



NATIONAL
FISH & CHIP DAY
FRYDAY 4 JUNE 2021

**PR CAMPAIGN
EVALUATION**

Prepared for NEODA by Rise Communications



NATIONAL EDIBLE OIL DISTRIBUTORS ASSOCIATION



THE 2021 CAMPAIGN

**NATIONAL
FISH & CHIP DAY**
FRYDAY 4 JUNE 2021

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OVERVIEW

National Fish and Chip Day 2021 took place on Friday 4th June and from first thing in the morning, one of the country's most popular awareness days was being talked about and celebrated by millions of people across the UK. After 6 years of spreading the word, we feel that it is now a welcomed awareness day where everyone from the fish and chip industry, the media, businesses, supermarkets and the UK population want to take part and celebrate their favourite nutritious meal!

Covid-19 restrictions were still in place during the lead up to NF&CD and on the day itself. Many staff were still working from home, live events were a risk to hold, TV production companies were limiting the amount of guests on their shows, many journalists were working from home and for some DJs such as Ken Bruce, the 4th June was his first Friday back in the studio.

OBJECTIVES

To provide on-going PR support prior to and on National Fish and Chip Day.

The campaign was twofold:

- to raise awareness of National Fish and Chip Day with consumers, to drive footfall to fish and chip shops and other providers and encourage participation in the celebration of the nation's favourite dish
- to raise awareness of National Fish and Chip Day within the industry and ensure any fish and chip shop and other providers of fish and chips that wanted to take part knew how to get involved

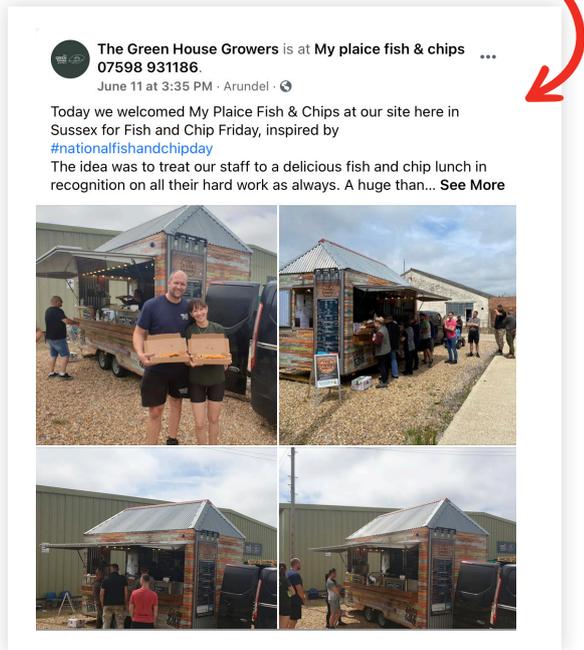
TARGET AUDIENCE

Consumers - via local, regional and national press, TV and radio, both online and offline and through social media streams. Fish and chip shops and other providers - via trade press, exhibitions and on-going social media.

THE SHOPS, PUBLIC & MEMBERS



- Excellent engagement from many new shops alongside regular supporters this year
- Public getting involved with our posts (particularly the videos) and their local shop posts
- Many shops very active on social media
- The excellent Middletons video reached 3,419 people on Facebook
- Competitions went down very well and were much easier to facilitate and manage this year
- Below is an excellent example of the type of post-campaign coverage that demonstrates how National Fish and Chip Day may only be one day, but it re-ignites people's love of the nation's favourite dish.



SOCIAL MEDIA HIGHLIGHTS

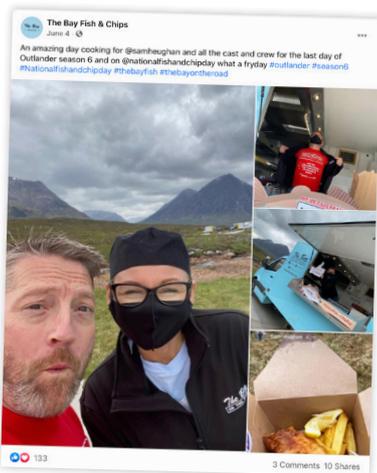
NATIONAL FISH & CHIP DAY
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Facebook followers have increased from 3,505 to **3,842**

1,730 page views

200%
increase in page engagements



Twitter followers have increased from 1,696 to **1,731**

TOP 10
trending

Twitter was up and trending early – the hashtag remained in the top 10 for most of the day – initial figures show.

