

Seafood Nutrition Partnership launches fall in love with seafood campaign

09 October 2023 | News

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The Seafood Nutrition Partnership unveiled its new public health promotion campaign to help people live healthier, happier, and smarter by increasing the consumption of seafood. The "Fall in Love with Seafood" campaign launches in October during National Seafood Month and continues throughout 2024 reminding consumers how delicious, nutritious, and versatile seafood is to enjoy at home and away from home.

Less than a quarter of Americans eat seafood 2x per week as recommended by the Dietary Guidelines for Americans (DGA), The American Heart Association (AHA), and the World Health Organisation (WHO).

"Throughout this campaign, we'll educate consumers that seafood is a lean protein with health benefits they can enjoy and count on every day," says Linda Cornish, Seafood Nutrition Partnership President and Founder.

For more than a decade, SNP and its partners have inspired a healthier America and raised awareness about the essential nutritional benefits of seafood. This campaign will serve as a platform to show that an overarching message can help all points along the seafood supply chain and complement SNP partners' campaigns.

The "Fall in Love with Seafood" campaign, developed with award-winning agency Milestone Integrated Marketing, aims to break through the social and digital media clutter to showcase the taste appeal of a wide variety of seafood with bold,

mouthwatering imagery and cheeky headlines.

“Ultimately, we want to increase consumers’ craving for seafood and encourage America to Fall in Love with Seafood,” adds Sarah Crowley, SNP VP of Marketing and Communications. “The new campaign resonates with the primary target – 85 per cent of occasional seafood consumers surveyed agreed the campaign made them want to eat more seafood.”

The campaign soft launches in October 2023 during National Seafood Month and will continue year-round with key market activations starting in January 2024. Key retailers and food service partners will be announced ahead of the new year.