



Pisces



A sustainable future for  
both fish and men.

# Key Insights

- Shorter time spent looking for fish, impacts positively on the carbon consumption. Exploitation of highly abundant, healthy stocks takes less fuel.
- Fishermen don't benefit from catching the wrong fish and no one wants to throw a dead fish back in the sea. Consequences are felt both by fishermen and the fish.
- Many small fish are now allowed to escape the gear, reducing unwanted catch. Effective gear measure can demonstrate clear benefit to sustainability of stocks.



 [wearesnook.com](http://wearesnook.com)

 [nffo.org.uk](http://nffo.org.uk)

**NFFO - National Federation of Fishermen's Organisations**



**SCOTTISH  
FISHERMEN'S  
FEDERATION**



Membership of over  
**400** vessels



over **90%**  
of the total  
Scottish quota



over **65%**  
of the  
UK total quota

**Pisces: Built by  
fishermen for  
fishermen - Snook**

  
**EUFA**  
European Fisheries Alliance



**David Baker**

Commercial fisherman, 42

David Baker has been working as a commercial fisherman for 15 years. He is very passionate about his job and is constantly motivated by the daily challenges fishermen face to bring seafood to the nation's plate.

However, with such huge responsibility, David can sometimes feel overwhelmed, especially when he needs to deliver the quota.

#### Needs

- David wants to be more efficient at work.
- David wants to save money and hit the quota without extra problems.
- David doesn't want to worry about bycatch.

**"Fishing's like riding a wave – one minute you're up the top, and the next you're down in the trough"**

#### Frustrations

- David doesn't like wasting time on things that could be avoided.
- David doesn't really care about sustainability as he believes there is nothing he can do about it.

