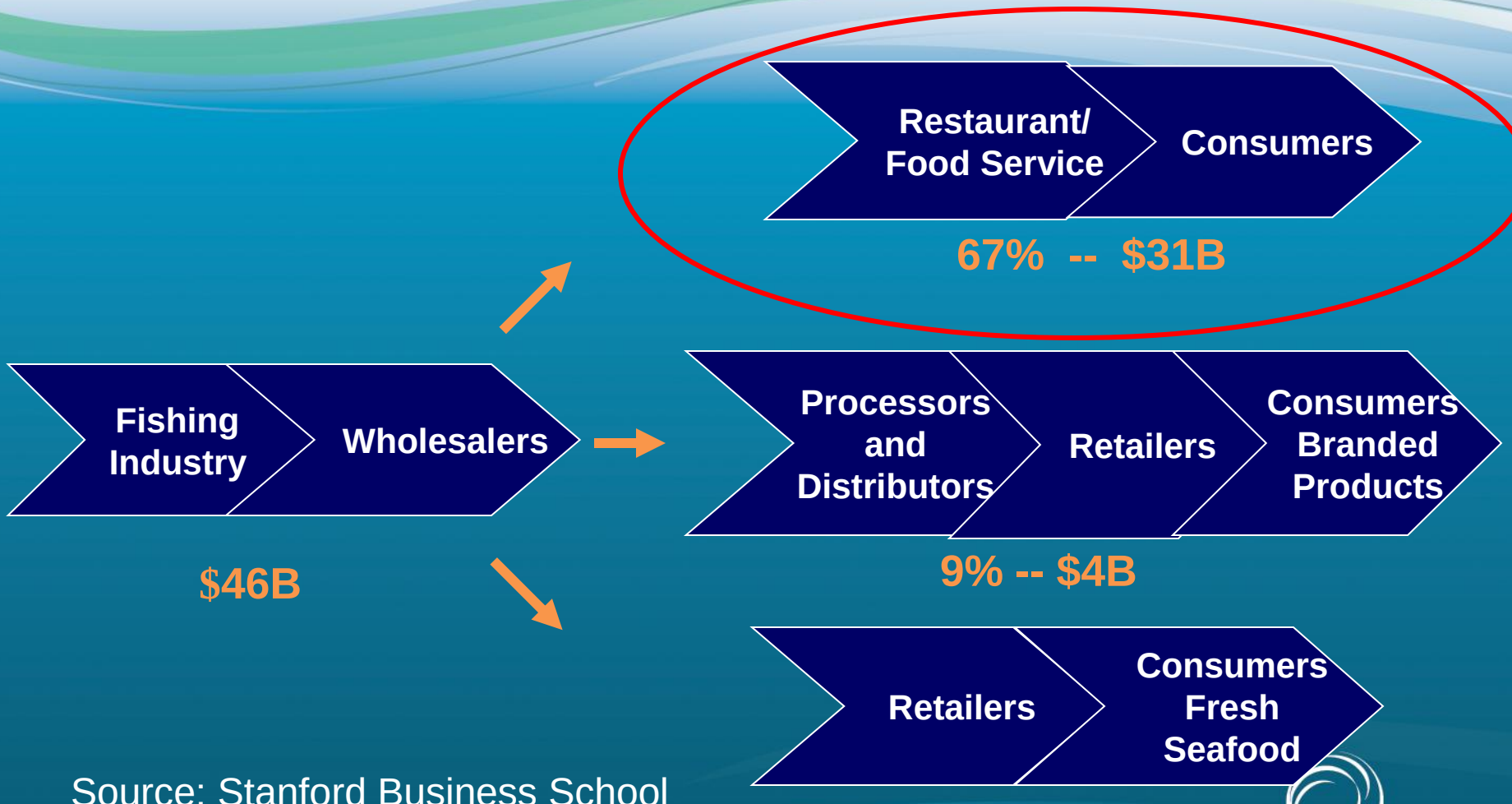
Seafood Industry Map:
Restaurants Are The Main Conduit To the Public



Source: Stanford Business School

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Give Swordfish a Break

- Over 700 chefs/retailers agreed not to sell or serve swordfish
- Powerful new constituency in support of ocean conservation
- Significant media attention
- In 2002, scientific panel determined that swordfish had rebuilt to 94% of full recovery

