



COMMUNICATIONS

ASMI ALL HANDS UPDATE
October 8, 2019



Edelman

SEA
PRINCE

KASLOF,
AK

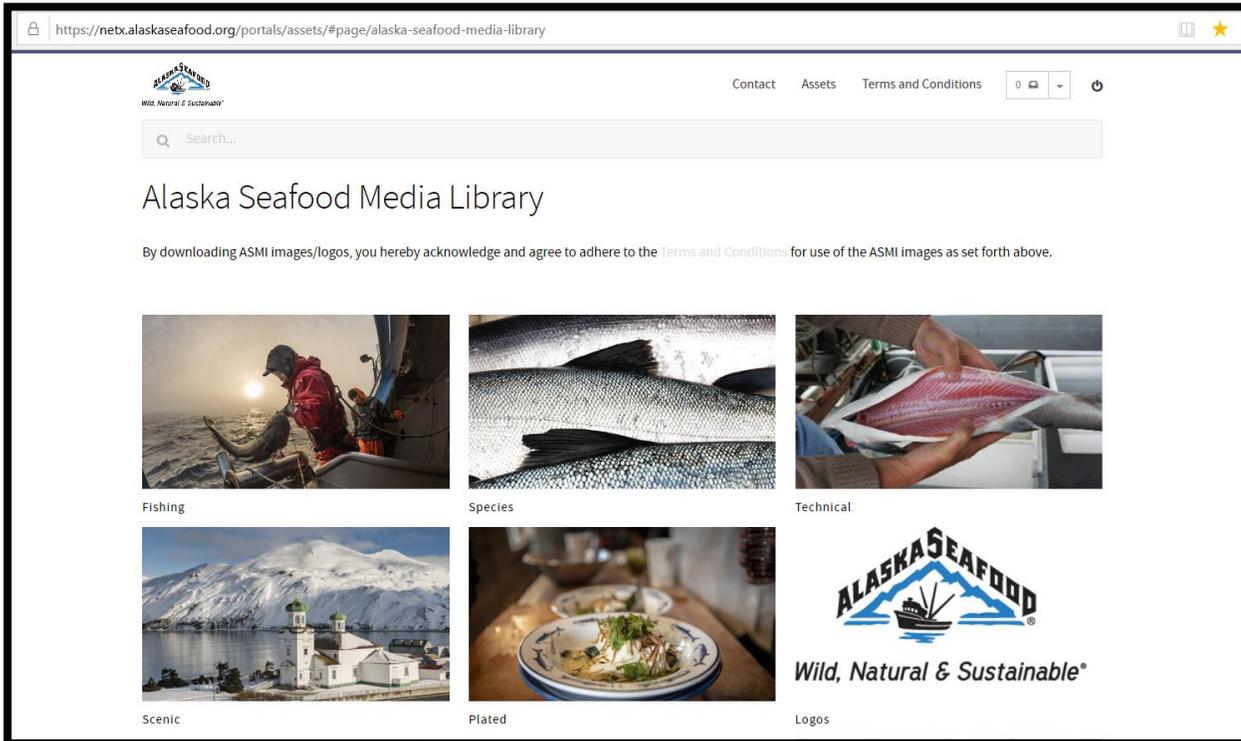
PROGRAM OBJECTIVES

Support all ASMI programs and departments

Increase positive awareness of ASMI and the Alaska Seafood brand

Management of U.S. public relations program (Edelman)

OBJECTIVE: SUPPORT ASMI PROGRAMS



New digital asset management platform

- Manage ASMI photo and video collections
- Increase positive awareness of ASMI and the Alaska Seafood brand
- Management of U.S. public relations program
- Develop collateral with other programs
- Crisis monitoring & messaging
- Serve as ASMI's spokesperson

