



*Wild, Natural & Sustainable®*

# **ALASKA SEAFOOD MARKETING INSTITUTE**

## **FY19 PROGRAM BUDGET**

Edelman Domestic Communications and PR– May 10, 2018

# FY19 PROGRAM Budget Overview

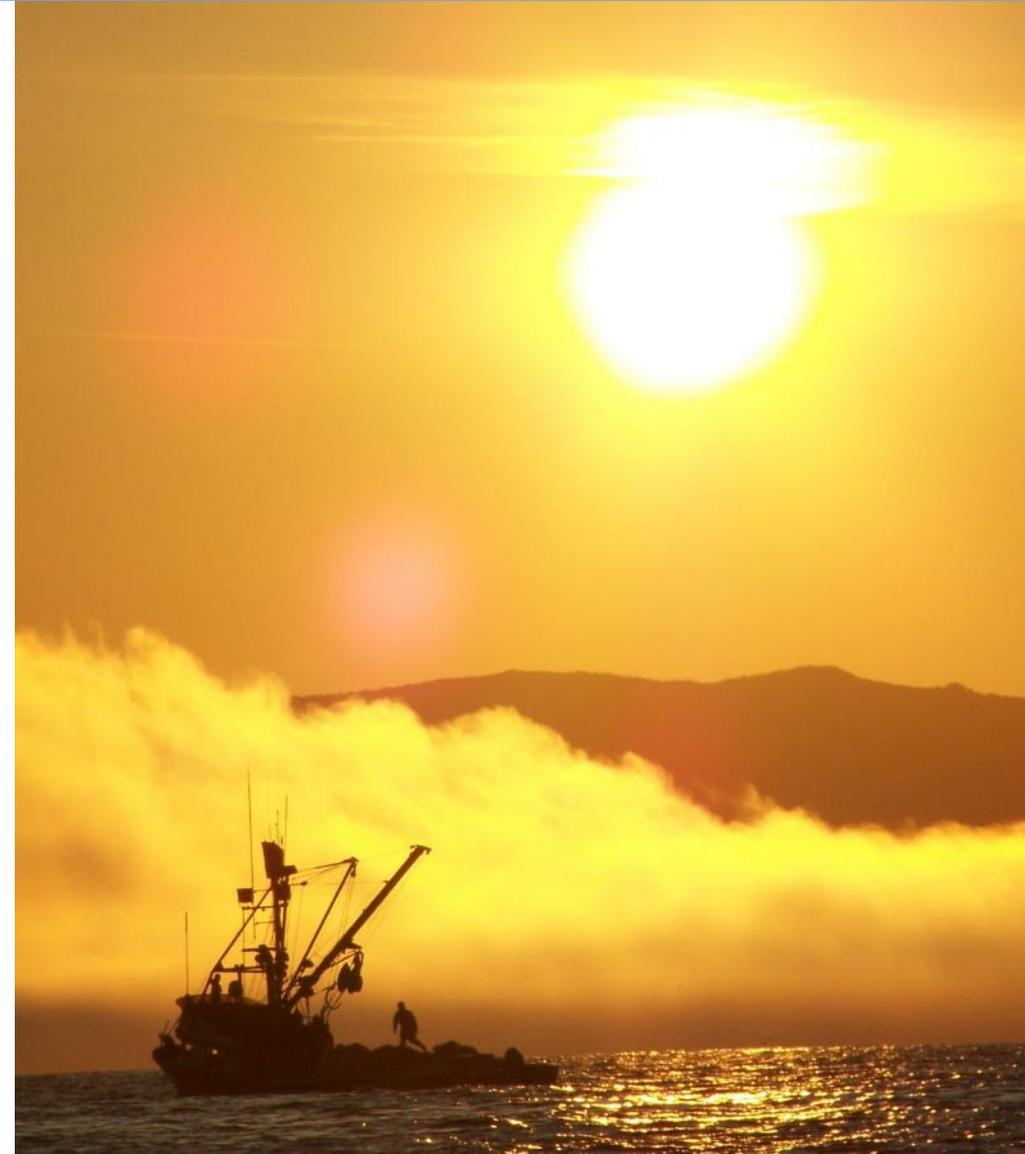


Wild, Natural & Sustainable®

The ASMI team has recommended a 3% reduction to the Domestic Consumer PR program for FY19 from \$1,000,000 to \$970,000.

