

Seafood Shetland

Marketing strategy • Press • Asset creation
Website revamp • Campaigns • Events
Photography and film



Seafood Shetland tasked us with creating a campaign to showcase the importance of the seafood industry to Shetland's economy, which is worth £300 million a year to the islands. We developed the 'So Much to Sea' initiative which informs, educates and entertains through a range of media and events.

The project was delivered through our creation of a marketing strategy (including coming up with the name for the project) and then implementation through a website (www.somuchtosea.co.uk), targeted campaigns and events, asset creation, production of a video (available on the website), social media, press and PR, and photography.

The campaign created a greater understanding of what the seafood industry means to Shetland's communities and how it influences Shetland as a whole.

“

While the aims and objectives of this particular project were quite clear in the minds of those at Seafood Shetland, the actual method of how to create and convey the project's message was challenging. The support of Shaw's staff in this particular area knew no bounds and ably demonstrates the company's dedication to a client.

Ruth Henderson
Chief Executive, Seafood Shetland

”