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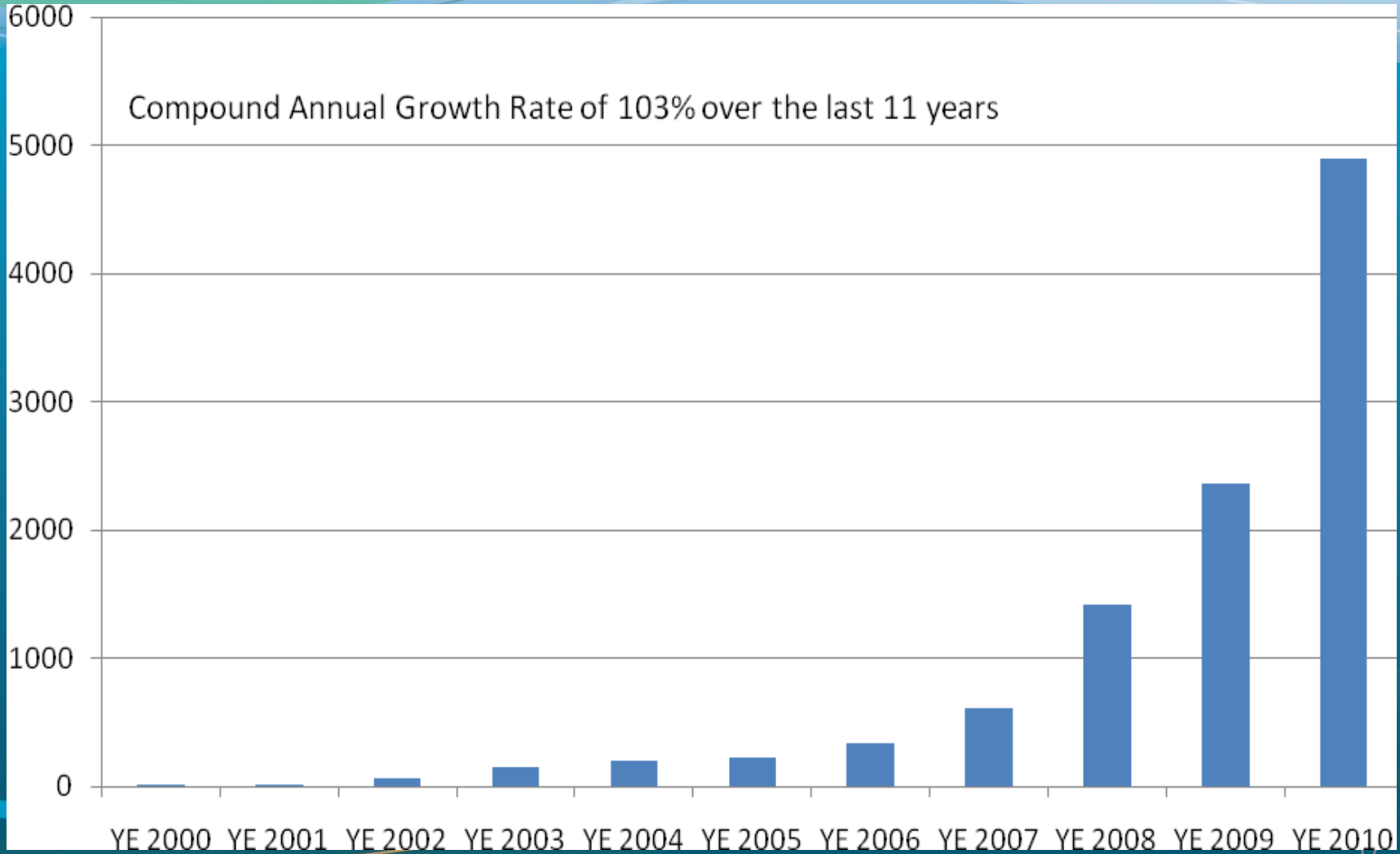
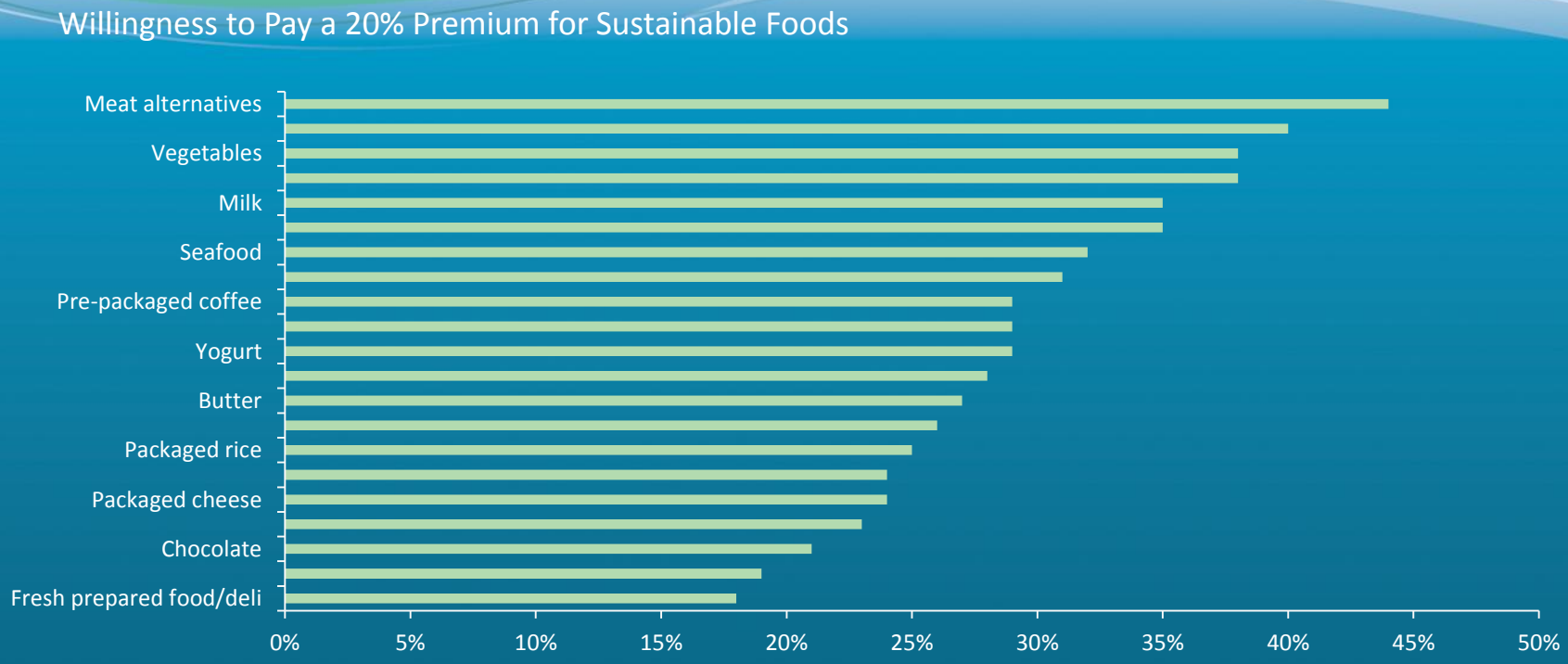
The number of MSC-labeled products has grown exponentially: a compound annual growth rate of 103% over the last 11 years



