

marketing

Legal ad features 'fresh' seafood

Spot viewed more than 20,000 times on YouTube

Legal Sea Foods' edgy viral ad, posted in mid-May on the trendy Web site YouTube to reach younger generations of seafood lovers, had been viewed more than 20,000 times through mid-June.

If It's Not Fresh, It's Not Legal...



The one-minute spot, titled "Raw Talk from the Raw Bar," features amorous oysters, trash-talking clams and a foul-mouthed lobster.

The ad kicks off with Roger Berkowitz, CEO

of the 34-restaurant East Coast seafood chain, saying, "At Legal Sea Foods, our goal is to bring you the freshest fish possible. Sometimes it can be a little too fresh." Then a disclaimer reads, "Warning:

the following segment features raw talk, salty language and un-garnished opinions. White wine accompaniment is advised."

Next, a conversation sparks up between animated finfish and shellfish. An Atlantic salmon says, "Is it just me, or is it cold as ice in this bar? Could we get some heat on? We're freezing our (expletive) off over here." The clams

reply, "Really, 'cause I'm feeling a bit clammy. Yeah, I'm steaming." Then a lobster says, "I'm (expletive) boiling."

The ad, created by Mittcom, a Newton, Mass., marketing firm, isn't meant for radio or TV. Viral advertising is today's equivalent of word of mouth, designed to build brand awareness by posting online a catchy message that prompts consumers to pass it along.

"It's received very positive feedback, no negative feedback," says Bruce Mittman, president and CEO of Mittcom. "It created a buzz."

Legal isn't the first seafood marketer to run a viral ad. In 2000, John West Salmon created a viral ad in which a fisherman fights a grizzly bear for the rights to a sockeye salmon. In 2005, Long John Silver's launched a two-minute spot, dubbed "Road Trip with Shrimp Buddy," about the travels of a guy and his companion, who's dressed in a shrimp costume. —S.H.

legal

Piazza's sues La. Ag Commi

Odom: Seizure of imported catfish lega

A Louisiana seafood distributor in mid-June sued state Agriculture Commissioner Bob Odom in federal court for exceeding his authority to test imported seafood for illegal antibiotics.

Piazza's Seafood World in Saint Rose, La., which markets seafood under the Cajun Boy brand to brokers and distributors, alleges that Odom is misusing regulations to seize Chinese catfish and is singling out Piazza's because it successfully fought a state law regulating labeling on imported products.

Piazza's declined to comment for this story. According to the lawsuit, obtained by The Advocate of Baton Rouge, La., about 90 percent of fish seized on May 4 was from Southern Cold Storage in Baton Rouge, where Piazza's Seafood stores its products. The seized seafood was valued at more than \$1.4 million, and 150,000 pounds of it remains under seizure.

"I wouldn't have done this if I was overstepping my bounds," Odom told the newspaper. "If

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Off THE SHELF

Tough talk on fish farming

Paul Molyneux's year-long study of the shrimp and salmon aquaculture industries as an Alicia Patterson Foundation Fellow resulted in "Swimming in Circles: Aquaculture and the End of Wild Oceans," a searing tale of the plan to farm the world's oceans. The book lays out the rationale behind aquaculture development, a history of the fish-farming industry and an inside account of the Blue Counter Revolution.



association

NFI, USTF complete merger

Trade group adds two staff members

The National Fisheries Institute in mid-June completed its merger with the U.S. Fish Foundation

ment of the participating companies.

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