NETX: Digital Asset Management



Contact Assets Terms and Conditions



Wild, Natural & Sustainable

(47) Search: "bering sea" Select all

Creation Date

Extension	
Jpg	2
Mov	7
Tif	38
Folder	
Portal/ASMI Internal	1
Portal/Fishing	42
Portal/Fishing/Action	32
Portal/Fishing/Boats	4
Portal/Fishing/People	6
Portal/Processing	1
Portal/Scenic	4
Portal/Species	1
Gear Type	
Longline	10
Pot	9
Trawler	17
Location	
Bering Sea	39
Photographer	
Chris Miller	35
Corey Arnold	1



201205 Setting Crab Pot CM



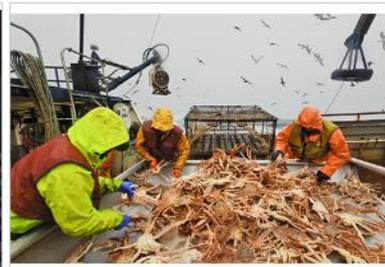
201205 Sorting Opies CM



201210 Arctic Hunter CA



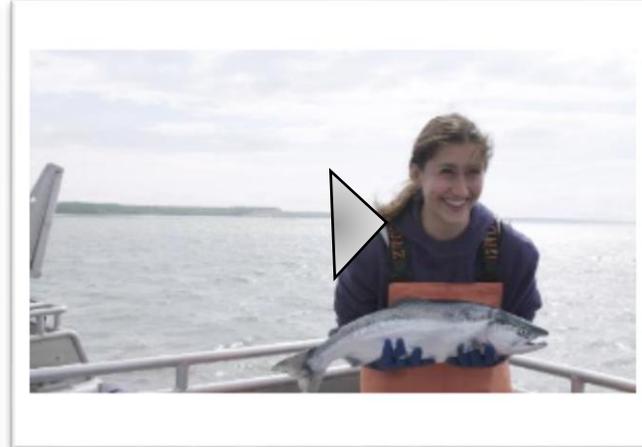
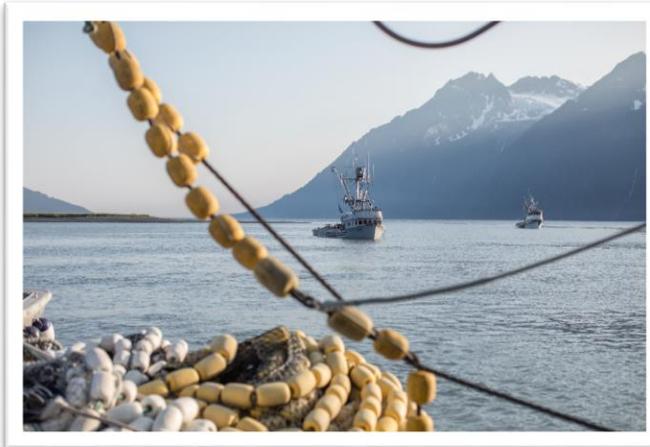
201205 Crab Pot CM



OBJECTIVE: SUPPORT ASMI PROGRAMS

New Photo and Video Assets

New assets from Alaska photographers and videographers.



The Alaska Commercial Fishing Photo Contest brought in over **400** images to add to ASMI's asset collection.

- Manage ASMI photo and video collections
- Increase positive awareness of ASMI and the Alaska Seafood brand
- Management of U.S. public relations program
- Develop collateral with other programs
- Crisis monitoring & messaging
- Serve as ASMI's spokesperson

STAKEHOLDER OUTREACH

Objective: Increase Awareness Among Key Audiences



FLEET & INDUSTRY OUTREACH

20,000

Wheel Watch
Newsletters Mailed

440

Alaska Fisherman
Ambassadors

2,500

Monthly Marketing
Update Subscribers

45K

Avg. Monthly Views for *National Fisherman* Northern Lights

ASMI NEWS & UPDATES FACEBOOK PAGE

ASMI News and Updates



ASMI News and Updates
Government Organization

Message

Jeremy, Jessalynn, Leah and 682 others like this

ASMI News and Updates
Wednesday

Employee of the month
Marketing Coordinator
the domestic department

ASMI News and Updates
September 19 at 11:00 AM

Fishermen of the month
gillnet, longline and pot

Peter says "our hope is
and risk involved in bring
shared with your family

Claire and her sister Emma
aren't fishing. Click here
Peter!



