



Wild, Natural & Sustainable®

ALASKA SEAFOOD MARKETING INSTITUTE

FY19 PROGRAM BUDGET

DOMESTIC MARKETING TEAM– 05/08/2018



FY18/19 Foodservice Budget Comparison

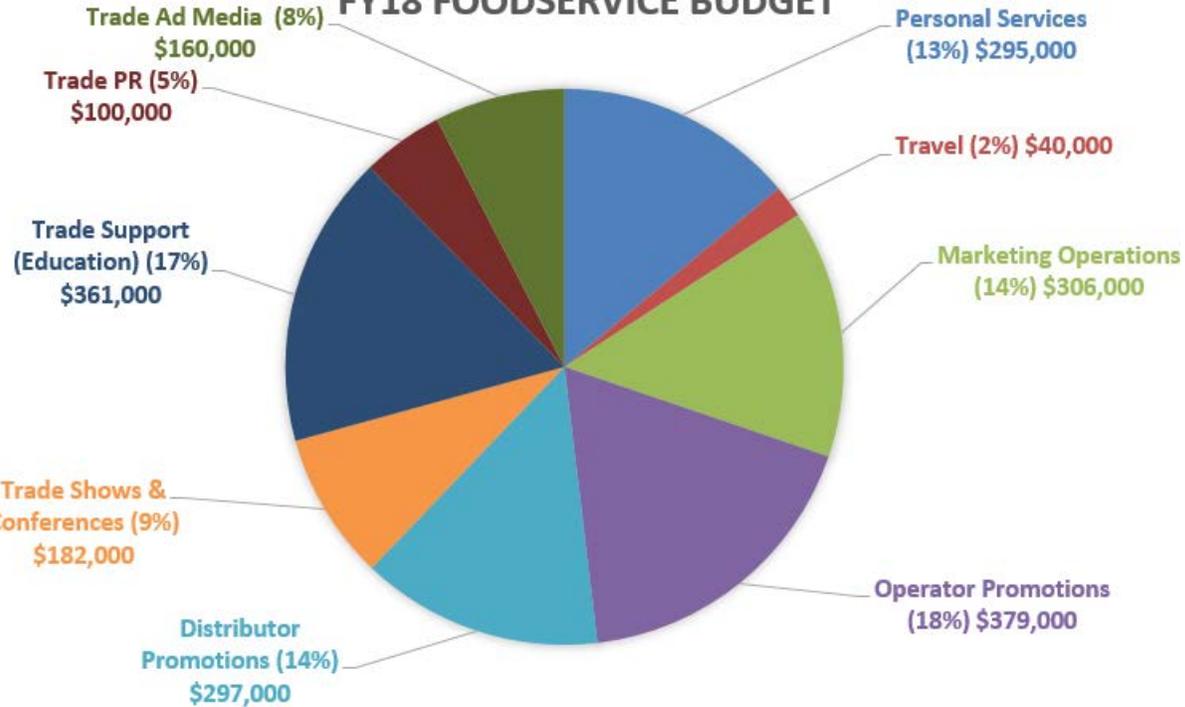
	FY18	FY19	
Foodservice	Budget	Proposed Budget	Difference
Program Operations (Staff)	\$335,000	\$352,000	\$17,000
Mktg. Operations (Reps)	\$306,000	\$260,000	(\$46,000)
Operator Promotions	\$379,000	\$317,000	(\$62,000)
Distributor Promotions	\$297,000	\$297,000	-0-
Trade Shows & Conferences	\$182,000	\$182,000	-0-
Trade Support	\$361,000	\$300,000	(\$61,000)
Trade Relations	\$100,000	\$82,000	(\$18,000)
Trade Advertising	\$160,000	\$160,000	-0-
Total	\$2,120,000	\$1,950,000	(\$170,000)

