

# WESTERN ROCK LOBSTER X SEVEN WEST MEDIA COMMUNITY ENGAGEMENT CAMPAIGN 2021

AWARD CATEGORY  
INTEGRATED  
CAMPAIGN



## THE SEVEN WEST MEDIA EFFECT

The SEVEN WEST MEDIA EFFECT is in our skilful storytelling, seamlessly delivered across our family of powerful, multi-channel platforms. It's in our unique ability to start a meaningful conversation around brands, businesses and causes; raising them up to be noticed, understood and remembered.

Our leading print, digital, broadcast, editorial and news platforms join forces not only to bring stories to life but to fluently transcend the conversation across channels.

Our in-house commercial content studio MINT brings our advertiser's campaigns to the masses with strategy, ideation, and production.

Fired by a passion for our platforms and strong insight into our audiences' quirks, quirks and questions, our audience-first approach ensures our brand partner's content cuts-through while sitting comfortably on our platforms.

## THE BRIEF

Western rock lobster is an iconic local delicacy, fished off the coast of Western Australia. The Western Rock Lobster Council have developed the Back of Boat sales Initiative to strengthen industry's connection with the community and increase availability and accessibility on the local market through fisher direct sales of the freshest live lobster.

MINT was briefed-in to produce native content to share the proud history, culture and sustainability innovations of this proudly Western Australian industry with the WA public.

The goal: to generate a greater understanding and appreciation of this local delicacy to encourage purchases and build support for the industry.

## OUR RESPONSE

Seven West Media created a variety of content pieces that aim to educate the audience on four key things:

1. The western rock lobster's contribution to the West Australian economy
2. The cultural impact of the western rock lobster on West Australia's history
3. How it is sustainably fished
4. How it can be prepared and consumed

Using a variety of mixed media across local, regional and state-wide press, as well as digital content such as articles, videos, social media posts and stories as well as an Immersive scrolling story, helped convey these four key messages at a variety of different touch points. Also, utilising WA's biggest news brands PerthNow and The West, as well as local lifestyle talent such as wine writer Erin Larkin, restaurant reviewer Rob Broadfield, and off-road influencer Ronny Dahl we were able to engage different audiences with these messages.

## THE RESULT

We were incredibly pleased that all three videos received over 60,000 views, 10,000 views over our goal, with the Lobster Rolls with Rob Broadfield video reaching over 90,000 views.

For the immersive piece, our guarantee is 22,000 page views. So far, we have reached over 16,000 page views and counting.

The Immersive has also done well on social media, with comments such as the below which show a great appreciation for the industry and a want to try this local delicacy.

- Great providers for their families...well done to all the hard working fishermen!!!
- This great country was built on the backs of hard workers like you.
- It looks delicious I really want to eat it

The Erin Larkin video was cut into a 60 second pre-roll that acted as a mini episode, taking up one whole ad break on 7plus. This performed extremely well with completion rate of 96% - a massive effort for such a long ad where the benchmark completion rate is 85%.

Over the course of three weeks, we ran fourteen ads in The West Australian, The Sunday Times, PerthNow Local and Regional papers, all with a QR code that directed readers to the back of boat directory. There was a total of 2,142 scans which is one of the biggest responses to a QR code we have seen.

## TESTIMONIAL

"The Western Rock Lobster Council is continually striving to deliver original and effective ways to increase community understanding, trust and acceptance for the western rock lobster industry.

"The Seven West MINT team has been very professional, communicative and solution-oriented during the production process and delivered all proposed features as promised, on time and within budget."

**"THIS IMMERSIVE EXPERIENCE DEVELOPED BY THE TEAM AT SEVEN WEST MINT HAS PROVIDED AN INNOVATIVE AND CREATIVE APPROACH TO REALISE THIS GOAL."**

**Natalia Perez Haedo**  
Marketing & Communications,  
Western Rock Lobster Council

- Video - [Ronny Dahl's barbecued western rock lobster](#)
- Video - [Erin Larkin pairing wine with the western rock lobster.](#)
- Video - [Two kinds of lobster rolls with Rob Broadfield](#)
- Facebook Post - [Home](#)
- Facebook Post - [A rock for West Aussie economy and culture](#)
- Facebook Post - [Coast, crays & communities](#)
- Facebook Post - [Looking after our future](#)

- Facebook Post - [From sea to plate](#)
- Instagram Story - [A rock for West Aussie economy and culture](#)
- Instagram Story - [Coast, crays & communities](#)
- Instagram Story - [From Sea to Plate](#)
- Immersive - [Coast, crays and communities](#)
- Article - [Special investigation: How WA's cray industry turned a COVID crisis and trade sanctions into opportunity](#)

