

Sainsbury's



● BEHAVIORAL CAMPAIGN & SUSTAINABLE PRODUCTS




WHY

Sainsbury's is driving sales of sustainable seafood options by rebranding pollack to make it more consumer friendly.



HOW

- Customers were uncomfortable asking for pollack, a sustainable alternative to cod, so Sainsbury's renamed the fish after the French name for the fish, 'Colin'.
- The rebranding involved new packaging, designed by Wayne Hemmingway and an intensive media campaign to change customer opinion on Pollack.
- The campaign raised awareness of the fish, ran taste perception challenges and gave recipe and preparation advice.

BUSINESS VALUE

 RISK	Long term supply – Shifting consumption to a more sustainable option reduces reliance on overfished species.
 REPUTATION	Brand sentiment – Sainsbury's increased positive brand sentiment by visibly taking action on sustainable seafood, an issue of rising public interest. Brand awareness – The rebranding and accompanying campaign generated significant ROI for the brand.
 SALES	Growth – Since the rebrand, sales of pollack have increased significantly and continue to grow.

CONSUMER VALUE

-  **FUNCTIONAL**
Customers save money by choosing pollack, a less expensive alternative to cod.
-  **EMOTIONAL**
People feel good about choosing a more sustainable fish.

RESULTS

- Sales of pollack increased by 68% across Sainsbury's stores. [Source](#)
- Pollack is now one of the UK's top ten highest selling seafood options. [Source](#)
- Sainsbury's experienced an 87:1 return on investment from an intensive £1.8 million media campaign. [Source](#)