FY18/19 Foodservice Budget Comparison

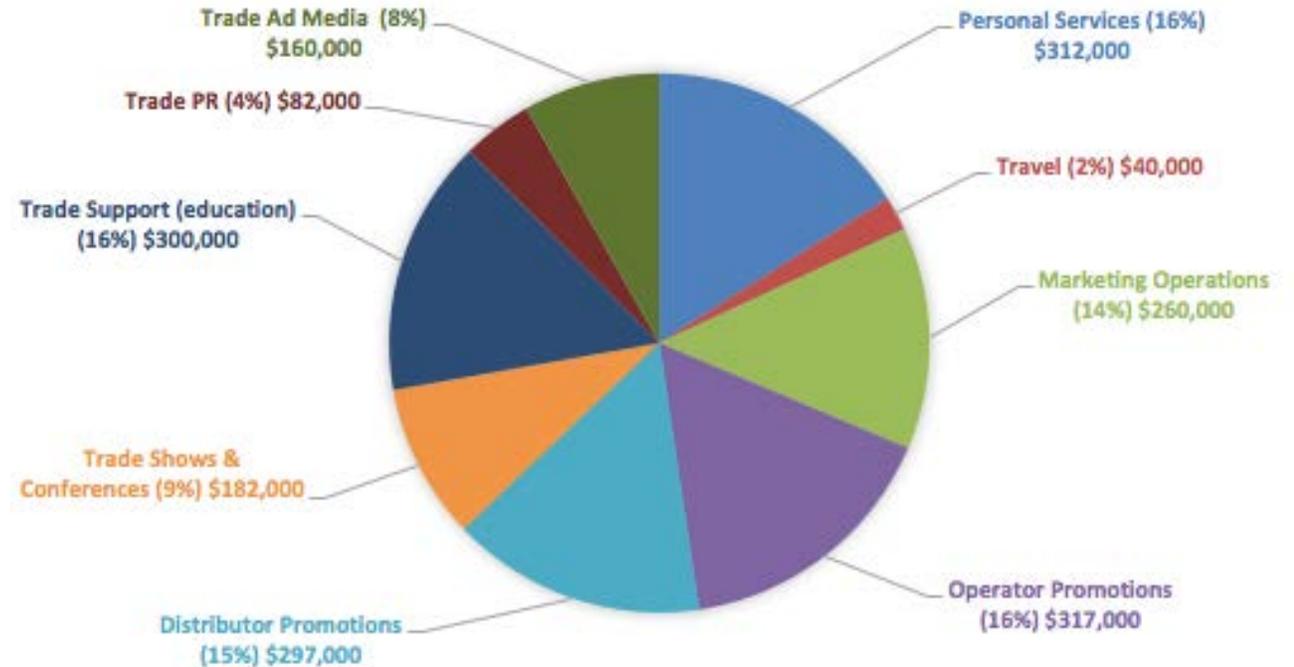
FY18 budget: \$2,120,000

FY19 budget: \$1,950,000

FY18 FOODSERVICE BUDGET



FY19 FOODSERVICE BUDGET



overall program ↓ 9.2%

personal svcs ↑ 3%

operator promos ↓ 2%

tradeshows ↑ 1%

trade PR ↓ 1%

dist. promotions: ↑ 1%

trade support ↓ 1%

Foodservice Program Operations

Program Operations (Staff): \$352,000:

↑ 17,000 (*Salary & benefits funding determined by ASMI Fiscal*)

salary, benefits and travel

50% Marketing Director (Victoria Parr)

50% Marketing Manager (Megan Rider)

100% Marketing Coordinator (Sarah Cannard)

50% Marketing Coordinator (TBD)

Increased as job vacancies are filled and salaries balanced between programs. Travel budgets consistent to ensure contacts in trade, new national accounts rep, and staff training.



Foodservice Marketing Operations

**Marketing Operations: \$260,000:
(↓\$46,000 Recommended)**

Contract & travel expenses

100% Distributor Promotions (Dave Woolley)

33% Marketing Consultant (Tricia Sanguinetti)

100% National Accounts Representative (TBD)

*Decrease reflects evenly splitting TS fees
between programs & starting contract fee level
w/new National Accounts Rep.*



Foodservice Operator Promotions

Operator Promotions: \$317,000
(↓\$62,000 Recommended)

Custom promotions with 16,450 foodservice units across the country. Primarily repeating successful promotions, as well as five new partnerships.

