

DATE: October 11, 2016

TO: ASMI Board of Directors and Committee Members

FROM: Tyson Fick, ASMI Communications Director

RE: Communications Program Activity Highlights, October 2015 - October 2016

Communications Program Goals and Objectives:

- Support all ASMI Marketing Programs and other departments by collaborating on marketing efforts that align ASMI and industry marketing efforts for maximum impact within the food industry;
 - Producing content to be used across all departments
 - Serving as a spokesperson with media and food influencers
 - Special projects
- Increase positive awareness of ASMI and the Alaska Seafood brand among the following four key audiences;
 - Seafood Consumers
 - Fishermen/Industry
 - Alaskans
 - Government leadership
- Management of the Public Relations program to increase awareness and preference for Alaska seafood

Communications Strategic Plan

In FY15, the Communications team conducted a strategic planning exercise with insight from key industry members, with the purpose of creating a plan to help focus the program's efforts, communicate the program's goals, and serve as a tool for evaluating program requests or new opportunities. Submitted to the Joint Committee in April of 2015, the plan identified the following key audience groups and messaging priority for each: US Domestic Consumers, Alaska Foodies, Fleet/Industry, Alaska's Economic Audience, and the Alaska Legislature. This document also serves to effectively guide the growth that the Communications program has seen in recent years and provide a roadmap for meaningful evaluation of present and future program activities. This year, with budgets shrinking, we updated the strategic plan to reflect lessons learned. Current audiences are:

US Domestic Consumers

Fleet/Industry

Alaskans

Government Leadership

Objective #1: Support all ASMI Marketing Programs and other departments by collaborating on marketing efforts that align ASMI and industry marketing efforts for maximum impact within the food industry

New alaskaseafood.org Website

In 2016, we launched the new AlaskaSeafood.org corporate website. Rebuilt from the ground up, the new site increases access to resources which our stakeholders will find most valuable, such as direct marketing materials, Responsible Fisheries Management program updates, and a section specifically for fishermen. Highlights of the new site include a front-facing home for Food Aid, quality specifications, and an interactive marketing calendar. Permanent links in the bottom corner of every page take users to often-used items including the Alaska Seafood supplier directory and materials catalog. The effort relied on input from industry members and focused on ease of navigation, improved user experience, and creating a modern and fresh online space for all aspects of Alaska's dynamic seafood industry.



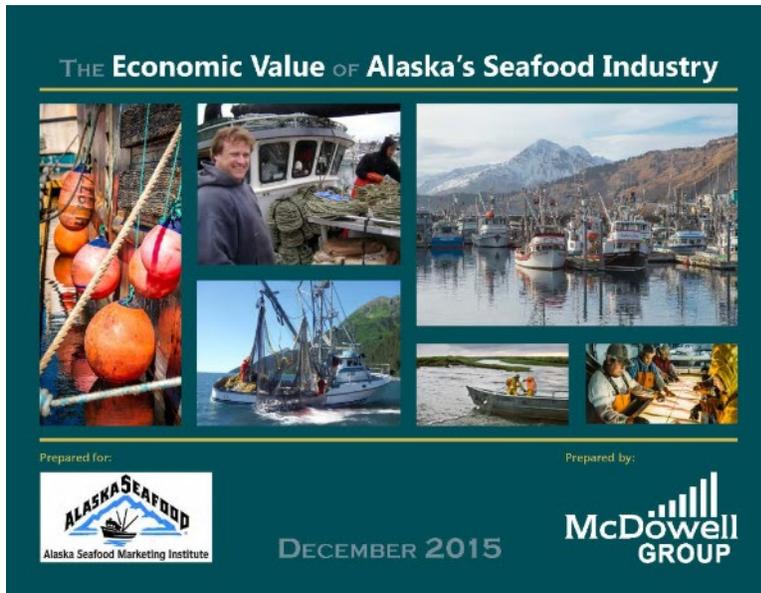
Fishing Families Photo Contest update

The Communications Program conducted the third annual Fishing Families Photo Contest from November 4, 2015 to December 13, 2015. The contest was a success and received over 470 entries. ASMI incorporated a Facebook fan favorite campaign which encouraged ASMI Facebook fans to vote for their favorite entry by liking the photo through the Facebook app. The call to action on social media created strong engagement from our fans and increased the number of ASMI Facebook fans significantly. The photos have been incorporated into Alaska Seafood marketing campaigns already and help to highlight the rugged beauty of Alaska's fisheries and the generations of hardworking fishermen. The photos are also available to members of the Alaska Seafood industry in ASMI's digital media library.



