



# NATIONAL FISH & CHIP DAY

THURSDAY 6 JUNE 2024

IN COLLABORATION WITH

D-DAY 80 anniversary

## CAMPAIGN TOOLKIT

JOIN US IN 2024

   #NationalFishandChipDay  
[www.nationalfishandchipday.co.uk](http://www.nationalfishandchipday.co.uk)



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HELPING SUPPORT THE WORK OF THE FISHERMEN'S MISSION

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National Fish and Chip Day (NF&CD) was launched in 2015 to celebrate the nation's favourite dish.

To honour all those involved in the D-Day landings, the largest naval, land and air operation in history, **National Fish and Chip Day** is moving from its traditional Friday slot this year and will be celebrating the nation's favourite dish on **Thursday 6th June**, which marks the 80th Anniversary of this momentous day.

So...how will YOU be marking this special day?

Back for its 9th year, National Fish and Chip Day will recognise the huge importance of fish and chips during WWI and WWII, and on D-Day in particular. Fish and chips were called 'Good Companions' by Winston Churchill who ensured they weren't rationed as he felt it would be detrimental to the morale of the nation. Even more incredible is that during the D-day landings, soldiers who found themselves behind enemy lines at night and needed a way of telling whether someone nearby was a friend of foe - they

devised a two-word code...one would call 'fish' and the other replied 'chips'!

National Fish and Chip Day is about giving fish and chips the recognition it deserves and helping to secure its position as the nation's favourite dish. The event usually takes place on the first Friday in June every year and has the backing of key players in the industry. It brings together everyone involved in creating this iconic British dish; from fish and chip shops, pub chains, restaurants, retailers, celebrity chefs, to the fishermen and farmers who provide the sustainable and natural ingredients needed to create this nutritionally balanced family favourite.

We hope you enjoy this easy to use and fun toolkit that will give you all the information you need to help celebrate the nation's number one dish on Thursday 6th June 2024.

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**WHY NOT GET BEHIND NATIONAL FISH AND CHIP DAY AND MAKE IT THE BEST EVER!**

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## WHO WE ARE



This event is championed by trade organisation, The National Edible Oil Distributors Association (NEODA). NEODA represents all the major refiners, key packers and distributors of edible oils as well as suppliers of nonoil products (such as batter mix, sausages, range manufacturers and potato preservatives) in the UK. NEODA President, Gary Lewis, founders of National Fish and Chip Day, said "National Fish and Chip Day has always brought the nation together to celebrate this iconic dish, and because of the intrinsic links it has always had with the world wars and D-Day we knew we wanted to be as involved as possible so we moved the date to show our support.

## HOW YOU CAN GET INVOLVED

Supporting National Fish and Chip Day doesn't have to be time consuming or expensive. We want to help you as much as we can to celebrate this awareness day and have created a core set of materials that you can use to develop your own National Fish and Chip Day campaign. You can also download posters, social media graphics and a press release template from the website:

[www.nationalfishandchipday.org.uk](http://www.nationalfishandchipday.org.uk)

## OUR 2024 SPONSORS





# STOP THE PRESS!

We're here to help you!

Journalists love fun stories, and we know they are also excited about National Fish and Chip Day. If you have a story that you think your local paper or radio station might be interested in, then give us a ring and we will help you prepare a press release to send them. However, we do have a prepared press release you might like to use. – <https://www.neoda.org.uk/national-fish-and-chip-day/>

Explain about the links to D-day – details are included in our prepared press release.

If you have a family connection to the D-day landings, or your shop was running at the time of the landings in 1944, let us know as we have journalists interested in these stories.

If you want to write your own press release then make sure you follow the 5 W's rule - who, what, where, when and why so journalists know exactly what is going on and what the story is.

- **WHO** is central to the story?
- **WHAT** is the news you want to report and what will be the outcome?
- **WHY** is it happening?
- **WHEN** will it happen?
- **WHERE** will it happen?

Contact the National Fish and Chip Day press team if you need any help coming up with a story or help writing the press release.

## PRESS OFFICE

07734 050 238 or [lynda.simmons@neoda.org.uk](mailto:lynda.simmons@neoda.org.uk)  
General enquiries: 0208 464 3954

## TOP TIPS

Contact your local radio stations and newspaper offices to let them know how you will be celebrating National Fish and Chip Day.