- B Restaurants
- Club Corp
- Dairy Queen Intl
- IHOP
- San Pedro Fish Market

FY19 Domestic is targeting the “Originator” and the “Optimizer” looking for new partnerships that are popular with these super consumer segments.



Distributor Promotions

Distributor Promotions: \$297,000 (no change recommended)

Domestic has been very successful partnering with distributors selling to chain accounts, foodservice management, and independent operators.

Domestic targets broadliners and specialty distributors. **New specialty partnerships include:**

- Pacific Seafood in Sacramento, Clackamas, and Seattle.
- Santa Monica Seafood, Los Angeles

Current est. 5M pounds moved during ASMI promotions FY19



Foodservice Trade Shows & Conferences

Trade Shows & Conferences : \$182,000 (no change recommended)

Building relationships throughout the foodservice trade. New National Accounts Rep training, develop new contacts, strengthen existing trade relationships, and learn about new food trends.

New shows ASMI is attending:

- The Flavor Experience – trends focused
- NRA – following MEG scheduling trade meeting and staff education
- CIA – Flavor, Quality and American Menus – focus on C&U and emerging chains



Foodservice Trade Support

Trade Support: \$300,000
(↓\$61,000 recommended)

Recipe development, photography, website content, culinary training programs, research, sample seafood products, and all print collaterals.

Decrease by incorporating recipe dev with training programs contracts, better management print materials – reducing silos between programs, and exploring digital collateral packages.



Foodservice Trade PR

Trade Relations: \$82,000
(↓\$18,000 Recommended)

Domestic works to develop innovative strategies, recognize and developing talented chefs, and inspire the trade with on-trend recipes and cooking techniques. Domestic PR agency, Revelry takes in all of the efforts and pitches them to editors across the trade spectrum including: QSR, NRN, Plate, and more.

Decrease is result of balancing contract fee between programs

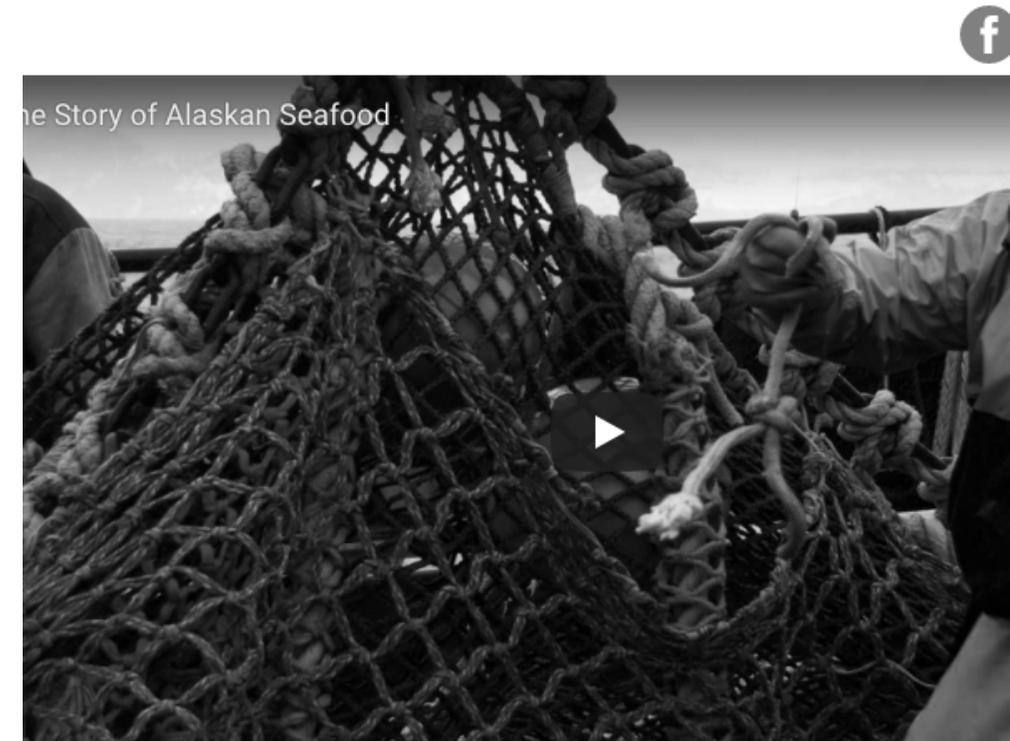


NON-TRADITION
THE UNSUNG HERO
IN DUNKIN'S
MASSIVE GROWTH
PLANS

SUBSCRIBE ▾ FOOD ▾ OPERATIONS ▾ GROWTH ▾ REPORTS ▾ EVENTS ▾ VIDEO ▾

The Story of Alaskan Seafood

Look at how Alaska's seafood industry promotes a story of sustainability.