32% of people who buy seafood willing to pay 20% more for sustainable products



Source: Sustainability: The Rise of Consumer Responsibility report. The Hartman Group, Inc. January 2009.

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"On the bright side, now we're inedible."

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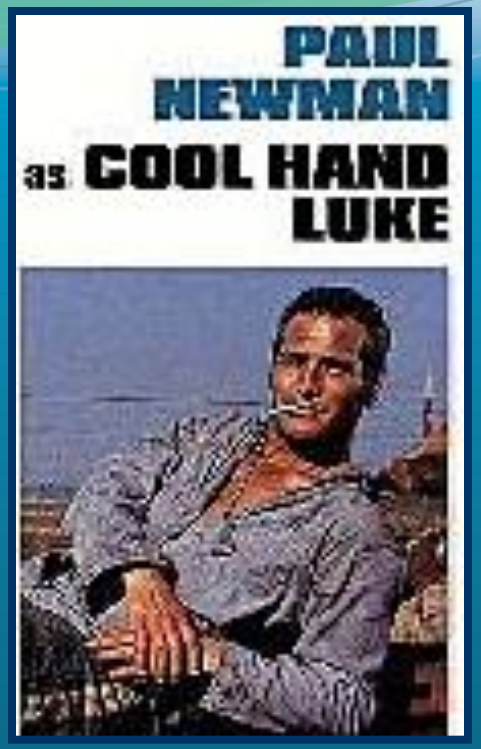
We've Come A Long Way Baby!



"What we've got here is... failure to communicate."

Thank You!

www.SeaWeb.org

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