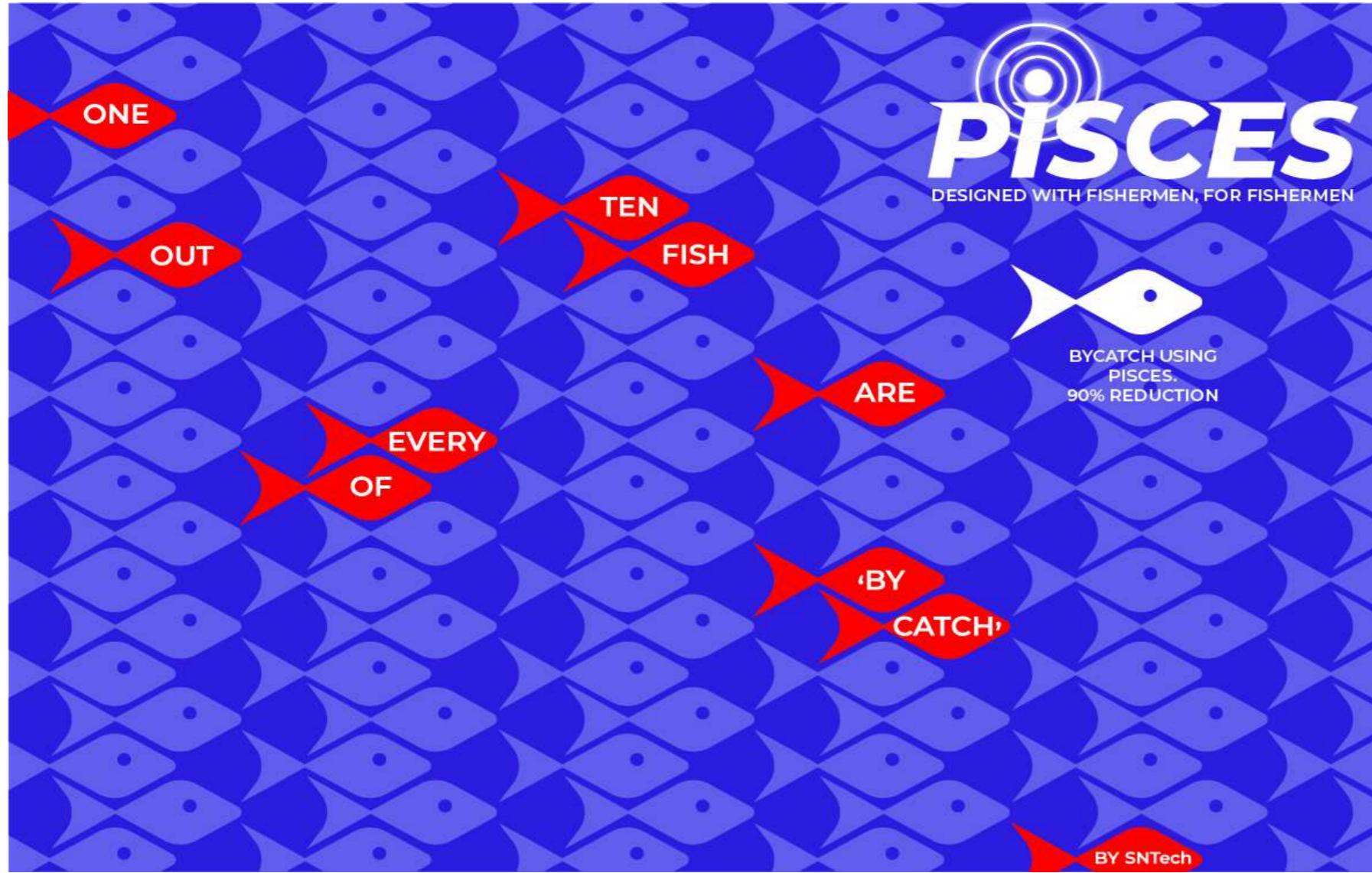
**Target audience**

## Problems

Bycatch disrupts the foodchain by inadvertently taking fish that other fish rely on as food, reducing the population of fish species to a point where it's difficult to replenish.

As a result of overfishing, longer time is spent looking for fish, which can create an impact on carbon consumption and accelerate climate change. Warm waters means less fish.

If a juvenile fish is caught, they won't be allowed to breed and so quantity of fish declines over time.



There are 100 fish in this poster, 10 are bycatch. By reducing bycatch, time is also reduced. This poster highlights the effectiveness of the technology.

Initially, we were trying to mix the fish and man to show collaboration between them.