Foodservice Trade Advertising

**Trade Advertising: \$160,000
(no change recommended)**

Domestic has been shifting away from print and going all digital with our efforts. Chefs and those who are interested in hearing what chefs have to say are in our “Originator” segment. We are targeting digital native audience with Smartbrief publishing to NRA and CIA opt-in mailings as well as podcaster Heritage Radio News.

HERITAGE RADIO NETWORK
MAKING FOOD RADIO SINCE 2009



LISTEN LIVE: Wedding C

**EVERYTHING YOU COULD POS
TO KNOW ABOUT ALA**



**SUS
IS IN**

FY18/FY19 Retail Budget Comparison

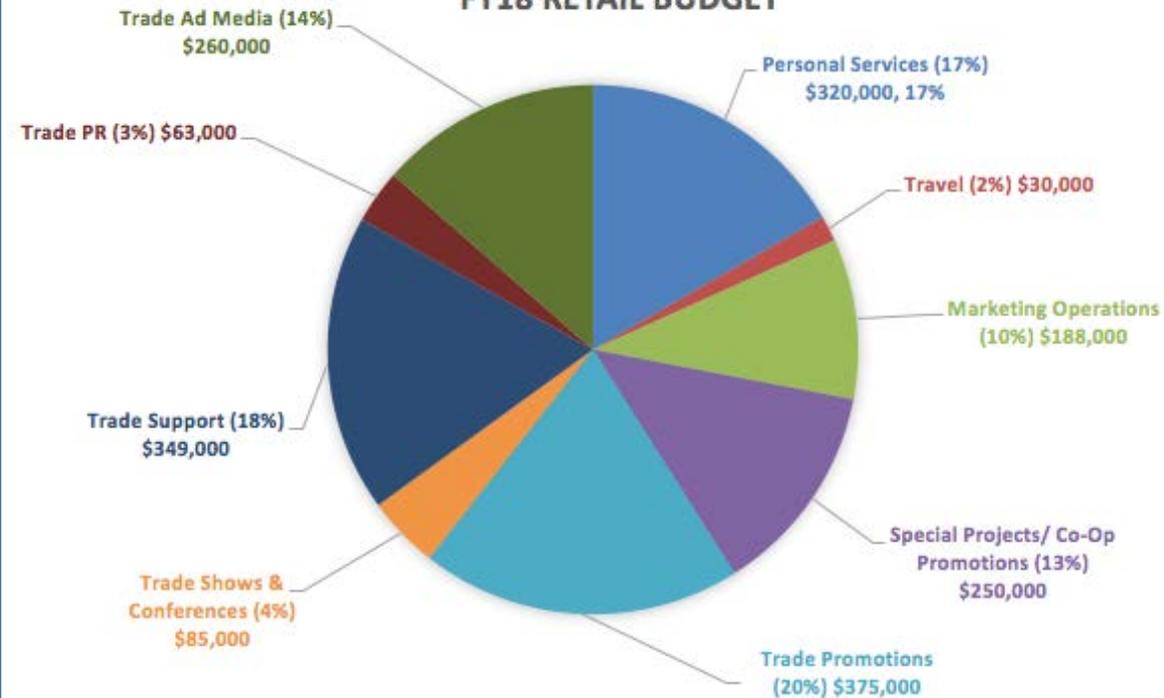
	FY18	FY19	
RETAIL	Budget	Proposed Budget	Difference
Program Operations (Staff)	\$350,000	\$352,000	\$2,000
Marketing Operations (Reps)	\$188,000	\$206,000	\$18,000
Special Projects/Co-op Promos	\$250,000	\$301,000	\$51,000
Trade Promos	\$375,000	\$375,000	-0-
Trade Shows & Conferences	\$85,000	\$135,000	\$50,000
Trade Support	\$349,000	\$300,000	(\$49,000)
Trade Relations	\$63,000	\$81,000	\$18,000
Trade Ad media	\$260,000	\$160,000	(\$100,000)
Total	\$1,920,000	\$1,910,000	(10,000)

