

NORWEGIAN SEAFOOD COUNCIL

Frozen at Sea Fishermen

UK Competition Brief

The UK is the top consumer of cod and haddock – the vast majority of which is not native to UK waters – and Norway is responsible for fuelling at least a third of this. Yet UK consumers have a low understanding and appreciation that their islands waters cannot satisfy this demand.

Local sourcing is a trend on the up following the Covid19 pandemic; transparency in storytelling on the origin and quality of the UK's favourite seafood is now more important than ever.

We challenge you to film and submit handheld, authentic footage of your life at sea for inclusion in a social media campaign to virtually get the UK onboard real fishing boats, with real fishermen at the helm to understand where their fish comes from – origin, people, pride, tradition and skills.

Your Challenge

Film open and honest responses to the following questions whilst working out at sea.

Your smartphone device is perfect; we actively encourage a human, handheld film from your everyday life. Whilst authenticity is key, steady shots and clear sound is required.

Films should be a mix of talking to camera and scenery / action to give insight into your daily life, your vessel, Norwegian landscape, and quality of seafood.

Species focus for films: Norwegian cod and haddock.

Remember you are talking to UK consumers, not educated industry members.

Technical Details

- Film answers to all questions in portrait.
- One film per question, with no more than 30 seconds worth of footage for each.
- Vessel names and logos cannot be mentioned or shown, and safety equipment must be worn where necessary or footage will be disqualified.
- Upon entry, you grant usage of your footage to the Norwegian Seafood Council and Fiskebåt.
- Use WeTransfer to send large files.

Questions to Film (each 30 seconds max)

1. Why are you a fisherman and what makes you proud to be a part of the industry?
2. What makes seafood from Norway the best in the world? Quality of produce, harvesting and handling.
3. How does Norway produce the most sustainable seafood?
4. Why is it important to you that you fish sustainably?
5. What is the best and most difficult part of your work?
6. Name the first thing that comes to mind when you think of the British!

WIN!

Your films will be evaluated by a panel of judges and winners will be awarded one of 3 Seafood from Norway:

- Parka Jackets
- Filleting Knives
- Santoko Chefs Knives

Send entries to: js@seafood.no

Closing Date: 31st August 2020