Why not see if they would like fish and chips delivered to them on 6th June - you might even get a mention!





# SOCIAL MEDIA GUIDE

Social media is a fantastic way to promote your business to both existing customers and also attract new customers to your shop and restaurant.

We've compiled key information to help you get engaged with National Fish and Chip Day. There are a number of platforms you can use to get your message out to fish and chip lovers and the good

news is that they are all free and easy to use. We recommend, Facebook, X, Instagram and TikTok.

Firstly, it would be great if you could change your social media header and/or profile images – the correct size graphics are available to download on our website.

To do this:

## Facebook

1. Go to your page!
2. Click the camera icon in the corner of your header image.
3. From the dropdown menu, choose Upload Photo
4. Upload the relevant image from the attachment.
5. Save

## X

1. From the Home screen, click Profile in the menu.
2. Click the Edit Profile button.
3. Click the camera icon on the header image.
4. Add image then gives you the option to add a photo.
5. Upload the relevant image from the attachment.
6. Save

As well as your own posts telling your customers what you will be doing and encouraging them to come into your shop to celebrate National Fish and Chip Day, please could you retweet and share our posts on all social platforms. Please include the **#nationalfishandchipday** hashtag in all posts.





# 2023 CAMPAIGN HIGHLIGHTS

As well as trending all day long on social media, National Fish and Chip Day generates exceptional media coverage. Here are a few highlights from 2023.





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We were delighted to achieve incredible national print newspaper coverage in 8 national newspapers this year!

We also ran a competition in TV Choice Magazine which has a readership of 975,000.

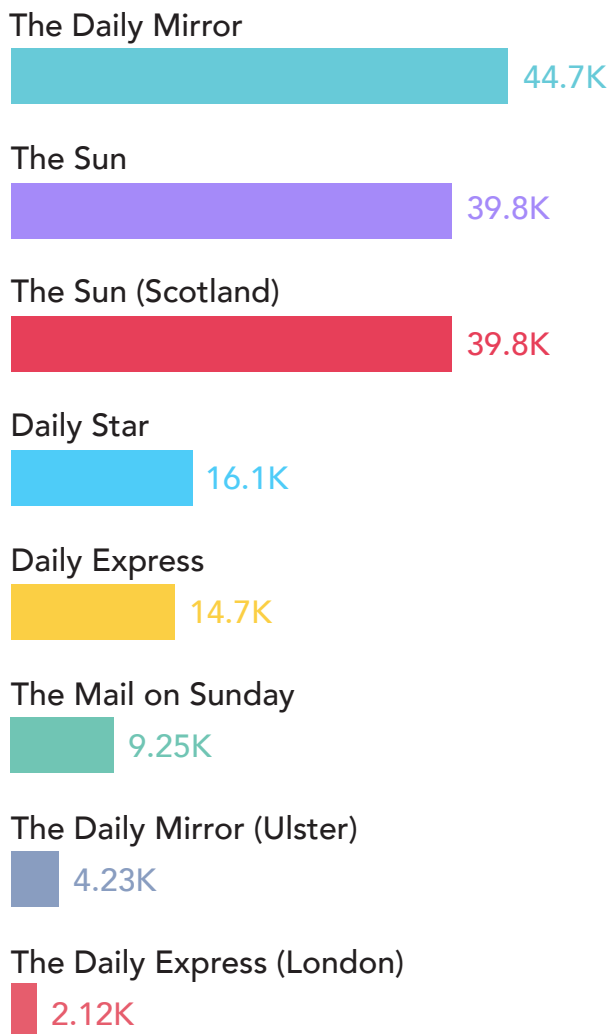
We spent weeks in the build-up to the day talking to regional newspaper and TV and radio teams –

sending them press packs, offering to help with content, setting up interviews with local shops. It paid off. We had a staggering response regionally with 297 articles appearing.

In addition to BBC Radio 4, which was a first for us, we also had excellent national broadcast results on BBC Breakfast News with an excellent piece from Blackpool which was introduced as “It’s National Fish and Chip Day”.

We featured on ITV This Morning who mentioned the day and had a fish themed cookery segment. Other national broadcast coverage included Five, GB News, Talk Radio and Times Radio. Absolute Radio also gave a shout out, but their broadcasts aren’t picked up by monitoring.

## AVE - Split by source



**TOTAL VALUE OF THE 2023 CAMPAIGN: £2,270,000**