

ALL HANDS ON DECK

Conference



ASMI NEU Programme Update
Fall 2025

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INTRODUCTION – GREEN HILL BAND

Sarah Block account lead, 10 years ASMI experience

Additional team:-

- ASMI experience
- Food marketing experience
- Seafood expertise

Underpinned by experienced marketing support team and ex ASMI finance team.



NEU Market Update



Not so good news...

Murky political landscape. UK labour government, strategies for growth currently not working.

Tariff uncertainty and war in Europe. Public purse stretched by investment in defence. Inflation 3-4%.

Consumer confidence not great. Cost of living no longer a crisis but customers feeling the pinch.

NL growth at 1.3%. Robust consumption and public finances in good order.

Nordics performing slightly better but high interest rates, soft global trade, and productivity challenges challenging any notable growth.

Regional summary “stable but subdued”.



Better news...

- **Younger consumers driving change:** Growing consumer intent to purchase seafood, especially among younger generations.
- Interest in trying seafood and new species, with strong emphasis on sustainability and transparency about sourcing.
- **Health and wellbeing narrative:** Shift from “fish is healthy” to promoting seafood as vital for longevity, brain health, and overall wellbeing.
- **High-value shoppers:** Seafood buyers spend significantly more — £1000 extra annually, £300 on premium products — and drive broader store sales (e.g., wine, desserts, salads).
- **Storytelling matters:** Brands like Rockfish are training teams to share seafood origin stories tableside, and foodservice outlets are urged to communicate sourcing clearly.



Recent campaign success with ROI



OCCASION DIVERSIFICATION



Back to School

- Positioned sockeye salmon as the perfect solution for September 'Back to School'
- Four-week campaign to promote Alaska sockeye salmon across online retail supported by targeted social media campaign
- Combination of price promotion/ease of purchase and recipe inspiration for busy mums.

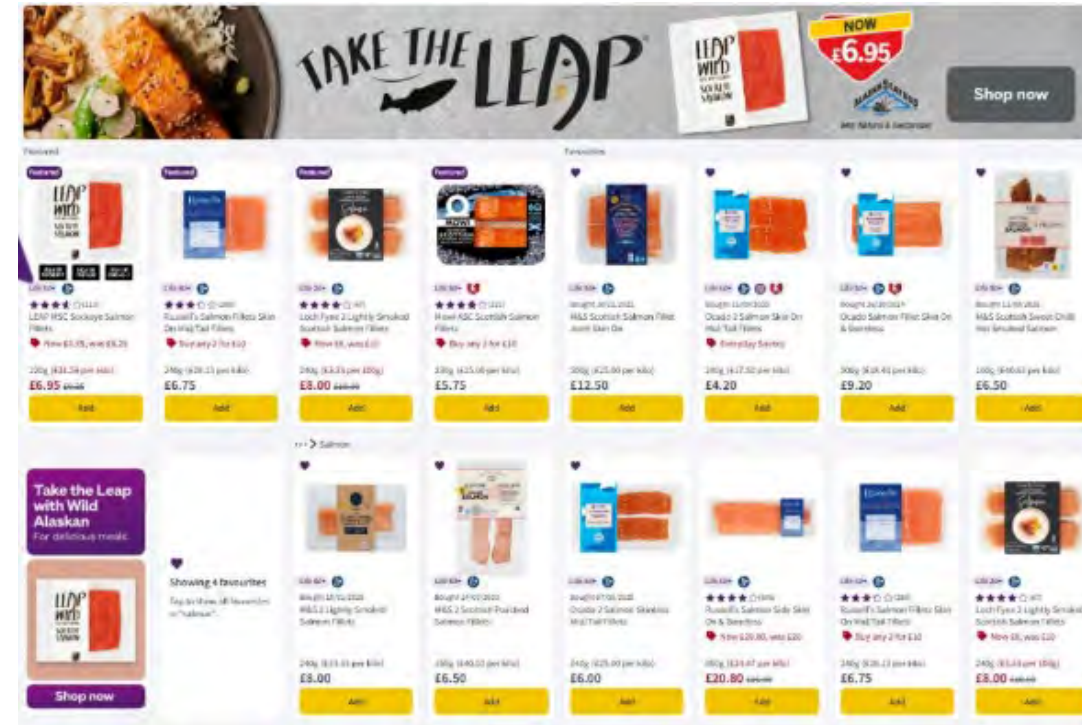
The campaign consisted of:

- Retail promotion with Ocado
- Developed new sockeye recipes
- Ran influencer campaign with relevant content creators
- Paid social campaign on @alaskaseafooduk throughout the month, alongside organic posts



Promotion Highlights

- The tactic was an inspiration banner on the highest traffic fish page search for Salmon
- Deepest price promotion of the year (funded by supplier) at £6.95 (normally £9.25)
- Ocado featured the promotion in their top offers page to support and drive growth



Social Campaign Highlights

- **24 new pieces of content developed**, working with creators to create eye-catching, authentic and engaging recipe reels
- Total **engagements at +2,925%** of target, **reach at +743%** and clicks at **+860%**
- 3 x macro influencer collaborations, **reaching over 61K people**, with **188K engagements** and over **84K video views**
- Achieved over **1.6M impressions** across social, as well as **5.2K clicks to Ocado**, **190K engagements** and a reach of over **1.1M**

+300% sales on salmon search

+36% new customers added

+114 YoY Volume



COSTCO SUCCESS



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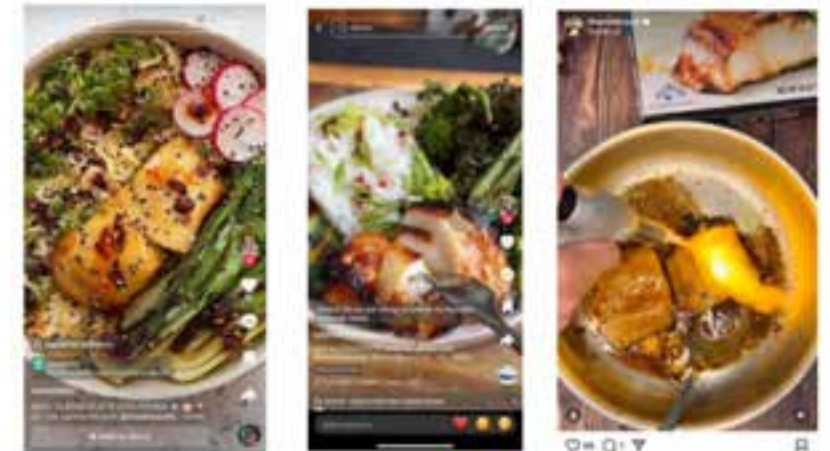
New Product Launch

- Supported the launch of Alaskan Leader's 'Miso Marinated Black Cod' into Costco UK in February
- Included demo days, end-cap promotion, a feature in the Costco Connection magazine, and an influencer campaign



RESULTS -

- Promotion in all 29 Costco UK warehouses
- 120 boxes sold on the first day of launch (before promotion metrics had been implemented)
- 627 sales made on the demo day (162.05% increase in sales)
- For every 13 members who sampled, one made a purchase
- Influencer campaign reached 1.2M people, collaborated with 8 creators
- Product continues to sell out nationwide. Costco has expanded the listing to Sweden and will launch in new European stores soon.



Supporting YFS

- Promoting yellowfin sole is a focus in the Northern Europe market
- ASMI NEU ran two rounds of demo days on Lakeland's Yellowfin Sole Goujons with Costco in June

RESULTS -

- Two rounds of demo days across all 29 Costco UK warehouses
- 833 sales made across the demo days
- 463% increase in sales
- One in ten customers who sampled the product made a purchase
- Positive feedback from Costco members



"Good value for the pack. Nice taste, very tender and flaky fish."

"Lovely flavour, loads in a pack, nice big goujons, popular with old and young, quick and tasty easy meal."



TRADE SERVICING



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Q1 Trade Outreach

Ongoing trade outreach is key to raising awareness of Alaska Seafood and expanding promotional efforts in the UK market.

Trade servicing activities are low cost, high impact! Effective at building relationships and securing future promotion.