**Initial Ideas**



## Final Logo/ Core values



Fish sees Pisces

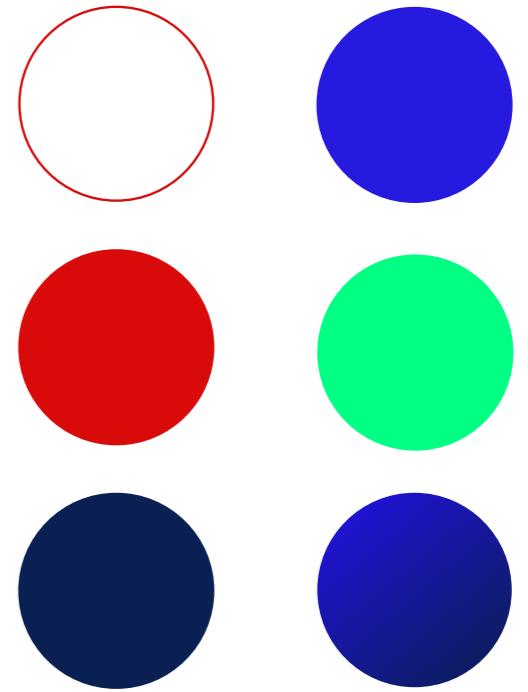
Sustainable

Man + Fish

Variations



Colour Palette



Font

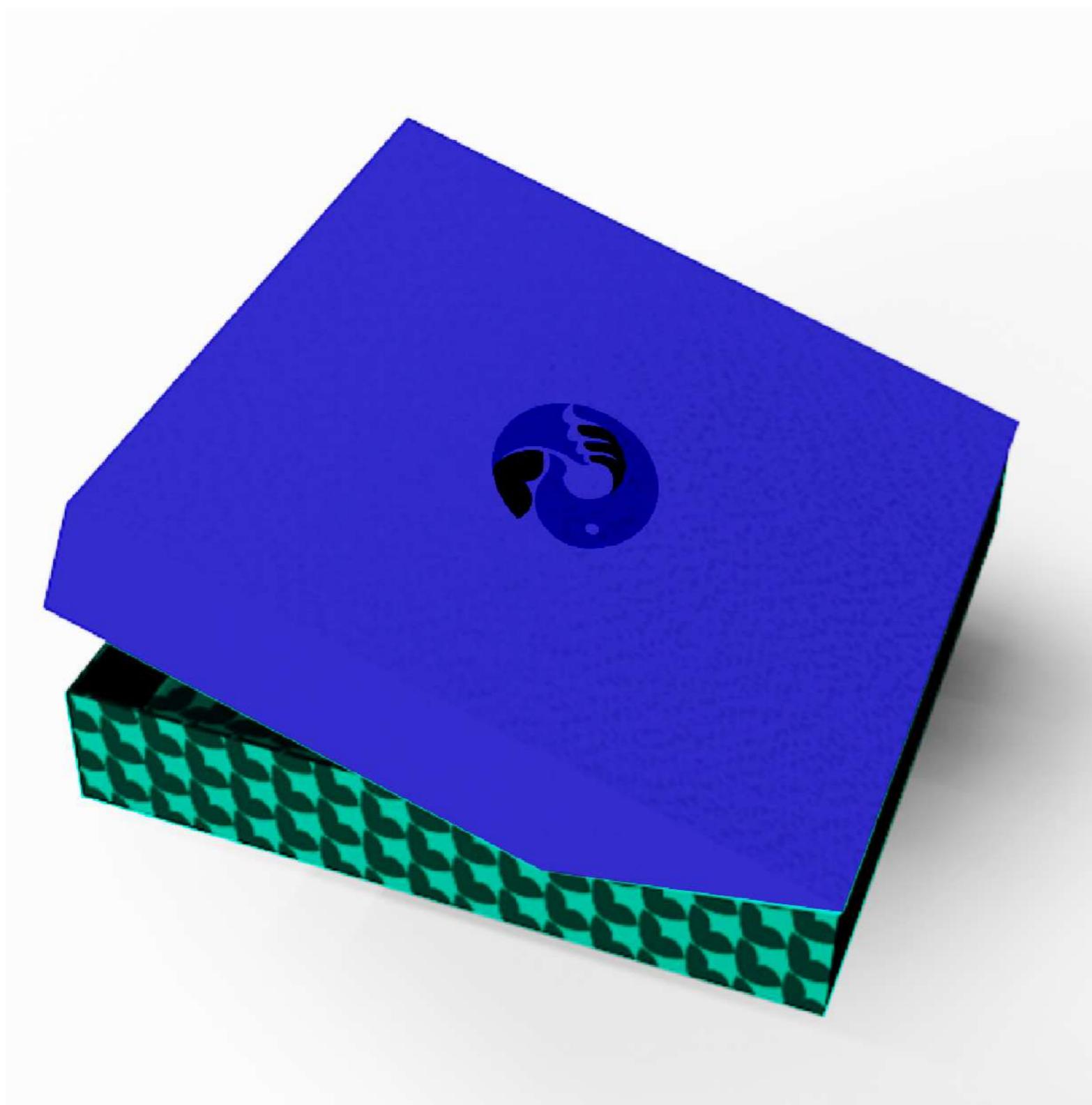
**Roc Grotesk Wide**

**Forma DJR Deck Medium**

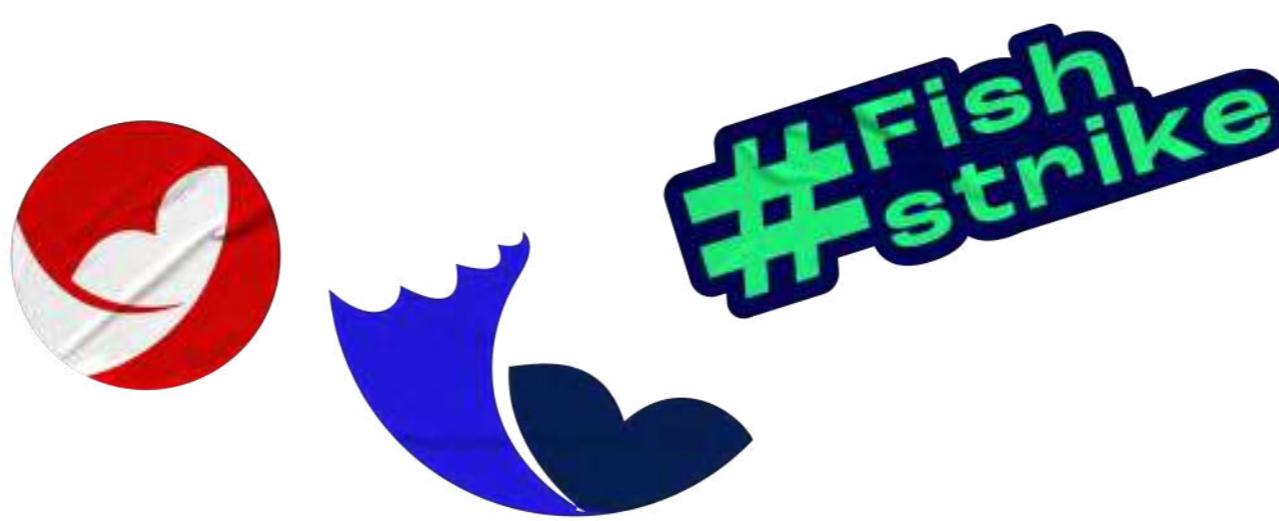
Forma DJR Deck Regular

The colour palette is inspired by the light technology of Pisces, but with a modern twist. The bold font reflects the contemporary feel of Pisces.

## Packaging/ Unboxing Experience



The pattern used around the bottom of the box reinforces Pisces identity. The shape of the box is easy to open and use.



The stickers can be placed  
on the charging case  
allowing for personalization.



Pisces

## Together we can slow down ocean warming

Warm waters means fewer and smaller fish in the sea.

Pisces underwater light reduces fuel usage by 20%, helping you lower your carbon emission.



Pisces

With fishermen,  
for fishermen.  
Visit [www.BHTech.co.uk](http://www.BHTech.co.uk) for more information



## Together we can rebuild depleted fish stocks

Taking species for which you don't have a quota could disrupt the foodchain.

Pisces underwater light reduces bycatch by 90%, helping you catch the desired fish.



With fishermen  
for fishermen.  
Visit [www.BHTech.co.uk](http://www.BHTech.co.uk) for more information

'Together we can' is used throughout the communication to represent the voice of the fish, encouraging the fishermen to unite with them by opting to use Pisces as a solution to the sustainability problems they face.

## Print Advertising



## Together we can prolong future generations

Capturing juveniles could affect their numbers over time.

Pisces underwater light can guide smaller fish to exit, increasing your revenue by 25%.



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## #Fish Strike



## #Fish Strike



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Utilizing #FishStrike, we used guerilla marketing to grab the attention of fishermen. This way the campaign is highlighting that the fish are aware of their environment and Pisces is enabling them to be heard, raising their voices.



# Digital Advertising



The campaign would spark debate on social medias and get the general public involved in the conversation as well, which could lead to reaching potential policy makers.

This short video would be placed on Pisces website as well as other social medias. Two of the key sustainability problems are highlighted in the video. It focuses on the path of a juvenile fish that was caught on the nets but with Pisces, it was able to find its way out and it also shows how Pisces is effective at attracting the right species.



# Thank you!

Any questions?

**Created by**

Carolina Costa E Silva  
Uti David  
Alina Mendoza Lopez