

WILD CAUGHT
TEXAS SHRIMP

**CAUGHT
HERE. NOT
BROUGHT
HERE.**

CASE STUDY



Hahn
SURE
THING.

THE MISSION.

BACKGROUND

Wild Caught Texas Shrimp launched as a two-year initiative between Hahn and the Texas Department of Agriculture to protect and elevate a vital Texas industry facing increasing pressure from imported seafood. Grounded in extensive research with consumers, retailers, chefs, and restaurant decision-makers, the campaign set out to give Texas shrimp a clear, ownable identity in a crowded, price-driven marketplace.

CHALLENGE

Despite strong pride in local food, Texans largely couldn't tell where their shrimp came from because at the point of purchase, wild-caught Texas shrimp and imported, farm-raised shrimp looked the same, even though the quality was not. This often reduced decisions to price alone, allowing cheaper imports to undercut a product that is fresher, higher quality, and central to Texas coastal economies. The challenge wasn't awareness. It was making the difference impossible to miss.

STRATEGY

We made origin the advantage. By clearly and repeatedly answering where Texas shrimp comes from, how it's caught, and why that difference matters, the campaign shifted shrimp from a commodity to a choice. An integrated, education-forward strategy delivered consistent messaging across consumer and trade audiences, replacing price-driven decisions with pride, trust and value-driven demand for Wild Caught Texas Shrimp.



BY THE NUMBERS.



14.4%

Above the impressions goal, delivering 94.4 million impressions compared to the 81.6 million target

106.6K

Total users on WildCaughtTXShrimp.com

38.5K

Engagements on Meta platforms across 9 influencer campaigns (post reactions, comments, shares, and saves)