48%
reach increase

54.27k tweets with a reach of 161m – this is an increase on last year's figures of 38.96k tweets and a reach of 109m.



Instagram saw a massive jump in followers from 934 to **1,329**

21.5k Instagram accounts were reached with the hashtag

200%
increase in interactions

Instagram was non-stop. Every time the hashtag was refreshed, more and more photos were there. It would go up by between 10-100 depending on the time between refreshes.

Everyone loved being put on our story - we got a lot of thank you messages or people reposting us reposting them just to say thank you! The highlights are accessible on Insta now so anyone can view them.

A big hitter on Instagram was **Ladbible** with 143,357 likes and 8,903 comments.



There were multiple stories being posted on Instagram, but these only last 24 hours – we shared as many as possible and have added to our highlights

377K views

New for this year - Tik Tok – there have now been 377K views of videos with the #nationalfishandchipday hashtag

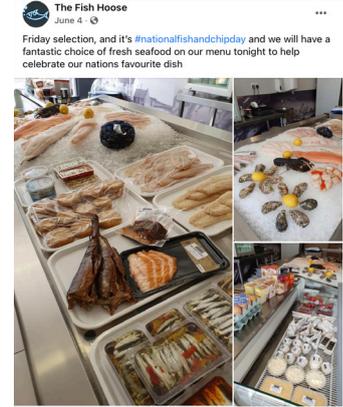
SOCIAL MEDIA HIGHLIGHTS



70,171 likes
gordongram Fish and chips done right on both sides of the pond !!



154 likes
sainsburysmag It's National Fish and Chip Day! 🐟🍟 There's nothing better than being on the seafront (come rain or shine!) and eating it straight out of the paper, but if you want to recreate this classic British



Liked by noble.express and 4,878 others
bbcgoodfood It's National Fish and Chips Day! Celebrate the quintessential British classic and make @barney_desmazery's next level recipe with crisp, golden batter,



SOCIAL MEDIA HIGHLIGHTS



YouGov @YouGov · Jun 4
It's #NationalFishAndChipDay, so here's your reminder that the British public consider fish and chips to be a 'God Tier' national dish yougov.co.uk/topics/food/...

What are the best classic British foods (savoury)?
In general, how much do you like or dislike each of the following foods?
% who have had each of the following that say they like them

GOD TIER (85%)	Yorkshire pudding	Sausage meat	Fish and chips	Crumpets	Full English breakfast	Bacon sandwiches
TOP TIER (70-75%)	Bangers and mash	Coriander pie	Shepherd's pie			
MID TIER						

Fiddlers Elbow Fish & Chips is at Fiddlers Elbow Fish & Chips.
June 4 · Leintwardine · 📍
The wait is over, today is National Fish & Chip Day. 🎉
With the weather looking bright why not join us to celebrate this day. W... See More

Welcome to Yorkshire @Welcome2York · Jun 4
It's #NationalFishAndChipDay, and "everyone" knows that Yorkshire is home to some of the best Fish & Chip shops and restaurants in the country!
Find the perfect "place" to tuck into a British classic here bit.ly/34KGRU

The Scotsman @TheScotsman · June 3 · 📍
Let's settle this once and for all ahead of #nationalfishandchipday!
<https://bit.ly/2SRpkqW>

The best place to get fish and chips in all Scotland is...

Rick Stein Restaurants @RickSteinRest · Jun 4
Dinner is served.
#nationalfishandchipday
IG taste_telcity

The Lancashire Hotpots @TheLancashireHotpots · June 4 · 📍
It's #nationalfishandchipday...what do you fancy from the chippy tonight? B3B? C1C? A6D?