Based on the success of FY17 and FY18, recommend:

- \$60,000/month retainer – inclusive of social media management (*the same fee to ensure continued success and results*).
- \$30,000 reduction to come from expenses bringing the total to \$250,000 in FY19.



# FY19 PROGRAM Budget Highlights



## **Program Operations (fees):**

*Total budget \$720,000 for the year, 74% of total (same year over year)*

Monthly Consumer PR and Social Digital Retainer –\$60,000 month

- Average 500 hours per month for planning, strategy, media relations, event execution, collateral development, social media development and managing of all social channels
- Also includes consumer PR and social support of retail and food service programs, as well as monthly social editorial calendar for retail teams.

# FY19 PROGRAM Budget Highlights



Wild, Natural & Sustainable®

## **Program Expenses (OOPs):**

*Total budget \$250,000 for the year, 25% of total (decrease of \$30,000 from previous year)*

**Press Materials and Media Assets:** *Total budget \$10,000, 1% of total (consistent with FY18)*

- Anticipates wire distribution of five press releases to ensure awareness for all harvest seasons, national seafood month and Alaska Wild Salmon Day; Edelman will leverage assets and materials created by ASMI (e.g. technical guides, retail recipe leaflets, new recipes and photos, etc.)

**Paid Digital Programs:** *Total budget \$80,000, 8% of total (slight decrease from FY18)*

- Blogger/influencer programs
- Paid social amplification, Facebook promotions, video promotion
- Snapchat filters to reach younger audiences

# FY19 PROGRAM Budget Highlights



**Research/Analytics:** *Total budget \$0 (removed for FY19)*

- Removed research/analytics. Consumer research was covered by Domestic Marketing Program in FY18

**Misc Events/Sponsorships:** *Total budget \$30,000, 3% of total (slight decrease from FY18)*

- Recommend event pegged to National Seafood Month and other regional events
- Support ASMI presence at other consumer facing events (e.g. EXPO West, FNCE)

**Spring NYC Media Event/Visit:** *Total budget \$50,000, 5% of total (slight increase based on actuals of FY18 event)*

- Event costs include venue, food & beverage, gift bags, food, chef travel and stipend as needed

**FAM Trip 2019:** *Total budget \$60,000, 6% of total (same from FY18 based on actuals) – overall costs split with International Program*

- Travel costs for media attendees (flight and hotel)
- Collateral for distribution on site
- Lodge costs

# FY19 PROGRAM Budget Highlights



*Wild, Natural & Sustainable®*

**Edelman Travel:** *Total budget \$12,000, 1% of total (same as FY18)*

- All Hands (October) – one staffer
- Fall Event – two staffers
- Spring NYC media event – two staffers
- Spring board meeting – one staffer
- FAM trip (Summer) – one staffer

