

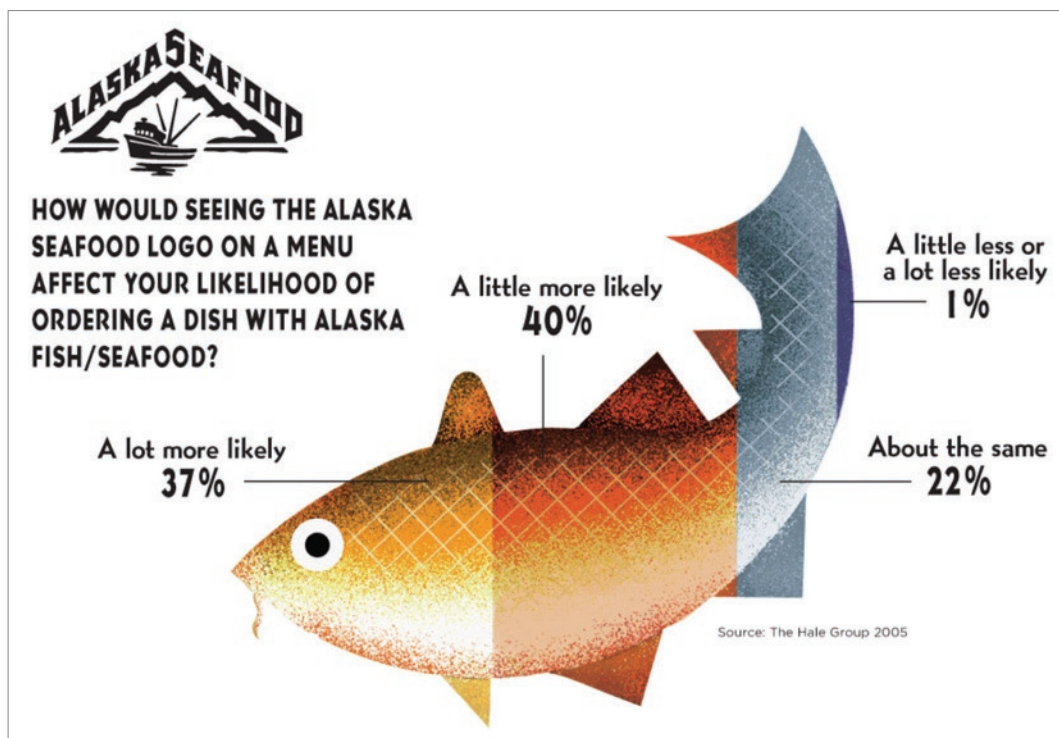
The ASMI Logo and Leveraging Brand Equity

The Alaska Seafood logo stands for superior quality and sustainability, and merchandising Alaska Seafood by this brand name is a powerful way to build sales and customer satisfaction.

Customers are drawn to brands, which draw a “halo of quality” that inspires familiarity and trust.

The value of the Alaska Seafood brand is very strong compared to other, non-seafood brands, as well as to other seafood brands and to farm-raised seafood. In fact, 77% of customers in popular chain restaurants said that the presence of the Alaska Seafood brand on the menu would influence their selection.

Like the state of Alaska itself, the Alaska Seafood brand is huge. Adding Alaska motivates a sale.



www.alaskaseafood.org

Leveraging Brand Equity

The Alaska Seafood brand carries a powerful promise of quality, and is even more recognized than such premium products as Certified Angus Beef®, Haagen-Dazs® ice cream, and Idaho Potatoes®, according to recent research.

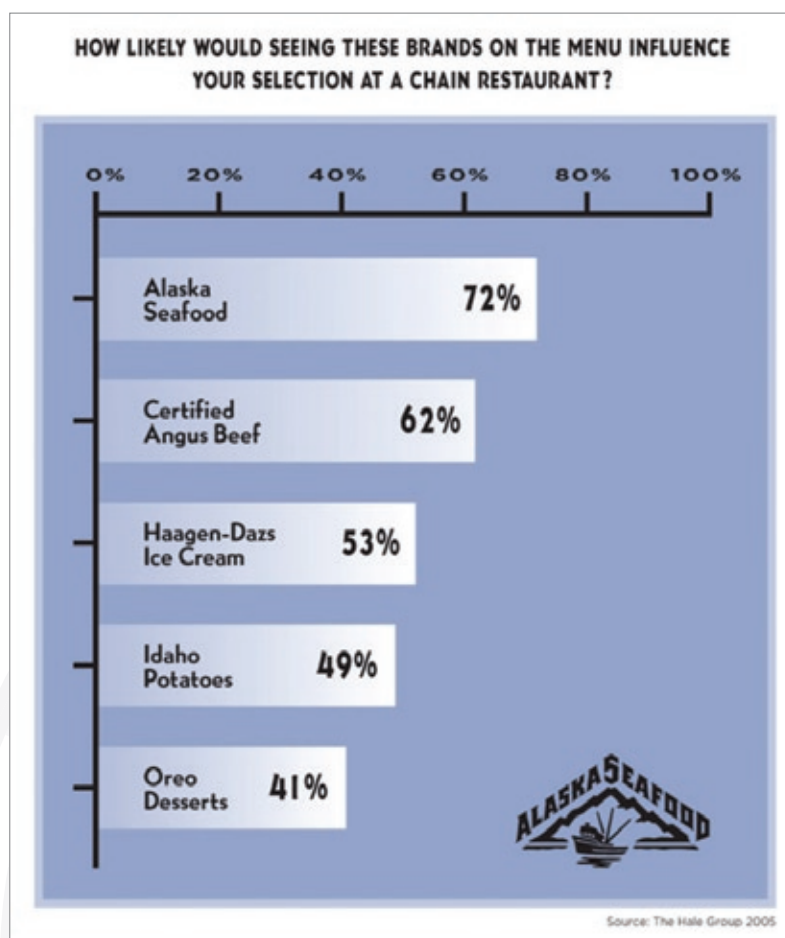
For more than 25 years, the Alaska Seafood Marketing Institute (ASMI) has helped deliver on that premium process, with a long history of supporting the Alaska Seafood brand to prominence. Throughout the years, ASMI has initiated an ongoing program of multi-million dollar national advertising campaigns, raising awareness of the Alaska Seafood brand in the minds of consumers, and we continue to communicate the brand's premium market position in meaningful and high-impact ways.

Tap in to that tremendous brand recognition by promoting Alaska Seafood.

Boost Sales

Enhancing the Alaska Seafood brand presence at retail can drive sales and customer loyalty, and help increase the brand perception—a win-win situation no matter how you look at it.

ASMI'S Retail Marketing Program allows for complete customization at the store level; store-by-store differentiation allows individual stores to set themselves apart from the competition in their area by participating in promotions, and developing their own marketing strategies.



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