WILDALASKASEAFOOD.COM
Claire & Peter Neaton
Alaska Seafood @Alaska

63

Like

ASMI News and Updates
August 27 · 🌐

Fish jokes never get old.



Do you know what it's like to be a fish?

I don't, but Alaska Salmon.

3 Comments 8 Shares

... on all operational
national Marketing,
(s), and Species
, Whitefish,

... in wild Alaska
part of a series
ant to highlight
s, utilization,
seafood.



23 Shares

FLEET/INDUSTRY/COMMUNITY EVENTS



- Alaska Federation of Natives
- Pacific Marine Expo
- Kodiak ComFish
- Juneau Maritime Festival
- Bristol Bay Fish Expo
- SWAMC
- Southeast Conference

STAKEHOLDER OUTREACH

REACHING: ALASKANS + INDUSTRY + VISITORS



FY19 SPONSORSHIPS & ADVERTISING

Sponsorships

- Pacific Marine Expo
- Alaska Federation of Natives Convention
- Young Fishermen's Expo
- Southeast Conference
- Southwest Alaska Municipal Conference
- Alaska Municipal Conference
- Kodiak
- AFDF Symphony of Seafood
- Beans Cafe "Toast To The Coast" Fundraiser
- Alaska SeaLife Center Marine Gala
- International Food Bloggers Conference
- More...

Advertising

- Alaska Fish Radio
- Ted Stevens Anchorage Intl. Airport
- Pacific Fishing
- National Fisherman
- NFI Membership Directory
- Fishermen's News
- Edible Alaska Magazine

IFBC 2019



- “All of the receptions were outstanding in terms of food quality and presenting Alaska seafood, which is really unique and deserves a lot of attention from the food world.”

- IFBC 2019 Attendee



GOVERNMENT LEADERSHIP

Legislative Outreach

- Annual Report
- Economic Impact One-Pager
- House Fisheries: Economic Value Report
- Invitations to Participate in ASMI Activities

Symphony of Seafood

Coming Soon!
2019 Economic Value of Alaska's Seafood Industry



GROWING ALASKA'S ECONOMY THROUGH ALASKA SEAFOOD

ASMI increases the value of Alaska's largest private industry

- Alaska accounts for over 60 percent of the nation's wild-caught salmon supply
- If Alaska were a country, it would rank 8th in GDP

ASMI increases the value of Alaska's largest private industry through jobs, fisheries, investments and marketing Alaska seafood

From 2003 to 2017 the ex-essel value of Alaska salmon increased from \$2.2 million to \$762 million. During this time, the first wholesale value of Alaska salmon increased from \$209 million to \$1.8 billion.

MARKETING ALASKA'S SEAFOOD

The Alaska Seafood Marketing Institute is Alaska's official seafood marketing arm; it maximizes the economic value of Alaska seafood products by:

- DEVELOPING AND CREATING MARKETS
- BUILDING AND PROTECTING THE ALASKA SEAFOOD BRAND
- WORKING DIRECTLY WITH THE SEAFOOD INDUSTRY

Positioning Alaska for success
ASMI is crucial in positioning Alaska's seafood industry as a competitive, market-driven food industry. Seafood buyers and producers worldwide respect ASMI for its successful marketing efforts through advertising, public relations, product quality improvements, and retail and foodservice promotions.

Premium pricing for premium products
Many Alaska seafood products receive a market premium over other seafood products. This added value is largely due to the marketing efforts of ASMI.

Alaska's largest export
Seafood is Alaska's largest export and has grown considerably to countries where ASMI has focused marketing efforts. For example, from 2010 to 2017 Alaska seafood exports rose 46 percent to China, 59 percent to Western Europe, 54 percent to Northern Europe, and 13 percent to Japan.

