Surat Thani Blue Swimming Crab
Fishery Improvement Project

Milestone 53: Communication Plan

The objective: to raise awareness of Thai consumers on seafood responsible/sustainable consumption. BSC is economic species for both domestic and export markets. Undersized BSC and BSC with eggs are common dishes for Thais and these consumption behaviors affect BSC stocks. If market is available, fishers continue harvesting undersized crabs. Regulations on Minimum Landing Size of specific species are in discussing process but not yet enforce. Thus, changing consumer behaviors could be an option to help improving BSC stock status.

Below is the communication plan developed in late 2017.

Objectives and Communications model

Communications sequences

- Pre Launch
  - Social Media content

- Launch
  - Kick-off event with Govt. campaign
  - Mass Media
  - Social Media bombard

- Post Launch
  - Web blogger seminar
  - Campaign with supermarkets/ restaurants
  - Seasoning events/ Tourism events
Pre-launch: Social Media
- Key message: Blue Swimming Crabs: something beyond delicious
- Contents: Anatomy, life cycle, ecology

Launch: Kick-off event together with Government campaign and advocacy
- Join hand with Ministry of Tourism and Sports (MTS) promoting sustainable tourism for coastal provinces with seafood consumption
- Meet Prime Minister after cabinet meeting on Tuesday (lead by MTS, together with MTS presenters)
- Government policy to support ‘SME who produce their products with certified crabs’
- Present certified “here serve only big crab!” to restaurants / supermarket
- BSC presenter activities:
  - Kick-off event with MTS
  - Bloggers: Talk in the Park
  - Occasional Tourism event (meet & greet session)
  - Interview for social media content
  - TV interview per request

Post-launch

Celebrities / Influencers

“Crab Guardian”
- MC of Cooking TV show
- Marine expert
- Diver
- Food bloggers
- Food website – Wongnai, Openrice
Restaurants

- Certified “we have proper crab for you” บุฟเฟ่ต์มิ่ง โต๊ะ สด
  ผลิตภัณฑ์มิ่งจิ้งโจ๊ก
- Promote / share the certified restaurants via our advocacy bloggers

Supermarkets/ Famous Fresh Market

- Invite the leading supermarket to join
- Troop or campaign at Marketing Organization for Farmers (Or-Tor-Gor)

Media Tie-in

- Web blogger seminar
- Media tie-in : Food TV program
- TV Channel by MTS
Bloggers

- Promote though food influencer/blogger from each social media channel.
Meetings with websites/platforms that review restaurants serving crabs with eggs or undersized crabs - to educate them on how our irresponsible consumption behaviors impact environment.

Consumption trend of Blue Swimming Crabs
The awareness campaign, however, started the implementation with some differences from the original plan. This was due to staff capacity, funding, timeframe, etc. After discussion with agency, the team agreed to focus on online channel only in the first 6 months to maximize impacts based on available budget.

WWF Thailand Facebook Page - General
Blue Swimming Crab Awareness Campaign on Facebook post 1

Post 1: Introduction to “Aunty Crab”

Blue Swimming Crab Awareness Campaign on Facebook post 2

Post 2 Life cycles of BSC and consumption over 10-cm BSC
Blue Swimming Crab Awareness Campaign on Facebook post 3

Post 3 Where to find BSC (distribution)

Blue Swimming Crab Awareness Campaign on Facebook post 4

Post 4 Missing Crab – engage FB followers on where to find BSC (habitat)
Blue Swimming Crab Awareness Campaign
on Facebook post 5

Post 5 Finding “Aunty Crab” – educate FB followers on BSC habitat

Future posts:

• Aunty Crab is back with reason on the decrease of her BSC friends
• Consumption of undersized BSC and how to measure BSC size by hand
• How to know size of BSC by size of its part (leg, meat, claw, etc.)
• Collaboration among fishers, industry, and general consumers to help restoring BSC resources
• Using Buddhism with an important day by consuming only over 10-cm BSC, and releasing them back to sea only in their habitat (making merit /Buddhist’s believes)
• Thank you FB page followers and engage through games
• Thank you fishers to help conserving BSC
Video on YouTube using singer as presenter

Presenter personal twitter

หยุด!! กิน(ป)เด็ก งด!! พวก(ป)ผู้เยาว์ เลือกกินหมีภูตไก่เกิน 10 เซนติเมตร หาดานั้น เริ่มตั้งแต่วันนี้ที่ร้าน ซีฟู้ดไกลบ้านท่าน
#WWF #WWFThailand #กิน
ป่าอย่างยั่งยืน #เลิกกินไม่ได้แล้ว
เลือกกินได้

YouTube
WWF Blue Swimming Crab #กิน
ป่าอย่างยั่งยืน
"หยุด!! กิน(ป)เด็ก งด!! พวก(ป)ผู้เยาว์" เลือกกินหมีภูตไก่เกิน 10 เซนติเมตร หาดานั้น เริ่มตั้งแต่วันนี้ที่ร้านซีฟู้ดไกลบ้านท่าน #WWF #WWFThailand #กินป่า...
Engage with FB Page Influencer

Consumer engagement

Tie-in Mahidol Channel: Animal Speak