

BIM CAMPAIGN NETS MARITIME INDUSTRY AWARD

Bord Iascaigh Mhara (BIM) netted the Excellence in Marine Safety Award for its 'Live to Tell the Tale' national advertising and PR campaign at this year's Marine Industry Awards. The campaign resulted in a 23% increase in fishermen who enrolled in BIM's Enhanced Safety Training in late January/February 2016, compared to the same period in 2015.

With 53 fishermen losing their lives at sea in the last ten years, the campaign was borne out of extensive research with fishermen, and from listening to many families who had endured the harrowing ordeal of losing a family member at sea.

BIM's post-campaign research demonstrated the success of the campaign, which was launched in January this year and featured billboard, newspaper and radio ads in addition to an extensive PR campaign.

According to chief executive Tara McCarthy, BIM is "extremely grateful to those individuals who relayed their tragic experiences, particularly David Massey and Gerard Copeland who bravely fronted the campaign". Massey and Copeland were two of three crew on the fishing vessel 'MFV Lavicca' that capsized off the Wicklow coast on 15 April 2015.

EXTENSIVE TRAINING

'Live to Tell the Tale' resonated strongly with fishermen and their families; 8 in 10 fishermen recalled the advertising campaign. Radio was spontaneously recalled by 44% of their target



Hilary Park, Secretary and Education Officer, Institute of Chartered Shipbrokers Ireland presented the award to BIM's communications manager Hazel Dobbyn, and CEO Tara McCarthy. The Irish Sea Fisheries Board was one of 16 winners of the Marine Industry Awards 2016. For event details visit www.marineawards.ie/



'Always wear a PFD' was the clear message received by 77 per cent of fishermen during the campaign.

audience, while recall rose to 71% when the radio ad was played.

'Always wear a PFD' was the clear message received by 77% followed by 21% for whom it was about 'PFDs offering the best chance of survival'. There has been a 23.5% increase in the number of fishermen who enrolled in BIM's Enhanced Safety Training in late January/February 2016 versus the same period in 2015.

BIM provides an extensive training programme including mandatory safety training to all fishermen at their National Fisheries Colleges in Greencastle, Co. Donegal and Castletownbere, Co. Cork.

Meanwhile two mobile Coastal Training Units visit every port in the country. BIM also provides grant-aid towards the PFDs with integrated Personal Locator Beacons and safety equipment for fishing vessels.

To learn more about 'Live to Tell the Tale' and BIM's training services visit www.bim.ie



BIM's CEO Tara McCarthy pictured at the campaign launch on Howth Pier (18 January 2016) with Wicklow fishermen Gerald Copeland and David Massey.