



# FY21 COMMUNICATIONS & CONSUMER PR

## Budget Update and Proposal

Ashley Heimbigner, Communications Director – September 3, 2020



*Wild, Natural & Sustainable®*



**COMMUNICATIONS:  
Better, faster, more efficient  
resources for all**

# FY21 COMMUNICATIONS PROGRAM BUDGET CHANGES



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Staff identified a combined total of \$179,000 in funds available for FY21 reallocation & carryforward from the FY20 Communications Budget

- **Budget Reallocations:**

- *Travel\**: -\$16,000(40%)
  - *Conference & Event Sponsorships\**: -\$10K (9%)
- Total: -\$36,000**

- ***FY20 Comms Budget Carryforward: \$143,000***
  - ***FY21 Comms Funds for Reallocation***  
***from Travel & Conferences/Events: \$36,000\****
- Total Available Funds: \$179,000***

*\*Subject to increase should pandemic-related travel and event restrictions continue into Q2.*



# FY21 COMMUNICATIONS BUDGET DETAIL

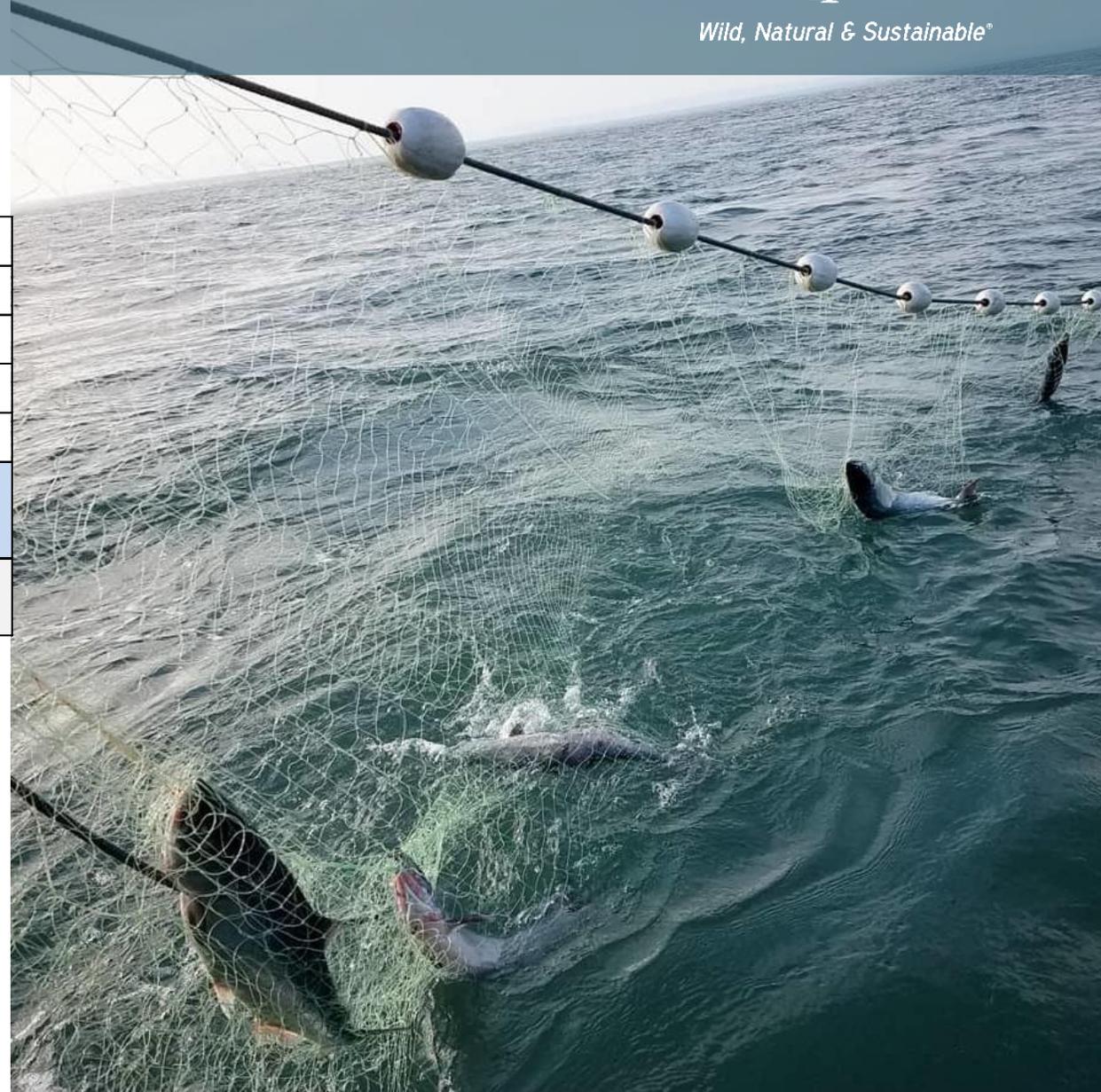


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## Proposed Activity Additions:

<b>Total Available Rollover/Reallocation</b>	<b>\$179,000</b>
1.) Proactive Crisis Communications Manual	\$50,000
2.) Photo/Video Asset Acquisition	\$30,000
3.) Brand Enhancement Project	\$5,000
4.) Contractor Support	\$11,000
<b><i>Total Proposed Comms/Consumer PR Budget</i></b>	
<b><i>Reallocations:</i></b>	<b>\$96,000</b>
<b><i>Total Proposed Carryforward to FY22</i></b>	<b>\$83,000</b>

5.) New ASMI website(s) - \$100,000 (Admin Budget)



# FY21 COMMUNICATIONS BUDGET DETAIL

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## ➤ NEW WEBSITE = NEW DIGITAL OPPORTUNITIES

- Benefits all programs, including RFM
- Improved the user experience for all involved.
- The technology current sites are built on is outdated, making it restrictive and expensive to make needed updates to improve SEO.
  
- The new site will allow for more...
  - efficient management,
  - consumer targeting, and
  - dynamic content additions
  
- All ASMI departments will be involved in the development of the new site to ensure it meets programmatic needs.

*NOTE: ASMI's website is funded through the Admin budget but managed by Communications.*



# FY21 COMMUNICATIONS BUDGET DETAIL

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## ➤ Stock Photo & Video Acquisition

*Propose \$30k increase from \$15,000 to \$45,000*

- Increase previously reduced budget line to license new and dynamic digital content while it is unsafe for Channel Films to travel and film Alaska's fishing communities.
- Channel Films will continue to produce in studio product shots and brand content in the meantime.



# FY21 COMMUNICATIONS BUDGET DETAIL



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## Brand Enhancement Project :

Propose \$5k increase to Printing & Materials (\$65k to \$75k)

### ➤ BUILDING ON THE LOGO

ASMI seeks to build out a guiding document for the look and feel of the ASMI brand beyond the logo.

Brand guidelines provide a visual reference with specific fonts, colors, patterns, graphics and styles for creating content that fits and reinforces the brand.

### ➤ BRAND CONSISTENCY = BRAND ALLEGIANCE

The more recognizable a brand, the stronger it's staying power in markets, and the easier it is to engage and build brand allegiance and brand ambassadors

### ➤ FASTER & SET UP FOR THE FUTURE



# FY21 COMMUNICATIONS PROGRAM BUDGET OVERVIEW



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Communications Program	FY20 Budget	FY21 Approved	FY21 Proposed Changes
Personnel	\$307,000*	\$360,000	\$360,000
Travel	\$35,000	\$41,000	\$25,000
Conference and Event Sponsorships**	\$140,000	\$110,000	\$100,000
Advertising and Promotions**	\$110,000	\$100,000	\$100,000
Stock Photo and Video	\$60,000	\$15,000	\$45,000
Printing and Materials	\$55,000	\$65,000	\$70,000
Contract Labor Support	\$190,000	\$170,000	\$181,000
Media Tour Expenses	\$ -	\$6,000	\$6,000
<b>TOTALS</b>	<b>\$842,000</b>	<b>\$867,000</b>	<b>\$877,000</b>

\*\*Additional potential savings from cancelled in-person events will be redirected to new digital opportunities.

# **CONSUMER PR: Immediately shifted to offense**



## Primary Consumer Audience:

### Moderate to Heavy Seafood Eaters –

to keep consumption and brand loyalty high. We want to ensure we continue to engage this audience *to influence others* to #AskForAlaska.

### About this Audience:

- Men and Women
  - 35+ yrs/75K+ HH Income
  - Primarily in Coastal Areas
  - Diverse
  - Our ambassadors
- 

## NEW Consumer Audience:

**New Seafood Eaters and Home Cooks** – to drive awareness and consideration for Alaska seafood, some for the first time, and keep Alaska seafood at the center of the plate.