- Received 470 total photos this year with over a quarter being hi-resolution, professional quality
- Photos acquired are being used in various campaigns throughout all ASMI programs including international markets

Updated Alaska Seafood Economic Report



An updated Economic Report of the Alaska Seafood Industry was released in December of 2015. The report, available on our [website](#), updates a prior study published in July 2013. The analysis quantifies the regional, statewide, and national economic impacts of Alaska's seafood industry. This report summarizes overall industry participation, value, and exports. It also highlights the significant impact the industry has on tax revenues and lowers the cost of living in Alaska.

As the brand manager for Alaska seafood, ASMI recognizes the need to inform the general public and consumers about the important economic benefits of the industry. Alaska's seafood industry covers vast areas of the state but is not always well represented in traditional employment data sources. ASMI contracted with McDowell Group to update the economic impact of Alaska's commercial seafood industry.

International Media Tours

The Communications program has collaborated with the International program on several in-state media tours, including touring Dutch Harbor in February with a delegation of Japanese seafood trade media, an exploration of Southcentral Alaska autumn fisheries with Japanese chefs and writers, and our annual Culinary Retreat, which has been a partnership between domestic and international media and chefs for the past three years. This year, ASMI hosted chefs from Brazil, China, Germany and Japan in Ketchikan.

Quality Videos and Research

In partnership with the Technical program, the Communications program is producing several videos demonstrating proper thawing and filleting practices that will be useful for

processors, distributors, retail, foodservice and consumer audiences. Additionally, we have begun a research project on how ASMI can more easily and meaningfully engage with distributors.



Objective #2: Increase positive awareness of ASMI and the Alaska Seafood brand with key audiences:

- **Fishermen/Industry**
- **Alaskans**
- **Government Leadership**

Town Hall Meetings

After feedback from the previous year's Industry Report Card survey indicated that fishing communities would welcome the chance to hear directly from ASMI at local events, the Communications program implemented a series of Town Hall meetings. Hundreds of fishermen attended events in Juneau, Naknek, Cordova, Petersburg, and Anchorage. ASMI staff presented salmon market insights, ASMI promotions, and answered questions from the engaged group of fishermen in attendance. The events were well received and we will continue to engage our fleet and fishing communities with more Town Hall meetings.



Alaska Seafood Brand Ambassador Program

We expanded our successful Alaska Seafood Brand Ambassador program, which encourages the fleet to become brand advocates and reminds them that they are integral to



ASMI's mission of promoting Alaska seafood. The brand ambassador program offers Alaska fishermen the opportunity to provide ASMI with information about where they fish, what species they harvest, where they reside and more so that we have a contact list to reach out to when we bring media, chefs, and other influencers through the state. The program has over 450 Alaska fishermen ambassadors but remains an ongoing effort by the Communications Program. We continue to grow the list

by speaking with fishermen around the state and at industry events such as Comfish and Pacific Marine Expo.

- **450 total Alaska fishermen committed to being Alaska Seafood brand ambassadors across the country**

Wheel Watch Fisherman Newsletter

In a continuous effort to communicate with key stakeholders of the Alaska Seafood brand - the hardworking fishermen - the Communications Program produced a fleet newsletter summarizing the marketing activities over the course of the past year. Wheel Watch - ASMI's Report to the Fleet - was distributed to the Alaska Commercial Fisheries Entry Commission permit holder database along with the Alaska crewman database.

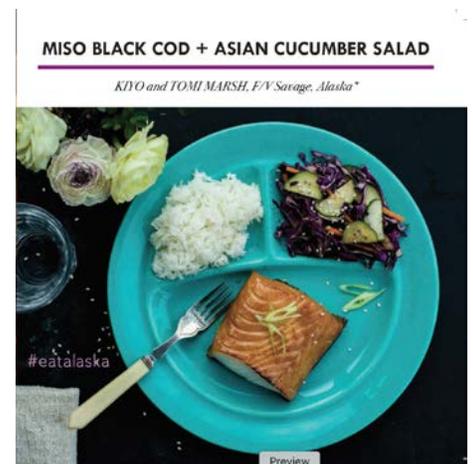
- **Mailed over 33,000 newsletters to fishermen around the state.**



The Eat Alaska Project

This year, the Eat Alaska program expanded in scope and reach. Eat Alaska is an in-state food promotion aimed at capturing the local food trend in Alaska. We added six new recipes to the previous group of twenty recipes from the state's brightest chefs, highlighting both wild Alaska seafood and Alaska Grown produce. This year, recipes were contributed by farmers and fishermen as well. The recipe photography, styling and design were all done in-state by Alaskan professionals.