MAKE YOUR PERFECT CHIPPY TEA

A	B	C	D	E	F
PLAIN CHIPS	FISH & CHIPS	PIE & CHIPS	CHIP BARRA	SAUSAGE & CHIPS	SCAMPI & CHIPS
1	2	3	4	5	6
CHERRY SAUCE	GRAVY	MUSHY PEAS	BAKED BEANS	KETCHUP	SALT & VINEGAR
Coca-Cola	Dr Pepper	7UP	Sprite	Fanta	Orange Fanta

Fortnum & Mason @Fortnms · Jun 4
Catch of the day Dive into #NationalFishAndChipDay with this sweet and scaly little Chip, made exclusively for Fortnum's with the finest Belgian Milk Chocolate and playfully presented in traditional chip-supper newspaper.
Shop here! > bit.ly/27HPVp

199 Likes · 839 Comments · 29 Shares

NCSC UK @NCSC · Jun 4
Oh Cod, this scam! happening?
Check out our guide on how to spot and deal with phishing emails this #NationalFishAndChipDay... nsc.gov.uk/guidance/suspi...
#NationalFishAndChipDay

Dealing with suspicious emails, phone calls, and text messages

Colin McFarlane @colinmcfarlane · Jun 4
#nationalfishandchipday
How do you like yours? 🐟

KFE Ltd @KFE Ltd · June 4 · 📍
The wait is over, National Fish and Chip Day is finally here!
KFE Nik Williams and nephew Callum took on the fish and chip challenge at Eric's but were sadly defeated!... See More

Condé Nast Traveller @cntraveller · Jun 4
#NationalFishAndChipDay calls for one thing...

Quayside Fish & Chips

The best fish and chips in the UK
It helped build this country - now our chefs are shaking it up in fresh and salty ways.
@cntraveller.com

HMS Prince of Wales @HMSPWLS · Jun 4
Fish Friday is every Friday in the @RoyalNavy! 🇬🇧
Imagine the effect of eating all those mushy peas! 🐟
#nationalfishandchipday

proper_tasty · Follow
@chloeoliviamorgan shows you a zesty new spin on Fish & Chips ready for #nationalfishandchipday less
Audio · proper_tasty · chloeoliviamorgan
15.7 k Likes · 72 Comments

Fuller's @Fullers · Jun 4
Today is #nationalfishandchipday. Who's celebrating with this pub classic?

Imran Ahmad Khan MP @ImranAhmadKhanMP · June 4 · 📍
On #NationalFishAndChipDay, I maintain that the best fish and chips in the United Kingdom are found in my constituency, and if asked about the best of the best, I'd admit it to be the incomparable Barracuda on Horbury Road in Ossett.

Royal Albert Dock Liverpool @theAlbertDock · Jun 4
Serious question... is there anything better than a #fishsupper watching the world go by on our waterfront?
Celebrate #NationalFishAndChipDay with us & the WorldFamousDocklandsFishAndChipShop
#RoyalAlbertDock #Liverpool #FishandChips #Waterfront #foodie #fish #lunch

Middleton Food Products @MiddletonFoodProducts · June 4 · 📍
Enjoying fish and golden battered chips at Greg & Lou's #Redruth and salty ways.
#Happy #NationalFishAndChipDay #Middletons #BetterBatter #SupportingTheIndustry

Henry Colbeck @HenryColbeck · June 4 · 📍
It's the last day to enter our National Fish and Chip Day competition! Enter today, and show us how you are celebrating.
#nationalfishandchipday

Dave @davechannel · Jun 4
It's #nationalfishandchipday! So why not try @tubs100's Spanish Fish and Chips from series one of #BigEats?
(Warning, pocket forks must be provided by you) @Tubby100 @Hyzoofficial

Today is the day!!
#nationalfishandchipday
KIRBY'S OF MEANWOOD
@IMAGINATION_CREATIONUK
@NFFF_UK
@NATIONALFISHANDCHIPDAY

NATIONAL FISH & CHIP DAY FRYDAY 4 JUNE 2021

JOIN US FOR NATIONAL FISH & CHIP DAY SOUTH HEIGHTON 4:30 - 8 PM
@thevillagechippy.sussex
@NATIONALFISHANDCHIPDAY

Henry Colbeck @HenryColbeck · June 4 · 📍
Did you know? Chips - not only are they tasty, they're a source of fibre. Treat yourself tonight!

Dave @davechannel · Jun 4
It's #nationalfishandchipday! So why not try @tubs100's Spanish Fish and Chips from series one of #BigEats?
(Warning, pocket forks must be provided by you) @Tubby100 @Hyzoofficial

The Sun @TheSun · Jun 4
This fish and chips bouquet is too beautiful to eat
#nationalfishandchipday

HMS Prince of Wales @HMSPWLS · Jun 4
Fish Friday is every Friday in the @RoyalNavy! 🇬🇧
Imagine the effect of eating all those mushy peas! 🐟
#nationalfishandchipday

PRINT HIGHLIGHTS OF 2021



National newspaper coverage in:



Regional print results are excellent with articles appearing before, on and after the day.