### About this Audience: *Spans Generations*

- Young Millennials
  - 22-34 yrs old
  - 24% more engaged with food & beverage brands compared to other generations
- Generation Z
  - 15-21 yrs old
  - Ate seafood the most away from the home, before the pandemic (data via [Datassential](#))
  - Most experimental when it comes to food
  - Motivated by health and sustainability
- Generation X
  - 40-55 yrs old
  - High passion for home cooking
  - 72% like to cook
  - 65% are the sole grocery shopper in their HHs

# FY21 CONSUMER PR – ALREADY ON THE OFFENSIVE



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## Converting consumers by reaching them where they are...Online!

- Utilizing relevant messaging on platforms they are already using:
  - *Easy, convenient, simple prep experiences*
  - *Seafood for wellness, immunity, self-care*
  - *Tapping into national support for US products*
  - *Trends in home cooking and global/heritage recipes*
  - *Sustainable messaging as social justice*
- Partnering with campaigns and personalities they are already following:
  - *Celebrity Chefs, RDs, Influencers*
  - *Eat Seafood, America*
  - *Collaboration with Domestic Programs*



# FY21 CONSUMER PR – ALREADY ON THE OFFENSIVE



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## Creating new seafood consumption occasions and moments

- [#SeafoodSunday Campaign](#) launching this month!

## Creating powerful digital and multimedia materials

- Create and share digital content, recipes for industry use
- Videos in production – SPECIES BIOS
- NEW WEBSITE
  - *Recipe Database, QR code links*

Complete FY21 Consumer Strategy presentation and anticipated results available!



#SEAFOODSUNDAY RECIPE ROUNDUPS

KITCHEN INSPIRED RECIPES >

FAMILY FRIENDLY RECIPES >

FUN & FRESH RECIPES >

JOIN THE #SEAFOODSUNDAY MOVEMENT

Share and tag photos with [#SeafoodSunday](#) and [#AskForAlaska](#) for a chance to be featured!  
Want more ways to spread the word?

GET THE TOOLKIT

# FY21 BUDGET PROPOSAL

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## Keeping the Ship Steady:

### Invest in Proactive Crisis Communications - \$50,000

Staff propose shifting \$50,000 in FY20 Communications carryforward funds to the FY21 Consumer PR Budget to build a master crisis communications manual and proactive playbooks to responsibly prepare for issues that could negatively impact consumer sentiment for the Alaska Seafood brand.

- The groundwork will allow the team to act quickly in a real-world scenario, reducing work cycles and costs during high-stress situations.
- ***This was identified by the committee as an important need.***
- ***The developed materials will be a one-time expense but a resource industry for the long-term, with annual updates made by ASMI.***



# FY21 COMMUNICATIONS PROGRAM BUDGET OVERVIEW



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Consumer PR Program	FY20 Budget	FY21 Approved	FY21 Proposed Changes
<b>Program Operations:</b>			
Monthly Consumer PR & Social Digital (Fees)	\$720,000.00	\$720,000.00	\$720,000.00
Domestic Trade PR (Fees)	\$60,000.00	\$60,000.00	\$60,000.00
Measurement Tools	\$9,000.00	\$9,200.00	\$9,200.00
Paid Digital Social Media Amplification	\$60,000.00	\$60,000.00	\$60,000.00
Paid RD Program	\$20,000.00	\$20,000.00	\$20,000.00
Paid Chef & Influencer Program	\$40,000.00	\$40,000.00	<b>\$80,000.00</b>
Misc. Events and Sponsorship	\$4,000.00	\$4,000.00	\$4,000.00
Spring 2021 NYC/Virtual Media Event***	\$40,000.00	\$45,000.00	<b>\$27,605.00</b>
FAM trip (s)***	\$45,000.00	\$60,000.00	<b>\$45,000.00</b>
Staff Travel***	\$15,000.00	\$14,800.00	\$14,800.00
Sample Product and misc. opportunities	\$7,000.00	\$7,000.00	\$7,000.00
Crisis Comms Planning & Execution	N/A	N/A	<b>\$50,000</b>
<b>TOTALS</b>	<b>\$1,020,000.00</b>	<b>\$1,020,000.00</b>	<b>\$1,097,605.00</b>

\*\*Carryover from cancelled FY20 event.

\*\*\*Potential savings from these budget lines will be redirected to new proactive earned, paid and digital/social consumer PR activities.