FY18/19 Retail Budget Comparison

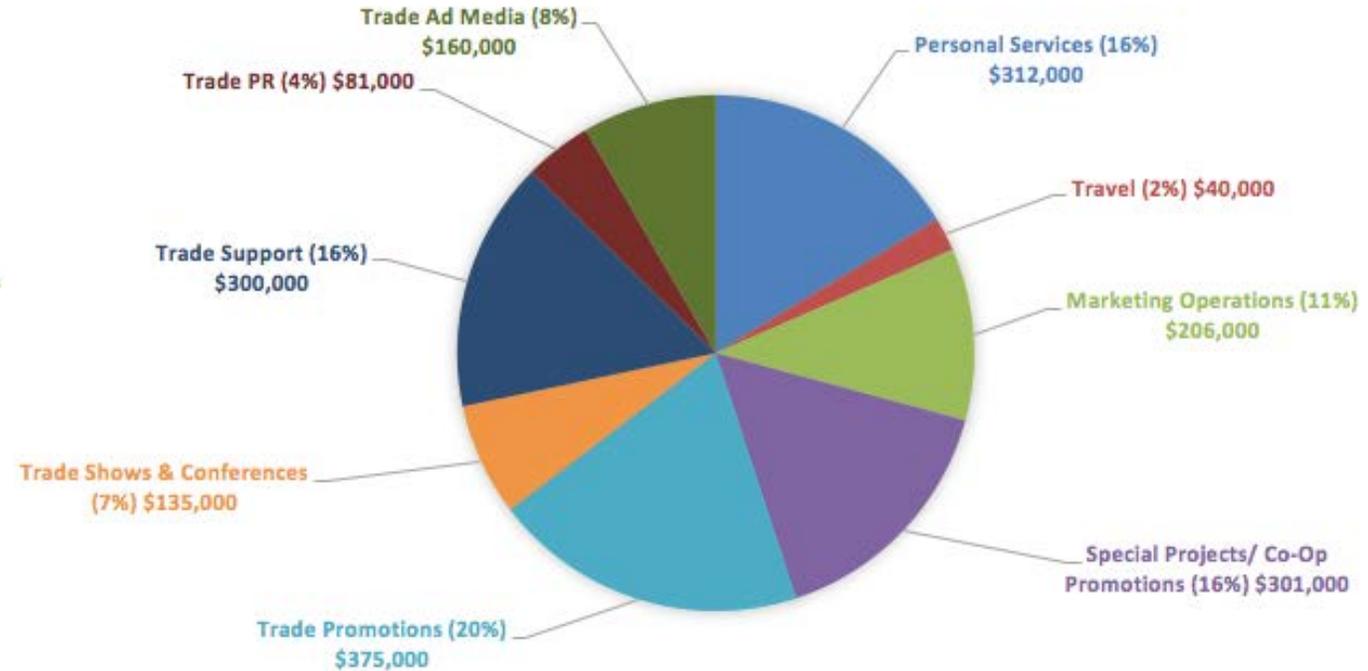
FY18 budget: \$1,920,000

FY19 budget: \$1,910,000

FY18 RETAIL BUDGET



FY19 RETAIL BUDGET



overall program: nominal decrease

special projects ↑ 3%
mktg operations ↑ 1%
tradeshows ↑ 3%
trade PR ↑ 1%

personal svcs ↓ 1%
trade ad media ↓ 6%
trade support ↓ 2%

Retail Program Operations

Program Operations: \$352,000.00

↓ **8,000** (*Salary & benefits funding determined by ASMI Fiscal*)

↑ **10,000 (recommended) travel**

salary, benefits and travel

50% Marketing Director (Victoria Parr)

50% Marketing Manager (Megan Rider)

100% Marketing Coordinator (Emily Gisler)

50% Marketing coordinator (TBD)

Increased budget salary levels are decreased while travel budgets are slightly increased to exhibit at more tradeshows.



