

THE FISH AND CHIPS AWARDS – AN OVERVIEW

The Fish and Chips Awards is a national competition that is held over April and May, with judging and Awards events taking place July to October. The Awards audience represent both the Fish and Chip sector and consumers. They are highly engaged and hold an enthusiastic sentiment towards the Awards. These pages provide an overview of the Awards Facebook Page (#catchoftheyear) and campaign media coverage for the 2019 Fish and Chips Awards recorded 14 April to 31 May 2019.

IMPRESSIONS



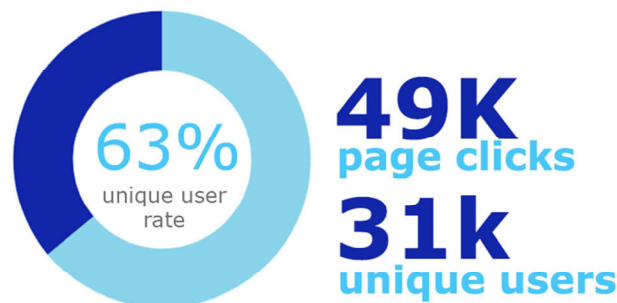
The number of times a post from the Fish and Chips Awards Page was displayed.

PAGE STORIES



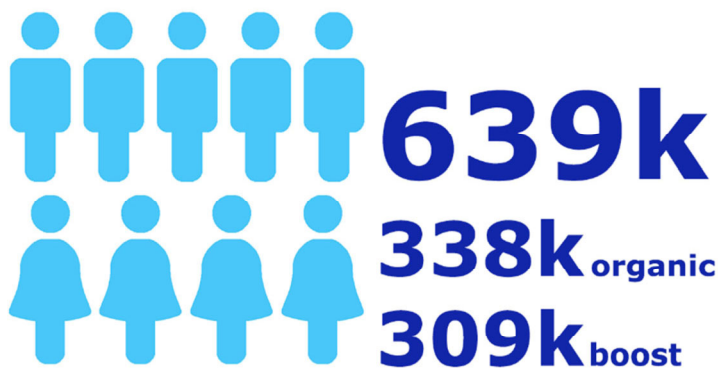
The number of unique user generated stories in news feeds through user actions such as likes and comments.

PAGE CONSUMPTION



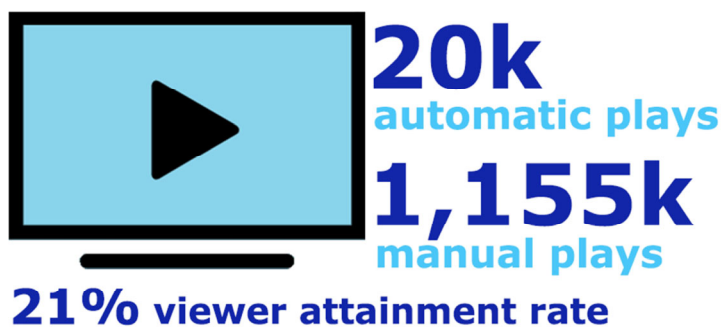
The number Awards Page clicks that did not generate a timeline story, including link clicks, photo views, video views, and other actions.

REACH



The number of unique users who had content from the Awards Page enter their screen.

VIDEO PLAYS



The average Awards Page video length is 60-seconds. The viewer attainment rate for the first 30-seconds of video play was 21 per cent.

ENGAGEMENTS

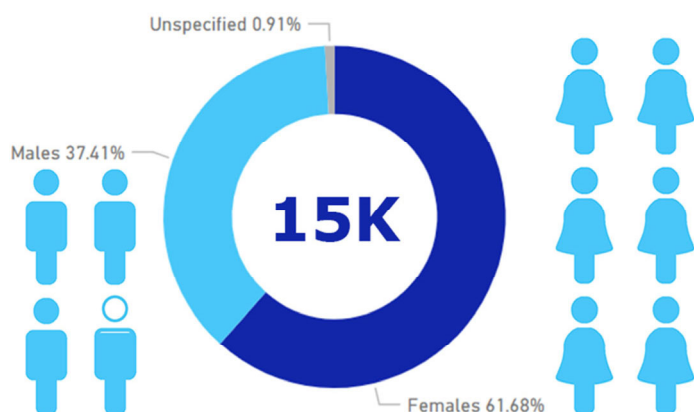


The number of user actions users performed on the Awards Page, generating a timeline story.