HIGHLIGHTS –

- Dutch processors trade mission to Alaska
- Visit and ASMI presentation to Viciunai HQ in Lithuania
- Joint WASA & ASMI trade visit to Grimsby, introducing WASA to key industry partners
- Supported Oceans 67 (NL) with a recent trade visit to Alaska





FOODSERVICE



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Menu Development & Market Insight Day

TARGETING PUBLIC SECTOR CHEFS ACROSS HEALTHCARE & EDUCATION

- Hosted a menu development & market insight day
- Chefs had the opportunity to learn about Alaska Seafood and create dishes using Alaska species
- Each chef partnered with two students from chef training college
- Featured species: wild Alaska pollock, yellowfin sole and canned pink salmon
- Objective: Inspiring a new sector of the foodservice industry to use more Alaska products in their offering/educating aspiring chefs to experiment with seafood

Attendees included –

- Masterchef UK winner, winner of care home chef of the year, Baxter Storey development chef, and team of National Health Service (NHS) chefs







If we could scale
up?

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Seafood Revolution

Brain Food amplification

Big beautiful billboards



OUR MISSION

THE ENDLESS ENJOYMENT OF THE TASTIEST
FISH, NOW AND FOREVER.

WE MUST

- ✓ CHANGE FROM TAKING WHAT WE WANT, TO TAKE WHAT IS GIVEN.
- ✓ ONLY OFFER HEALTHY, SUSTAINABLE AND DELICIOUS SEAFOOD.
- ✓ INSPIRE PEOPLE TO ENJOY EATING SEAFOOD AND SHARE THE AMAZING STORIES OF SUSTAINABLE FISHERIES.

COMMUNICATION INSIGHTS

COMMUNICATION KEY INSIGHTS

FISH IS TASTY AND HEALTHY!
BUT HOW DO I PREPARE IT?

WHERE DOES MY FISH COME FROM?
IS IT OF SUSTAINABLE ORIGIN?
CAN I TRUST IT?

COMMUNICATION STRATEGY

CONSISTENTLY AND CONTINUOUSLY INSPIRING CONSUMERS ON HOW TO BEST BUY FISH,
HOW TO PREPARE SEAFOOD AND HOW TO ENJOY IT TO THE FULLEST.

AT THE SAME TIME, CONNECTING THE CONSUMER TRANSPARENTLY AND EMOTIONALLY
WITH THE FISHING COMMUNITIES.

ENJOY!

✓ FISHING IS FASCINATING!

✓ COOKING FISH IS A GREAT THING TO DO!

✓ EATING FISH IS PURE ENJOYMENT!

✓ THE WORLD OF SEAFOOD IS FANTASTIC!



Digestible Digital Content

- ASMI NEU will develop new digital materials (short-form videos, animation) which can be shared across social, used in PR campaigns and across our website

Educational materials focusing on key topics, including –

- Brain Health
- Cooking & Preparing Seafood
- Species Education
- Sustainability & Stewardship
- Traceability & Transparency



Innovative Out of Home

- Previous OOH campaigns have been in collaboration with ASMI partners like NESi & Vici
- With additional funds, ASMI NEU will develop new creative assets which showcase the ASMI brand first
- Launch large-scale out of home campaign with new ASMI-first creative assets
- Aim: raising brand awareness for Alaska Seafood amongst consumers in Northern Europe



RED
BY
ALASKA

Wild caught, sustainably sourced
and frozen fresh to lock in natural
flavor and nutrients.
Just for Alaska's best fish.

POST OFFICE

PayPal



Upcoming activities



What's Next:

- Christmas Campaign to support LEAP smoked sockeye: PR, social media, events & retail promotion
- Multi platform campaign in NL, billboard, retail, digital
- Food service promotion Bagels and Beans/Gails Bakery
- ASMI NEU visit to Urk
- Fish In Schools Hero Programme (pink salmon)
- Alaska Seafood Masters competition (sablefish, sockeye)
- Retail promotion with new partners Able and Cole
- Coop marketing campaign with independent canned producer
- Strategic review with Sainsbury
- January health campaign Waitrose



THANK YOU!

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International Marketing Committee
ASMI All Hands 2025