Producing significant results
Promotions for online sales in China sold over \$1 million in product for only \$30,000 spent in advertising, an ROI of 100:1. A 2018 weeklong retail promotion in Japan produced over \$23 million in Alaska seafood sales for a spend of \$10,000, which equates to an ROI of 4,371:1.

In North America, Alaska Seafood overtook Angus Beef in 2016 to be the No. 1 ranked protein based on revenue nationwide.
71 percent of domestic seafood eaters are willing to pay more for seafood labeled with the "Alaska Seafood" logo.

A good deal for Alaska
ASMI's budget is historically composed of a voluntary industry assessment (5% of ex-essel value of commercial landings), State of Alaska General Funds, and Federal funds through the USDA.

Seafood is the largest sector in the state - permit holders live in over 200 counties and an average of 55 jobs per permit. Alaska's wild salmon resource is increasingly difficult as farmed salmon supply is increasing rapidly.



FY2018 ALASKA SEAFOOD MARKETING INSTITUTE ANNUAL REPORT



TELLING THE STORY

WE SEE HOW HARD YOU WORK

We Work So The World Loves It Too.

We're bringing to the surface the story of Alaska's fishing fleet by highlighting all parts of the process. Alaska Seafood Marketing Institute's robust public relations and social media marketing campaigns give the world every angle of Alaska Seafood from beautiful stories to hardworking boats.

This is just one example of how Alaska Seafood Marketing Institute puts all hands on deck to tell the story of wild, sustainable Alaska seafood so you and your family can focus on fishing today and for generations to come.



ALASKA SEAFOOD
Alaska Seafood Marketing Institute
alaskaseafood.org
@ASMINewsAndUpdates

YOUR PRIDE IS OUR PRIDE

Together, We Make Alaska Seafood Stronger.

From vessels to tables, this fleet is doing what it does best: Alaska Seafood Marketing Institute's robust public relations and social media marketing campaigns give the world every angle of Alaska Seafood from beautiful stories to hardworking boats.

This is just one example of how Alaska Seafood Marketing Institute puts all hands on deck to tell the story of wild, sustainable Alaska seafood so you and your family can focus on fishing today and for generations to come.



ALASKA SEAFOOD
Alaska Seafood Marketing Institute
alaskaseafood.org
@ASMINewsAndUpdates

REST ASSURED WE DON'T REST EITHER

We Work Hard So The World Demands Alaska Seafood

Alaska Seafood Marketing Institute breaks through the barriers of distrust with marketing programs established across the U.S. and in over 40 countries worldwide. ASMI's international and domestic marketing efforts build demand across the globe.

This is just one example of how Alaska Seafood Marketing Institute puts all hands on deck to tell the story of wild, sustainable Alaska seafood so you and your family can focus on fishing today and for generations to come.



ALASKA SEAFOOD
Alaska Seafood Marketing Institute
alaskaseafood.org
@ASMINewsAndUpdates

OUR MISSION IS YOU

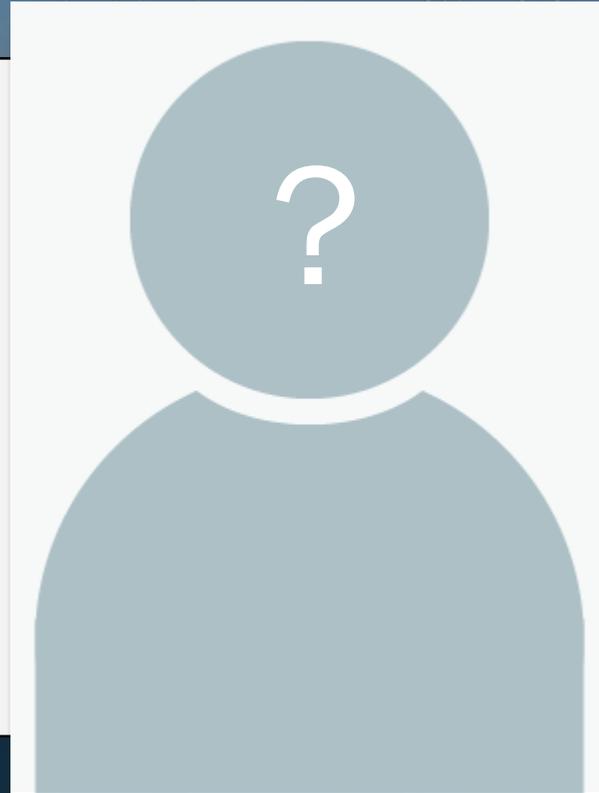
You Make The Alaska Seafood Industry Strong.