Retail Marketing Operations

Marketing Operations: \$ 206,000
(↑ \$18,000 Recommended)

Contract & travel expenses

100% Marketing Representative (Mark Jones)
33% Marketing Consultant (Tricia Sanguinetti)

Both Tricia and Mark have been flexible and critical the success of the Domestic program.

Increase reflects evenly splitting TS fees between programs



Special Projects & CO-OP Promotions

**Special Projects /Co-op Promos:
\$ 301,000 (↑ \$51,000 recommend)**

AK seafood coupons and co-op coupon promotions are funded in this category, and now ecommerce shoppable recipes, as well. Domestic plans to expand this program with new co-op partnerships: SMWE: Co-op: St. Michelle, and new H3, Villa Maria. Possible Co-Ops w/Uncle Bens, Barilla, Kikkoman; digital coupons through retailer loyalty programs; Amazon Prime Now & Amazon Fresh.



Retail Trade Promotions

**Retail Trade Promotions: \$ 375,000
(no change recommended)**

In-store promotions, demos, merchandising contests, and custom point-of-sale materials. We are enjoying increased participation from retailers in the United States and Canada.

New partnerships:

Costco

Whole Foods

Pavilions

Save-On-Foods (Canada)

Mariano's

Blue Apron

Dierbergs

Rosauers

Kings/Balducci's



Retail Trade Shows & Conferences

Trade shows & Conferences: \$ 135,000
(↑\$50,000 recommended)

Key to building new partnerships, strengthening existing relationships, launching or amplifying new marketing campaigns, staying up-to-date with industry, and on top of trade trends.

Yearly: Seafood Expo North America (SENA)
Food & Nutrition Conference & Expo (FNCE)

New FY19: Natural Products Expo East &
Natural Products Expo West



Trade Support

**Retail Trade Support \$ 300,000
(↓\$49,000 recommended)**

Funding for the digital asset library, nearly a thousand digital assets.

Also recipe development, photography/video production, research, POS development/reprints, storage and fulfillment costs, website updates, and seafood product for display and PR events.

Decrease by controlling print costs and reducing storage costs as well as developing digital promo packages.