Top 25 regional titles by reach shown below:

NO.	HEADLINE	PUBLICATION	PUBLISHED	REACH
1	Fishy celebrations at care home	News Post Leader	11/06/2021	60957
2	Eleven of the best fish and chip shops in Norfolk as recommended by you	Eastern Daily Press	04/06/2021	34438
3	Fish and Chip Day	Stevenage Comet	10/06/2021	28991
4	Win free meals at top chippy in Chesterfield	Derbyshire Times	03/06/2021	24959
5	Chippy to dish up £1 birthday dinners	Leicester Mercury	28/05/2021	22794
6	Chippy teas raise cash for charity	Westmorland Gazette	17/06/2021	20047
7	Generous chippy	Westmorland Gazette	10/06/2021	20047
8	Slices of potato with fish in between, battered and fried!	The Sheffield Star	05/06/2021	17159
9	Chippies celebrate fish and chip day	The Sheffield Star	04/06/2021	17159
10	11 of the best fish and chip shops in Lowestoft	Lowestoft Journal	04/06/2021	16964
11	Guide to staycation fish and chips across the UK	Yorkshire Evening Post (Leeds Edition)	08/06/2021	16108
12	'Chips for everyone' as business thrives	Yorkshire Evening Post (Leeds Edition)	04/06/2021	16108
13	The Bay Fish & Chips, Stonehaven	The Scotsman	05/06/2021	14938
14	Guide to a great fish supper Cravings intensify with the arrival of National Fish & Chip Day today	The Scotsman	04/06/2021	14938
15	Guide to making most of a fish supper (and a few favourites)	The Scotsman	04/06/2021	14938
16	Fish and chip shop to serve up free scampi ahead of national celebration	The Press	26/05/2021	14075
17	NI people just can't look past a good cod supper	News Letter (Belfast)	04/06/2021	13710
18	Which are the best fish and chip shops in the area? Is one of these your favourite stop?	Weston and Somerset Mercury	17/06/2021	12587
19	frying tonight for national fish and chip day	The Guernsey Press & Star	05/06/2021	12580
20	Heathfield - Today is National Fish and Chip Day, how 'Cod' there be a 'batter' excuse!	Sussex Express (Uckfield)	04/06/2021	11416
21	Some of the best places to get fish and chips in Barking and Dagenham	Barking And Dagenham Post	09/06/2021	11131
22	Takeaway eyes record for biggest chip in UK	Barking And Dagenham Post	09/06/2021	11131
23	Fatboy hits the kitchen rather than the decks	The Argus	07/06/2021	10581
24	Fatboy certainly sets a shining example to other celebrities	The Argus	07/06/2021	10581
25	Fatboy urges everyone to chip in and do their bit for hospice	The Argus	24/05/2021	10581

There has been an increase in **retrospective coverage** in the days that followed – 'Friday was National Fish and Chip Day and XX celebrated....' some regional examples are highlighted below.

