

"Sustainability" Campaign

Long John Silver's

Long John Silver's is a classic American brand founded in 1969 and stands today as the nation's largest quick-service seafood chain with nearly 1,000 franchised and company-owned restaurants nationwide. Long John Silver's is famous for its pure, wild-caught Alaskan whitefish, hand-dipped in its signature batter and lightly cooked to golden perfection.

CHALLENGE | OBJECTIVE

Long John Silver's realized that conversations about food in America were evolving rapidly and wanted to capitalize on this evolution. Capitalization presented three distinct challenges:

- **Tell** the Long John Silver's brand story in a different, emotive way,
- **Engage** a broader audience with more substantive content,
- **Spotlight** the company's sustainable fishing practices as part of their corporate responsibility initiative.

The overall objective was to **reach a broader audience with depth of content** that the traditional advertising model, inherent to quick-service restaurants, had previously eschewed.

SOLUTION



- **Engage** Spoken Cinema™, a collaboration between Go West Creative Group and Steve Connell, internationally acclaimed spoken word artist.
- **Create** custom content which uniquely tells the story of the Long John Silver's brand and the company's sustainability practices.
- **Produce** dynamic, thought provoking custom content pieces which speak directly to consumers; engendering a positive emotional response to the company and the global environment in a refreshing way.
- **Integrate** the resulting custom content simultaneously in traditional and digital media.

RESULTS

- **Impressions** of 34+ Million in earned media.
- **Increase** in digital interaction with consumers.
- **Recognition** amongst peers in the quick-service restaurant industry for originality and subsequent industry bench-marking.
- **Evergreen** press coverage for the company regarding the brand as a whole and its sustainability efforts in fisheries.

LINK: <https://www.youtube.com/watch?v=beV50frUBuo>