# FY21 COMMUNICATIONS BUDGET UNKNOWNNS

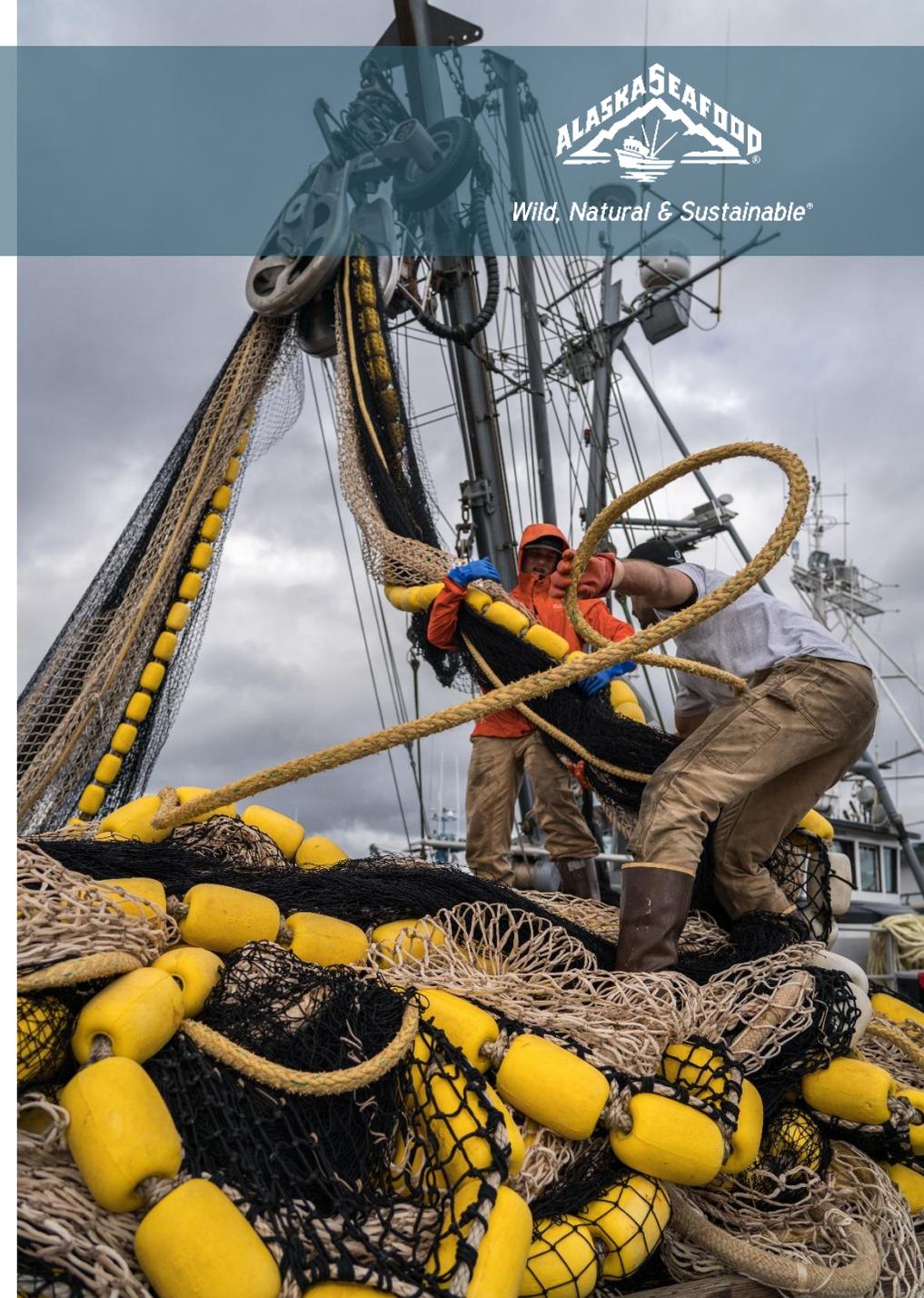


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## FY21 Communications Budget Changes, COVID-19:

### Saving for a Sustainable Future

- Based on previous budget projections, the Comms and Consumer PR programs are set to face budget cuts in FY22.
- **Staff proposes carrying over \$83,000** (10% of FY20 budget) in funds from FY20/21 to FY22 to provide continued support for program activities from FY21 and lessen impacts of future cuts.
- Proposed carryover amount leaves funding available through the end of the current fiscal year for reactive promotions or activities as needed.
  - *Unknown whether rescheduled and other future events may also be cancelled, resulting in a larger carryover.*





Thank you!

*Questions?*



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