Alaska Seafood Marketing Institute provides sustainability certification, research and quality handling education to ensure Alaska continues to deliver the highest-quality seafood in the world.

This is just one example of how Alaska Seafood Marketing Institute puts all hands on deck to tell the story of wild, sustainable Alaska seafood so you and your family can focus on fishing today and for generations to come.



ALASKA SEAFOOD
Alaska Seafood Marketing Institute
alaskaseafood.org
@ASMINewsAndUpdates



ADDING TO THE TEAM



ASMI ALL HANDS EDELMAN UPDATE

PR, Social & Digital

October 8, 2019

A fishing boat is seen navigating through a dense field of sea ice. The sky is filled with soft, orange and yellow clouds, suggesting a sunset or sunrise. The boat is dark with a white cabin and a red stripe. In the distance, other ice formations and a small island are visible on the horizon.

OUR OBJECTIVE

Drive awareness and consideration for Alaska seafood amongst consumer, foodservice and retail audiences.

Program Highlights

70+

Key in-person interactions with media targets

117

Influencer Posts, against goal of 20

98%

YOY increase in uses of #AskForAlaska

993M

Earned media impressions from 150+ placements

3

Successful media events/trips yielding positive media feedback

2

Year-long programs with highly engaged bloggers and RDs

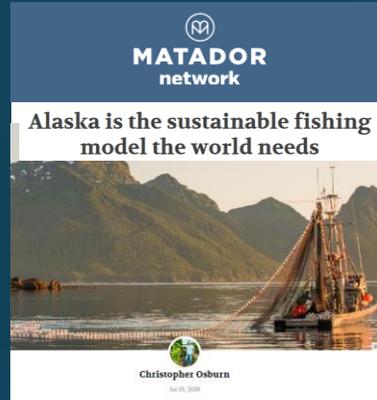
- Feature story placement continued year-round as a result of FAM trips.
- Influencer and RD programs generated **strong content, message pull-through and long-term advocates** — influencers continued to call out Alaska Seafood beyond contractual obligations.
- Events and in-person touchpoints led to new relationships, **social and editorial coverage**.
- Paid strategy shifts resulted in a significant **increase in clicks to content**, which can ultimately drive purchase consideration.

Earned Media Coverage

(OCT 2018-SEPT 2019)

993M
impressions from
150+ placements
and additional social
amplification

21%
of coverage
secured through an
event or interview



5.86B+ impressions
from 1,752+ placements earned since FY15 (FEB 2015-Oct 2019)

(JUL 2018-JUN 2019)

874.9M+
impressions earned
in FY19

Better Homes and Gardens

Health

TASTING TABLE

bon appétit

TASTE

martha stewart

food network

VICE MUNCHIES

PureWow

Parade

FOOD&WINE

The New York Times

The Daily Meal
All Things Food & Drink

Social/Digital Storytelling

September 2018 – August 2019

A revamped social media targeting strategy with behavioral research more effectively influenced consumers to ask for Alaska with our social content.