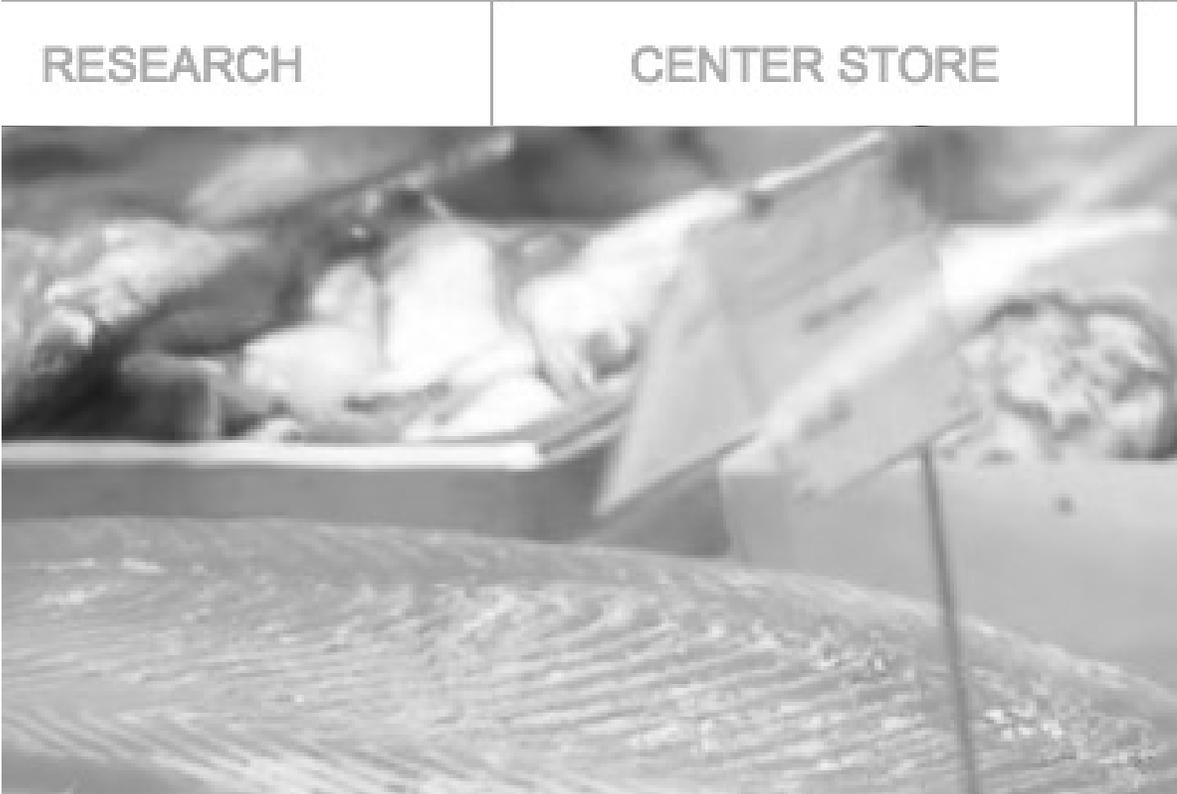


Retail Trade Relations

Trade Relations \$ 81,000
(↑\$18,000 recommended)

Retail public relations activities target the retail trade press and include editorials, product releases and news articles in retail publications.

Originally our agency, Revelry, was hired for foodservice. Now they are adding value equally to both programs without increasing their fees and so Domestic is splitting their contract payment equally.



Nutritional Benefits Drive

Retail Trade Advertising

**Retail Trade Advertising \$160,000
(↓\$100,000 recommended)**

Last year **we redirected funds in this line toward growth with our retail and co-op partnerships.**

In order to focus on our B2B mission and super consumer target segments, the \$260,000 that funded an unpopular paid search and retargeting and 15-second radio traffic ads is being reduced and redirected into a FMI Smartbrief digital ad campaign read by retail decision makers.



Budget Efficiencies and Collaborations

Strengthening relationships:

- Co-ops: Chateau Ste. Michelle (3 portfolios), Kikkoman, Kona Brewing Co., Uncle Bens
- Contract partners: ICCA, Fexy, Foodable
- Retail partners: Publix, Costco, Hy-Vee, Walmart
- Foodservice: San Pedro Fish Market, B Restaurants, Darden, CCAP

New partnerships:

- Co-ops: Barilla
- Contracts: Amazon Fresh, Sun Basket (William Sonoma)
- Retail: Pavilions, Gelson's, Bristol Farms, QVC, HSN
- Princess Cruises

Coordinating campaigns

Partnering with other seafood marketers to bring more shoppers and patrons into the category.

Focusing on targets

Asking “Optimizer” and “Originator” questions of all of our efforts to stay on track.

Balancing funding equally

Minimizing the separation between programs by using collaterals, creative, campaigns, staff, and contractors wherever they fit instead of building silos.

Program Opportunities

Premium choice

Use our in category messaging to promote the unique characteristics of Alaska seafood: firm meat texture, heirloom flavor, pristine origin, and gold standard of sustainability.

Repeat C&U

Domestic has visited a number of colleges and universities this year. We will try to encourage them to hold a promo event again in FY19 w/o staff.

Alaska: seafood savant

Talking with Kendall, Drexel, Johnson & Wales and Culinary programs in Alaska about immersion programs.

New staff, committee, and contractors.

With new perspective come new ideas, contacts, and executions. Domestic has a great mixture of experience and new contributors to the seafood space.

Data sharing

By sharing our research and participating with others in theirs, we can learn more about our super consumers, collaborate with others who share that same space and better communicate with potential partners.

Annual research refresh

Domestic is contracting further with Technomic to encapsulate our current research and to refresh it annually.

Program Challenges

- **Sorting out the old records and the new Juneau office**
- **Budget limitations**
- **Operating out of Juneau**
- **Digital asset management**
- **Digitizing more collateral**
- **Culinary expertise: improving the ASCA program**
- **Developing programs in specialty markets**

Thank
You