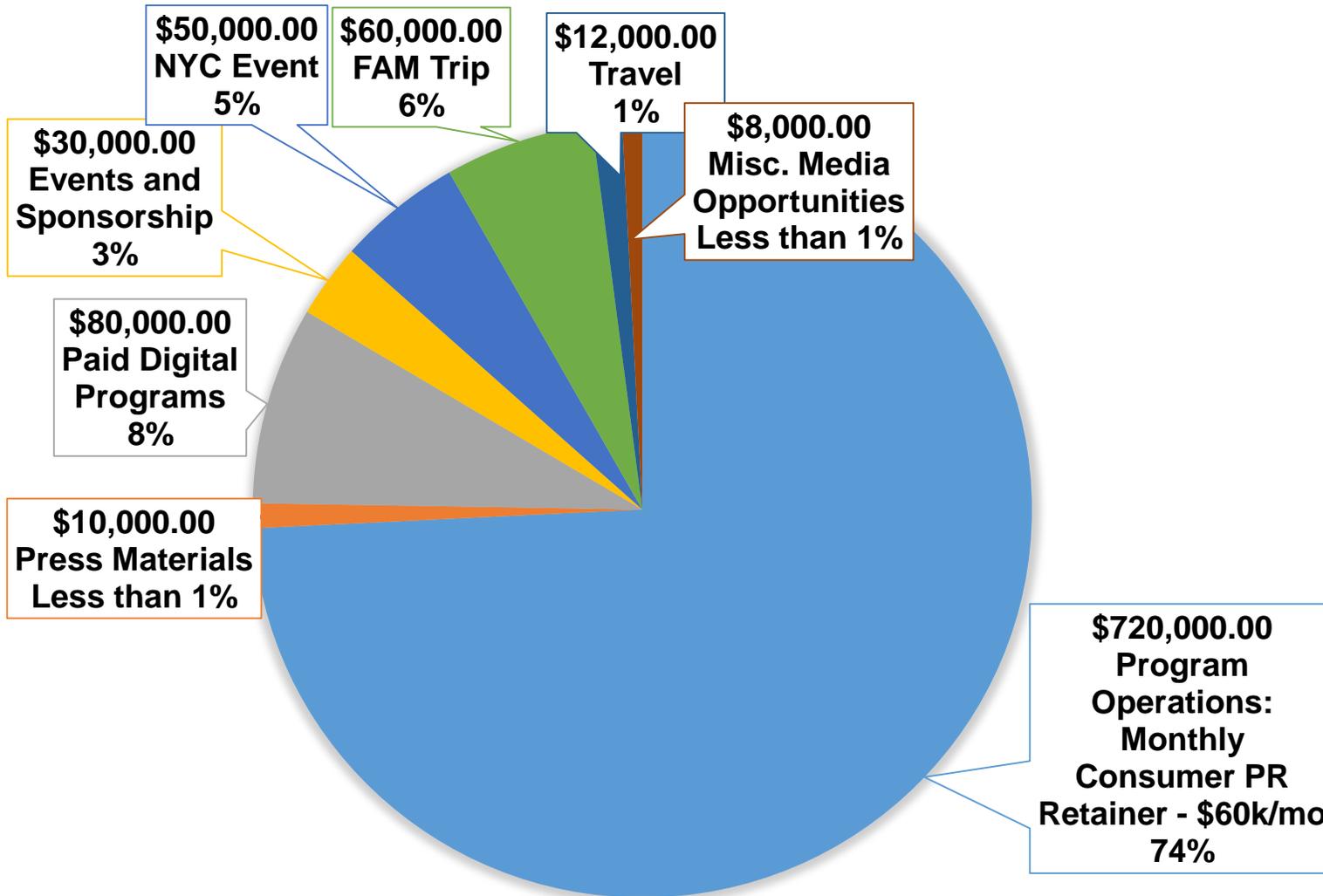
**Misc. Media Opportunities:** *Total budget \$8,000, Less than 1% of total (slight decrease from FY18)*

- Fish for media developing stories

# FY19 PROGRAM Budget Highlights



Wild, Natural & Sustainable<sup>®</sup>





*Wild, Natural & Sustainable*®

# Budget Efficiencies and Collaborations

**Communications Program:** Leveraging assets created by in-state team including new videos and Alaska Seafood technical guides to support media storytelling and to share across ASMI social channels

**Domestic Program:** Ongoing collaboration with domestic food service and retail programs to support and amplify their efforts across social media channels and deliver added value to their partners

**International Program:** Co-hosting annual FAM trip for media and chefs and splitting budget costs across programs; showcasing VR experience created by UK team at domestic PR events

UPCOMING

# PROGRAM EVENTS



*Wild, Natural & Sustainable®*



The FY19 Domestic Program will continue to spread the #AskForAlaska message year round through a variety of touch points using media, influencers and social channels to reach target consumers.

Activities slated to include:

- **FAM 2018 (July 9-13):** Bringing 11 domestic and international chefs and media to Tutka Bay for a hands on culinary fishing trip
- **Late Summer Salmon Promotions (July/August):** Driving awareness around Alaska Wild Salmon Day (August 10) through communications efforts
- **National Seafood Month (October):** Events, media outreach and programs highlighting Alaska's leadership position
- **Ongoing Media Relations/Digital Efforts (Year-round):** Storytelling highlighting all Alaska seafood species, recipes, fisherman, sustainability efforts and more
- **Events (Year-round):** Tasting events in NYC and other areas bringing all species to media and influencers



Thank you!



*Wild, Natural & Sustainable*®