HEADLINE	PUBLICATION	PUBLISHED	REACH
Chippy teas raise cash for charity	Westmorland Gazette	17/06/2021	20047
Which are the best fish and chip shops in the area? Is one of these your favourite stop?	Weston and Somerset Mercury	17/06/2021	12587
Fishy celebrations at care home	News Post Leader	11/06/2021	60957
GOOD FRY DAY	Burton Mail	11/06/2021	7806
Balloon goes up as chippy gets that fry-day feeling	Accrington Observer	11/06/2021	6873
The area's favourite fish & chips shops as chosen by you	Hucknall Dispatch	11/06/2021	6247
ONLINEVIEWS	John O Groat Journal	11/06/2021	5048
Fish and Chip Day	Stevenage Comet	10/06/2021	28991
Generous chippy	Westmorland Gazette	10/06/2021	20047
Pub outing and fish and chips delight residents voted by you! The best chippy in West Fife as	Basingstoke Observer	10/06/2021	10175
Chip chip hooray	Dunfermline Press	10/06/2021	10156
Chip chip hooray	Hamilton Advertiser	10/06/2021	9621
Chip chip hooray	Lanark & Carlisle Advertiser	10/06/2021	4400
Some of the best places to get fish and chips in Barking and Dagenham	Barking And Dagenham Post	09/06/2021	11131
Takeaway eyes record for biggest chip in UK	Barking And Dagenham Post	09/06/2021	11131
Chip chip hooray	East Kilbride News	09/06/2021	5067
Guide to staycation fish and chips across the UK	Yorkshire Evening Post (Leeds Edition)	08/06/2021	16108
Chippys sides raise funds	Barrow North West Evening Mail	08/06/2021	8458
Fatboy hits the kitchen rather than the decks	The Argus	07/06/2021	10581
Fatboy certainly sets a shining example to other celebrities	The Argus	07/06/2021	10581
Slices of potato with fish in between, battered and fried!	The Sheffield Star	05/06/2021	17159
The Bay Fish & Chips, Stonehaven	The Scotsman	05/06/2021	14938
frying tonight for national fish and chip day	The Guernsey Press & Star	05/06/2021	12580
Might get some fish & chips tonight after reading this article	Barrow North West Evening Mail	05/06/2021	8458
How Dickens helped to bring about the modern chippy	Burton Mail	05/06/2021	7806
THE HOT FAVOURITES ON FOR FISH AND CHIP SUPPERS IN OUR AREA	Burton Mail	05/06/2021	7806

RADIO HIGHLIGHTS OF 2021

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BBC Radio

- 2 x brilliant shout outs on Zoe Ball got things off to an excellent start on radio
- Steve Wright continued on Radio 2 and opened his show with 'It's Friday 4th June and in the UK it's National Fish and Chip Day' – there was another shout out later in the show.
- The majority of the regional BBC Radio Stations ran features – several had spokespeople including NEODA's President - Gary Lewis. Over 440 regional broadcasts were picked up by monitoring on both commercial and BBC channels



Absolute Radio

Absolute Radio

Absolute Radio Breakfast with 2.2 million listeners dedicated a whole section of the Breakfast Show to fish and chip puns

TO NOTE: We delivered fish and chips to all these stations but are unable to get a value figure due to anomalies with monitoring. Please refer to the chart (right).

Station	Listenership
Absolute	2.20 M
Classic FM	1.90 M
Kiss FM	760 K
Magic	660 K
Radio X	300 K
Smooth	140 K





Good Morning Britain

We had a good mention on Good Morning Britain after contacting them the week before.



ITV Meridian

Good coverage of Fat Boy Slim serving fish and chips to fundraise for a Brighton Hospice. Apron and Cap featured in TV footage on ITV Meridian.

<https://www.itv.com/news/meridian/2021-06-04/brighton-dj-fatboy-slim-backs-national-fish-and-chip-day-campaign>

Channel 5

We worked with a TV production company on National Fish and Chip Day. They filmed Robson Green at a hospital in Wales and coverage will feature as part of a Channel 5 series to be broadcast shortly. John and Lee from Penalunas were fabulous and drove their van down to the hospital and cooked fish and chips for several hours. Robson and Penalunas then served them to the NHS staff at the hospital. The previous series has been repeated on Channel 5 and sold to the USA and Australia where it is being very well received.



TO NOTE:

Publicity materials were sent to **Coronation Street** (previous reach of 4.00 M and value of £118 K) and **Eastenders**, but unfortunately scripts were changed and they were unable to use them this year.



NATIONAL FISH & CHIP DAY

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CAMPAIGN RESULTS 2020 - 2021

TWITTER	2020	2021	PRINT & BROADCAST	2020	2021
Tweets	38,960	54,270	Reach	47.08 M	36.00 M
Impressions	232,800,000	349,530,000	Value	£1.34 M	£1.23 M
Reach	109,440,000	161,430,000			

TOTAL VALUE OF THE 2021 CAMPAIGN

£1,230,000

Reach is the total number of people who see your content. **Impressions** are the number of times your content is displayed, no matter if it was clicked or not. Think of **reach** as the number of unique people who see your content. However, an **impression** means that content was delivered to someone's feed.

Influences on the stats

We believe the reach figures have been affected by anomalies within the monitoring system and we are working with the provider to try and iron these out.

Budgetary restraints meant we couldn't run a consumer competition this year.

Last year our Take a Break competition attracted:

Reach 416,695

Value £5.6 K