USERS TALKING ABOUT THE PAGE

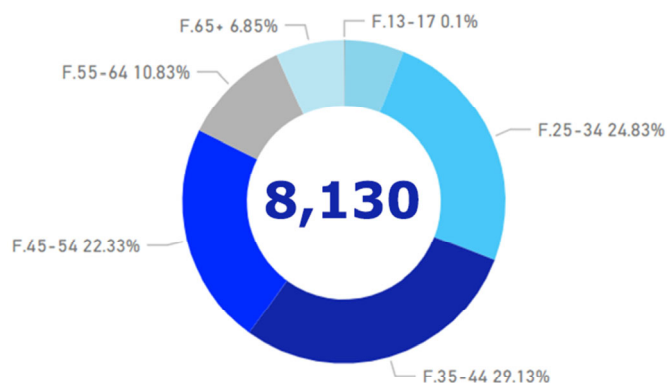


15K
users created
a story using
a page post

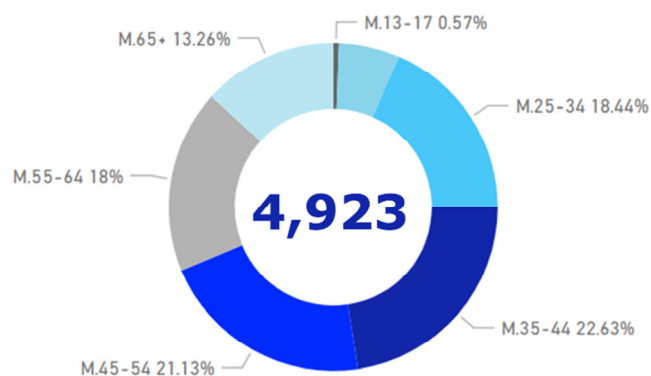


The number of users that have created their own story using an Awards Page post.

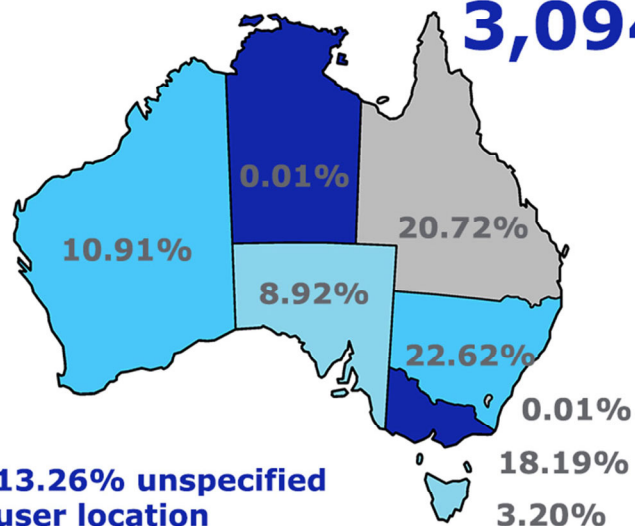
USERS TALKING ABOUT THE PAGE FEMALES



MALES

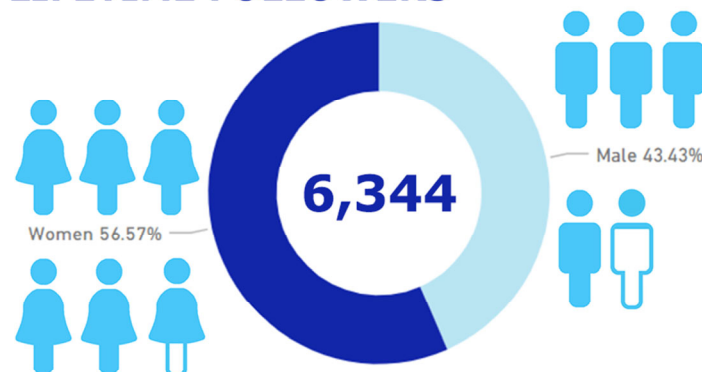


STATE AND TERRITORY PAGE LIKES **3,094**

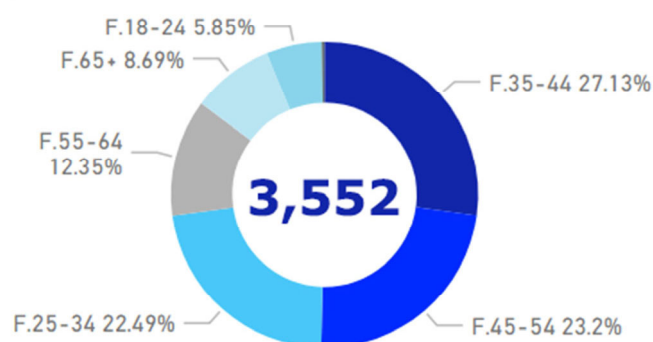


The Awards Page received 3,599 new Page likes through the campaign. 3,567 likes originated from Australia and 32 internationally.

LIFETIME FOLLOWERS



FEMALES



MALES

