



# **Tuna Takeover:**

# **A Turnkey Marketing**

# **Program**



A Lunch & Learn style event to introduce and familiarize employees of a targeted company with the Wild Planet mission and product line in a casual yet informative setting.



A UNIQUE SAMPLING PROGRAM FROM WILD PLANET:

# THE TUNA TAKEOVER!



The Wild Planet **TUNA TAKEOVER** is designed to familiarize your employees with our premium albacore tuna and to communicate the reasons why choosing nutrient rich, pole & line caught tuna is an important way to protect and sustain our marine environment.

On the scheduled day, Wild Planet will **TAKE OVER** your cafeteria or lunchroom and offer a complimentary lunch to all attendees. We will work with your HR department prior to the event and plan a fresh and delicious lunch menu for all to enjoy, featuring Wild Planet albacore tuna.

During the event, Wild Planet associates will dish out plenty of information about the benefits of including Omega 3-rich pole & line caught tuna in a healthy diet and Wild Planet's mission of supporting ocean conservation through responsible fishing practices.

Wild Planet will provide the albacore tuna for the event at no cost, and will prepare and serve the luncheon on site to ensure a successful, informative event for all attendees.

For further information and to schedule a **TUNA TAKEOVER**, please contact Sue Jacobs, Director of Marketing, via email [sue@wildplanetfoods.com](mailto:sue@wildplanetfoods.com) or phone 631-423-1738.



WILD PLANET  
**ALBACORE WILD TUNA**  
POLE & LINE CAUGHT

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RANKED #1 FOR SUSTAINABILITY BY  
**GREENPEACE**

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A WP representative engages a contact at the target company to schedule the event and to distribute an Event Information Sheet to fellow employees 7-10 days ahead of Tuna Takeover date.

Number of expected participants are provided to WP a few days in advance of event.

# Guess who's coming for lunch?



Wild Planet Foods is staging a Tuna Takeover at [YOUR COMPANY] - [DATE]!

SAVE THE DATE and plan to join your co-workers when Wild Planet Foods - the leading brand of sustainably caught seafood - "takes over" our conference room and serves a complimentary lunch!

The Wild Planet team will be on hand to dish out plenty of information about the benefits of including Omega 3-rich seafood into a healthy diet, and Wild Planet's mission of supporting ocean conservation through responsible fishing practices.

There will be coupons and recipes available, and a chance to win an assortment of Wild Planet products!



Wild Planet Tuna: Ranked #1 For Sustainability by **GREENPEACE**



Please **RSVP** to [NAME] at [NAME@EMAIL.COM] by [DATE] to participate!



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**Hello, Force Brands!**

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**Force Brands** is a natural industry recruitment firm located in New York City

**A short presentation focusing primarily on tuna and sustainable fishing methods is customized for the hosting company and shared during the first half of the Takeover.**

**An assortment of POS and a small display of Wild Planet products accompanies the presentation for reference.**



**Standardizing the Tuna Takeover lunch menu for approximately 30 participants allows for event materials to be stocked as a kitted inventory item at EUR for easy access at any time.**

### Menu

**Albacore Tuna – 2 x 43oz**

**Sockeye Salmon – 9 cans**

**Sardines in EVOO – 9 cans**

**Salad & Dressing**

**Sliced Avocado**

**Gluten Free Crackers & Bread**

**Fruit**



**Supply Kit with all product samples, disposable plates, bowls, and POS to be sent to Tuna Takeover location week prior.**

**WP on-site team to provide perishables on day of event.**





**Please complete this post-event survey for a chance to win a Wild Planet prize pack!**

**Name:**

**Were you aware of Wild Planet before the Tuna Takeover event?**

**Yes No**

**Did you find the presentation informative?**

**Yes No**

**What was your main takeaway from today's presentation?**

**Have you ever tried a sardine before today's event?**

**How likely are you to purchase Wild Planet products?**

**Likely Unlikely**

**Any additional comments?**



**Following the lunch, comment cards or a link to a brief survey will be provided to all attendees by the in-office coordinator. All those who participate in the Tuna Takeover will be eligible to win a Wild Planet lunch bag containing an assortment of products.**

**The coordinator will randomly select one Tuna Takeover participant and distribute the prize.**



## Force Brands TT: Survey results (30 participants, 20 responses)

Aware of Wild Planet before the Tuna Takeover? **Yes 6 No 14**

Find the presentation informative? **Yes 20 No 0**

Ever tried a sardine before the presentation? **Yes 11 No 9**

How likely are you to buy Wild Planet? **Yes 19 No 1**

### Presentation Takeaways

How wildly destructive current fishing practices are

Never realized how important it is to know how your food is caught

Important to be aware of how fish are caught

Loved the sardines

Real tuna with no bad stuff

Super delicious!

The different types of fishing and how certain types are not sustainable for the environment

Sustainable practices are so important

Sustainability is key

Why line/pole caught tuna/seafood makes a difference, and what "Big Tuna" does to keep prices and cost down.

Super informative, I had no idea about the process