## 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

- 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

New digital asset management platform
OBJECTIVE: SUPPORT ASMI PROGRAMS

New Photo and Video Assets
New assets from Alaska photographers and videographers.

• 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

The Alaska Commercial Fishing Photo Contest brought in over 400 images to add to ASMI’s asset collection.
STAKEHOLDER OUTREACH
Objective: Increase Awareness Among Key Audiences
FLEET & INDUSTRY OUTREACH

20,000
Wheel Watch Newsletters Mailed

2,500
Monthly Marketing Update Subscribers

440
Alaska Fisherman Ambassadors

45K
Avg. Monthly Views for National Fisherman Northern Lights
Fish jokes never get old.

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

I don’t, but Alaska Salmon.

Jeremy, Jessalynn, Leah and 682 others like this.
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

ANCHORAGE AIRPORT VIDEOS

ALASKA SEAFOOD FACTS

#3
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
“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
TELLING THE STORY

WE SEE HOW HARD YOU WORK

YOUR PRIDE IS OUR PRIDE

REST ASSURED WE DON’T REST EITHER

OUR MISSION IS YOU
ADDING TO THE TEAM
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

874.9M+ impressions earned in FY19

(JUL 2018-JUN 2019)

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

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<table>
<thead>
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<tbody>
<tr>
<td><strong>2.8M</strong></td>
<td>Paid impressions on Facebook and Instagram</td>
</tr>
<tr>
<td><strong>151K</strong></td>
<td>Engagements from 709+ owned posts</td>
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<tr>
<td><strong>1.1K</strong></td>
<td>Uses of #AskForAlaska</td>
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<tr>
<td><strong>50K</strong></td>
<td>Clicks to Alaska Seafood on-site content</td>
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<tr>
<td><strong>5X</strong></td>
<td>Higher per-month volume of clicks to Alaska Seafood site</td>
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<tr>
<td><strong>2K+</strong></td>
<td>New Instagram followers</td>
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</tbody>
</table>

**2,800,000**

Paid impressions on Facebook and Instagram

**151,000**

Engagements from 709+ owned posts

**1,100**

Uses of #AskForAlaska

**50,000**

Clicks to Alaska Seafood on-site content

**5X**

Higher per-month volume of clicks to Alaska Seafood site

**2,000+**

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
9M Potential Reach
134 Pieces of Social Content
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.
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