

# NASF Comms Plan - Mindfully Wired

16th January 2025

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## Introduction

- We will be supporting with three main comms activities around NASF:
  - “Blue whiting, red alert” postcard production
  - Social media package
  - Media engagement pieces
- NASF also gives us an opportunity to use one of our other campaign tactics, “Best Supporting Fish”. This will be particularly relevant given the NASF conference is geared toward salmon and aquafeed. We could integrate this tactic to add further creativity and impact into our social media and press pieces.
- NAPA have listed the following objectives which we will build into our messaging for these comms pieces. NAPA want to highlight to audiences:
  - 1) The serious impact of blue whiting mismanagement on the salmon sector and challenges for its future sustainability
  - 2) That time is running out to solve the problem – the blue whiting FIP will end in Oct 2026
  - 3) The greater the number of voices that speak out about blue whiting, the higher the likelihood of influencing Coastal States
  - 4) The importance and relevance of NAPA’s work and to highlight the recent expansion in market presence.

In addition, we want NAPA to become a talking point during the conference (perhaps facilitated by blue whiting postcards), encourage new membership applications from relevant businesses, and expand NAPA’s reach into the salmon sector.

## Blue whiting, red alert postcard production

- NAPA requirements:
  - Use NAPA branding and logo. It must be eye-catching to help NAPA become a talking point during the conference.
  - Member-backed use of “Medium” tone messaging.
- We will be working over the next couple of weeks to give a formal draft over to you. This will be a key priority to allow plenty of time for manufacture and delivery.
- To facilitate a quick turnaround, we will focus on keeping the elements on the design minimal but striking to minimise the number of features that need review. The important thing is this is a gateway to NAPA’s website.
  - We will be building the postcard landing page alongside the blue whiting species

page.

- Postcards will be delivered to Aoide's address.
- For NAPA team to confirm:
  - Quantity of postcards, e.g. one per delegate. MW can explore cost options for different amounts
  - Inclusion on postcards in delegate packs (Aoife will pick this up with the organisers)

## Social media

We're proposing a package of 7-8 posts, these do not include amplifications of any partner posts:

Timing	Post concept	Comments/Questions
Pre-event	A context-setting post: Laying out/a reminder of issues surrounding blue whiting overfishing/FIP extension and a nod to upcoming NASF conference	
	Promoting NAPA event: To include any registration links that are needed, include high-level description of topic and what NAPA is trying to achieve through session.  Where relevant, promotion of events being led by NAPA Partners in other parts of the programme.	<a href="https://nor-seafood.com/session/napa/">https://nor-seafood.com/session/napa/</a>  Currently the event blurb is empty, would you like support from MW with adding in details?
	Best supporting fish: a creative post to "line up nominations" for the award ceremony taking place at NAPA's session at NASF.	<i>This is part of how we will frame the session, but won't require any actions or additions to the actual NAPA event - unless you want to!</i>
	Sharing press release: A post to highlight the press release (details below) we're distributing in the run-up to the event	
During event	Best Supporting Fish: To be posted the day of NAPA's session live from the "awards ceremony". Pull out "attendees" (significant market actors etc.)	Will NAPA be able to share a photo from the session e.g. packed out hall?  <i>As per above, this is part of the framing, but won't require any actions or additions to the actual NAPA event.</i>
	On-the-ground at NASF: Including visuals of the "Blue whiting, red alert" postcard in people's	Will NAPA be able to send photos from NASF to

	hands, link the post to the landing page. Lay out what these postcards are asking of attendees at NASF and how receptive and interested people have been in them.	facilitate this, e.g. via Whatsapp or email?
Post-event	NASF recap: This could relate to a post-media piece or be a general round-up post.	Using a visual from the NAPA event.

## Media engagement

Two pieces planned:

- 1. Pre-event press release:** This piece will set up NAPA's session at NASF, we will raise the issues around blue whiting overfishing and its critical role in supporting salmon farming, discuss the points NAPA will raise at NASF and use our "best supporting fish" campaign tactic to act as a playful, creative hook for outlets to get interested.

E.g. "Forget the Oscars, the following day at NASF, we'll be announcing the winner of our best supporting fish category. Spoiler alert: there's only one worthy winner, the humble blue whiting, which plays a critical role in allowing salmon to take centre stage as one of the world's most popular seafood choice."

- Draft in February
  - Informed by details about the NAPA session e.g. speaker notes/slides
  - Quotes from Aoife and another NAPA Partner attending or speaking at the event

**Recommended publication date:** w/c 24th Feb

- 2. Post-event press release:** A recap of NAPA at NASF, with key talking points including:
  - Blue whiting, red alert postcards
  - NAPA's session featuring quotes from Greig and Lerøy.
  - Increasing recognition from the seafood market of the vital need for sustainable fishing of blue whiting and commitment to petition decision-makers on the issue.

**Recommended publication date:** w/c 10th March