2.8M

Paid impressions on Facebook and Instagram

151K

Engagements from 709+ owned posts

1.1K

Uses of #AskForAlaska

50K

Clicks to Alaska Seafood on-site content

5X

Higher per-month volume of clicks to Alaska Seafood site

2K+

New Instagram followers





Media Events & Test Kitchen Visits

Multi-Course Dinner at Norah | Los Angeles

- Showcased all species
- **11** media and influencers
- **20K+** engagements via real time social coverage

Spring Brunch Event & Media Tour | New York City

- Partnered with **James Beard Award** nominated chef Carlyle Watt of Anchorage's Fire Island Bakery
- **39** media, RDs and influencers
- **33k+** engagements via real-time social coverage
- **69M+** earned media impressions
- Media Interviews, Demos & Test Kitchen Visits with **VICE Munchies**, **Bon Appétit** and **Heritage Radio**



FAM Trip – Naknek & King Salmon

June 2019

Immersing media in all things Alaska Seafood, from sea to table

- Six U.S. based food and nutrition media from top tier outlets including:

Parade

Better
Homes
and Gardens.

TASTE

martha
stewart

- **Activities:** Sustainability education with ADF&G and visiting fish counting weirs, boating Bristol Bay to see setnet sites with fisherman and industry members, touring a processing facility in Bristol Bay, hands-on cooking opportunities and demos featuring wide variety of species



Results:



38 Total Social Posts



4,601 Social Media Engagements



1 Podcast Episode



124 Instagram Stories



5.9M Potential Reach



4 Online articles / blog posts

Influencer Programs

October 2018 – June 2019

Strategy:

Partnered with a strategic group of national food influencers (bloggers) and RDs Keri Glassman of *Nutritious Life* and Rachael DeVaux of *Rachel's Good Eats* to promote Alaska seafood during key moments.

- October – National Seafood Month
- January/February – New Year, Health and Nutrition
- March/April – Lenten Promotion
- May/June – Summer Grilling/Entertaining

Results:



7 Influencer Partners



134 Pieces of Social Content



9M Potential Reach



25K Social Media Engagements



Asian Grilled Alaska Salmon Kabobs

Total Potential Reach: 71K
Engagements: 2K



Alaska Homemade Smoked Salmon Dip

Total Potential Reach: 282K
Engagements: 1.7K



Thai Baked Halibut With Coconut Rice

Total Potential Reach: 431K
Engagements: 1.7K

National Seafood Month

October

With consumers growing interest in where their food comes from and how it's brought from sea to table, leverage National Seafood Month and Alaska Day to tell our origin story, highlighting the people and places that make Alaska great.

- **Spotlighting Alaska's roots:** Leverage authentic voices, like fisherman, in storytelling to connect consumers and trade audiences to connect consumers to the Alaska Seafood brand.
- **Engaging on social:** Profile authentic voices and leverage compelling facts and stats through content on social channels.
- **Face-to-face connections & education:** Continue to build and foster relationships with key health, RD and trade contacts through 1:1 meetings and engagements at FNCE and IFEC – educating them on all things Alaska seafood.

NATIONAL SEAFOOD MONTH



National media outreach with promotion of crab season, Commercial Fishing Day and fisherman spotlights



Regional media outreach offering in-studio demos with ASMI Chef Alliance partners



Kick off yearlong blogger programming, engaging 3-5 influencers to post about National Seafood Month



Build and foster relationships through 1:1s at FNCE and IFEC

DOMESTIC: Foodservice & Retail Collaboration

Ongoing

Amplify Foodservice and Retail partners and programs through media relations and social media.

Tactics:

- **Social:** Promote retail demo programs and foodservice events; integrate with partners' social teams to build cross promotional social editorial content, tags and mentions; boost posts on Facebook and Instagram to drive awareness and engagement
- **Media:** Quarterly media outreach; drafting bylines; fostering relationships with key trade media targets

Results:

- 61 cross-promotional social posts garnering 3.2K social engagements



Upcoming Milestones

January-July 2020

JANUARY

2020 resolutions - sustainability outreach and content; influencer program posts (New Year, New You wellness and nutrition)

FEBRUARY

Ongoing pitching & influencer content running

MARCH

NYC event and media tour; kick off whitefish season across media and social channels; influencer program posts (Lent)

APRIL

Continue whitefish season content across media and social channels; Lent program trade pitching

MAY

Salmon season kick off across media and social channels; influencer and health/RD program content (Wild for Wellness)

JUNE

FAM Trip to Alaska for media and chefs (timing TBD)



Thank You