The recipes anchored the various elements of the promotion, which featured recipe cards, co-branded insulated tote bags, standing co-branded 'Nanook' bear cutouts, a dedicated recipe



section on www.wildalaskaseafood.com, the social media hashtag #EatAlaska.

This year, we also created two short recipe videos in the style of the very popular Tasty videos that show step-by-step instruction on two seafood recipes. One recipe, shared on ASMI 's social media channels, reached over 190,000 viewers, was viewed almost 65,000 times, and was shared 1,300 times, making it one of the highest engaged posts of the year.



Distribution channels included over 35 farmer's markets around the state, as well as small retail and foodservice outlets across Alaska. These efforts help educate Alaskans about the iconic value of Alaska's local, world-class seafood resource by partnering with the highly valued Alaska Grown brand, focusing on the themes of locally sourced food and superior flavor and texture.

The campaign was well-received in every venue, and have become popular items for distribution by the office of Alaska Governor Walker.

Marketing Updates



The Communications Program distributes regular ASMI updates to over 2,700 interested individuals via an email newsletter. The Marketing Updates highlight the agency's marketing activities, including past, present and future campaigns, tradeshow and events and other seafood industry related news. Frequently, the content gets picked up as news items and redistributed through various channels including Alaska news and industry news

outlets.

- **Increased publish rate to every 3 weeks**
- **2,750 total subscribers via organic growth (over 500 new subscribers from October 2015)**
- **Average 'open rate' of 23% (4.5% higher than industry average)**

Annual Report

The Communications Program produces the annual statutorily required report on ASMI's performance for distribution to the Governor, members of the Alaska State Legislature, policy makers, and members of the seafood industry. The report is available in print and

digital versions as well as posted on the ASMI website. This report includes Alaska Seafood challenges and opportunities, program descriptions, performance measures, and financials.



New Print Ads

ASMI regularly advertises in National Fisherman, Pacific Fishing and other publications. This year, the Communications program designed new ads intended to connect with fishermen and emphasize the important role they play in the Alaska Seafood brand.

Pacific Marine Expo

ASMI exhibited at the largest commercial fishing trade show on the west coast, the 2015 Pacific Marine Expo in Seattle, Washington. This is a “can’t miss” event for ASMI to show off the marketing work being done to raise the value of the Alaska Seafood brand and to connect with fishermen who work on Alaska’s waters. ASMI shared cookbooks and recipe leaflets, health and sustainability information and Alaska seafood posters, decals, and Alaska seafood swag. ASMI also held a salmon committee meeting and town hall that was the best attended session ASMI has been a part of at PME. Addressing low prices, promotional activities, and market conditions with fishermen directly, this meeting launched series of town hall meetings to follow.



Alaska Federation of Natives Convention

ASMI exhibited at the Alaska Federation of Natives Convention on October 15 through 17, 2015 at the Dena’ina Center in Anchorage, Alaska. ASMI was a sponsor for the annual convention that draws over 5,000 attendees. Alaska seafood cookbooks, health information and Alaska Seafood branded handouts were distributed from the booth.

Alaska Food Festival & Conference

The Communications Program exhibited at the 2nd annual Alaska Food Festival and Conference, facilitated by the Alaska Food Policy Council, Feb 26-27, 2016 at the University of Alaska Anchorage. During the conference, local chefs demonstrated cooking techniques using wild, Alaska seafood. National speakers presented on a variety of topics including

food security, food production, business and local community issues. Workshops and group discussions also took place for the 175 registered attendees. Alaska seafood recipes, cookbooks and health information were distributed from the ASMI booth throughout the two-day conference.

Symphony of Seafood

In addition to the new products competition with events in Seattle and Anchorage, the Alaska Symphony of Seafood repeated last year's successful event in Juneau in February. The event was packed, coinciding with the United Fishermen of Alaska board meeting and drawing many legislators and staff. Although ASMI does not host a reception during the legislative session, this function was an excellent way to share the highlights of Alaska's forward-thinking seafood industry with state leadership. The event was attended by 200

guests including Lieutenant Governor Byron Mallott, several legislators, and approximately 25 UFA board members.



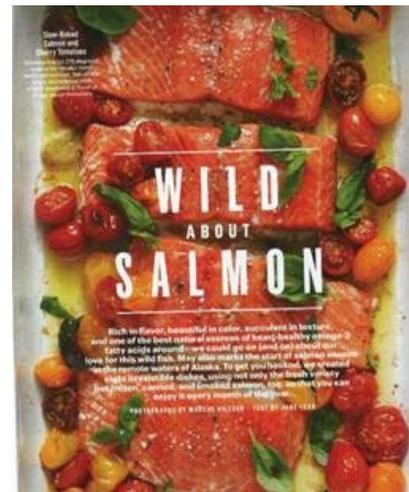
Objective #3: Lead and manage the Public Relations program to increase consumer awareness and preference for Alaska seafood.

Public Relations and Social Media

The Alaska Seafood Marketing Institute team works with Edelman to execute an integrated PR and social media plan that supports ASMI initiatives, increases brand recognition and taste preference, and ultimately drives sales for Alaska seafood. To accomplish this, Edelman executed a multi-faceted communications campaign that focused heavily on differentiating Alaska Seafood through taste experiences and visual storytelling via earned media relations, taste-driven events, social narrative and online campaigns, influencer engagement and paid amplification to reach seafood consumers nationwide and educate them on why Alaska matters.

Media Relations

Superior taste, sustainability, recipe ideas and more were highlighted through earned media relations efforts resulting in **895 articles and more than 2.5 billion earned media impressions from February 2015 – September 2016** in top tier outlets like Associated Press, New York Times, Martha Stewart, Eating Well, Real Simple, Allrecipes.com, Food Network, Glamour.com, Oprah.com, BuzzFeed, Tasting Table and more. In FY'16 from July 2015 – June 2016 there were 309 articles resulting in more than 1 billion media impressions and from July – September 2016 there have been 301 articles resulting in 527 million media impressions.



Events

Alaska Seafood was placed at the center of the food movement via extensive NYC events including a James Beard house dinner with Alaska chefs, media lunches and dinners at Tasting Table test kitchen and Food Network headquarters, and test kitchen visits to Martha Stewart and Daily Meal. Hands-on Alaska fishing/culinary trips resulted in brand affinity and feature stories in outlets like FoodNetwork.com, Bon Appetit, Martha Stewart, Thrillist, Food Republic, Eating Well, Good Housekeeping, Real Simple, Better Homes and Gardens.



Influencer Videos and Digital Campaigns: A robust #askforalaska influencer campaign and video series with iJustine, lifestyle YouTube star of the year, has continued to drive online conversation. The first Alaska salmon video released in 2015 has garnered 450k video views to date and thousands of social impressions. In October 2015, the team worked with iJustine on a second video in honor of National Seafood Month showcasing frozen Alaska cod that garnered 65k views in the 24 hours of being posted and more than 115k views to date. To support the first ever Alaska Wild Salmon day, the team designed, executed and promoted ASMI's first geo-targeted snapchat filter in Anchorage, Juneau and Seattle resulting in 6,132 geofilter uses and to drive awareness for the salmon harvest season, the team partnered with Food52 on six-week salmon recipe contest sponsored by Alaska Seafood including content, display ads, website referrals and more driving 4.4M total impressions.



Social Media: Through extensive social media efforts and by creating a narrative showcasing Alaska Seafood recipes, videos and photos, the brand saw a 16% increase in social engagement via ASMI's social channels across Facebook, Twitter and Instagram, resulting in 328K total engagements. On average, the ASMI social community grew by 540 followers per month and the Instagram channel has grown by 365%. Social content that provides value ("Learn how..." or "Did you know...") averages a reach of 34K and 635 engagements per post, and videos shared on the ASMI Facebook page have consistently garnered over four times the reach of other content types. To ensure that social messages were reaching



key audiences, Facebook paid media campaigns were implemented throughout the year. Results of paid media campaigns include \$.04 video view costs (costs are typically between \$.10-.15 per view) and \$.13 engagement costs (costs are typically between \$.25-.50 per engagement).