

# Media Report

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Alaska Seafood Marketing Institute  
April 28, 2015



# Overview and Goals

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**The goals of the Alaska Seafood Marketing Institute's media plan for the 2015 Consumer Campaign were:**

- To reach more of our target audience throughout the US (many more impressions)
- To reinforce the media message across multiple platforms and to build frequency
- To increase “click thrus” from the media to the new WildAlaskaSeafood.com website

***But most important,***

- To sell more Alaska seafood!!!



# Media Mix for 2015

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For 2015 Consumer campaign the team put together a strong media mix by layering the following media:

- **Magazines** are providing inspiration and information, with compelling images/messages. Total circulation (including all issues) is 59,086,147.
- **On-Line advertising** includes more than 219,476,814 on-line impressions targeted to food “super channels,” food lovers, recipe-seekers, and magazine website pages that feature seafood, healthy eating and more.
- **Radio Traffic Reports** across the U.S. remind commuters on their way home from work to “pick up seafood for dinner.” 189,299,000 estimated impressions will mean more stops at seafood departments.
- **Events** across America have included Aspen and Austin *Food & Wine* Festivals, the Newport Mansion Tours/Festival and San Diego *Food & Wine* Festival. In the fall, we will sponsor a *Martha Stewart Living* “American Made” event.

# Magazine Plan

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**Magazine ads were designed to brand the product.** We chose *Real Simple*, *Cooking Light*, *Food and Wine*, *Sunset*, *Martha Stewart Magazine* and *Alaska Airlines Magazine*. A thorough analysis was completed among all relevant magazines using the following criteria:

- circulation -- we analyzed only paid subscriptions combined with paid newsstand (no free subscriptions were included)
- product content in the categories of food/cooking and health/fitness
- each magazine's printed circulation compared with on-line unique visitors
- percentage of subscribers with household incomes over \$100,000
- percentage of subscribers who buy more than 2 lbs. of seafood every 30 days
- demographic breakdown weighted at 33% subscribers 25 – 34 and 66% subscribers 45 – 64  
The 25 – 34 year-old (millennial) is interested in healthy eating and sustainability. They have a slightly higher awareness of Alaska seafood. The 45 – 64 age group are heavy consumers of seafood. The publications reach all of these audiences, plus 35 – 44 and 65+

All of these characteristics went into our negotiations and final decision-making. *Alaska Airlines Magazine* is also purchased for its alignment with the Alaska market, strong upscale traveler, food and cooking lover and to support Alaska in general.

The fast lane  
from  
ATTRACTION to  
OBSESSION

How do you get there? Ask for Alaska. If you're passionate about what you cook, satisfy your wildest desire with the enticing taste of succulent, and sustainable seafood harvested from the purest Alaskan waters.



For this Korean Soybean Cured Wild Alaska Salmon recipe and more tempting seafood ideas go to [wildalaskaseafood.com](http://wildalaskaseafood.com)

©2014 Alaska Seafood Marketing Inc.



**Wild, Natural & Sustainable**

A direct route  
from



How do you get there? Ask for Alaska. If you're passionate about what you cook, satisfy your wildest desire with the enticing taste of succulent and sustainable seafood harvested from the purest Alaskan waters.



For this Coconut Lime Alaska King Crab recipe and more tempting seafood ideas go to [wildalaskaflavors.com](http://wildalaskaflavors.com)



Wild Alaska Flavors  
Wild, Natural & Sustainable®

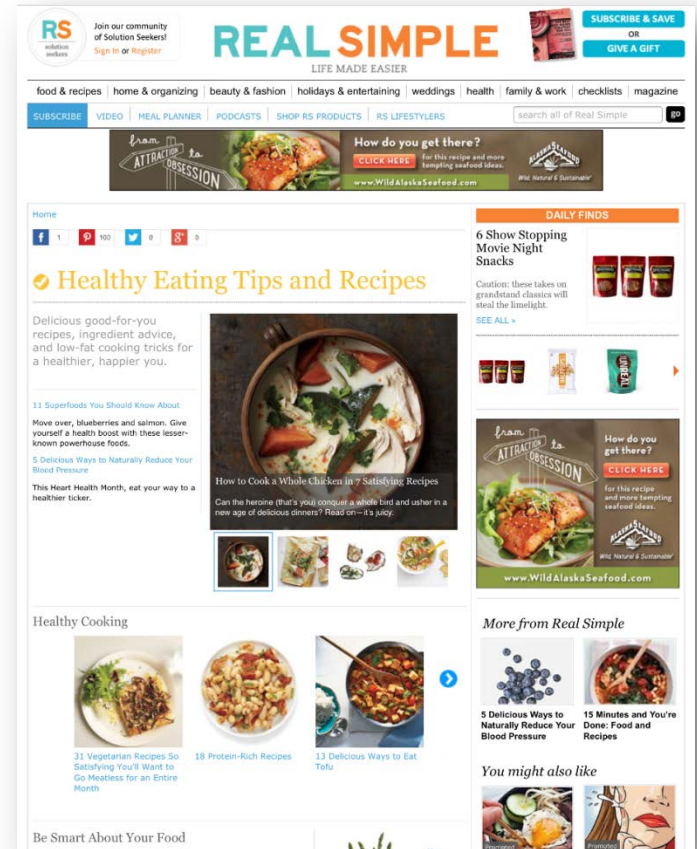


# On-Line Plan

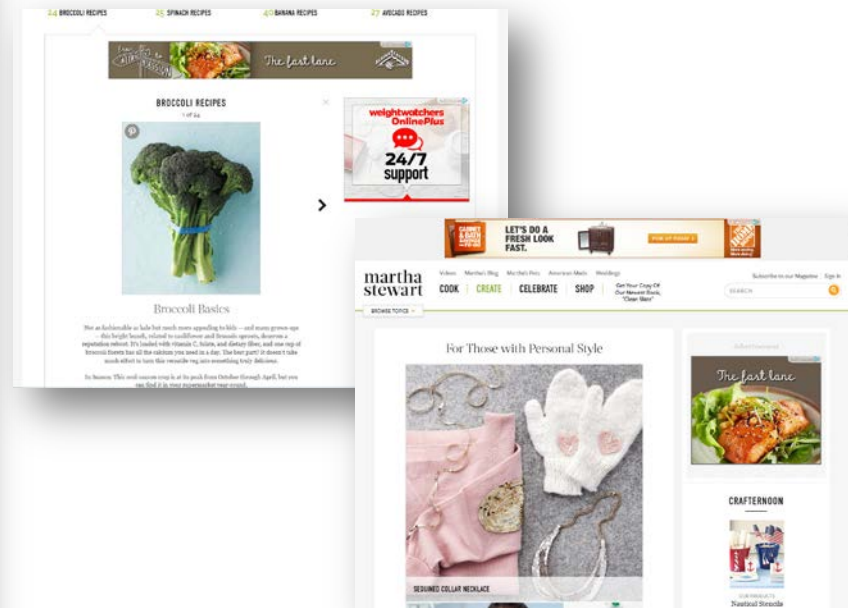
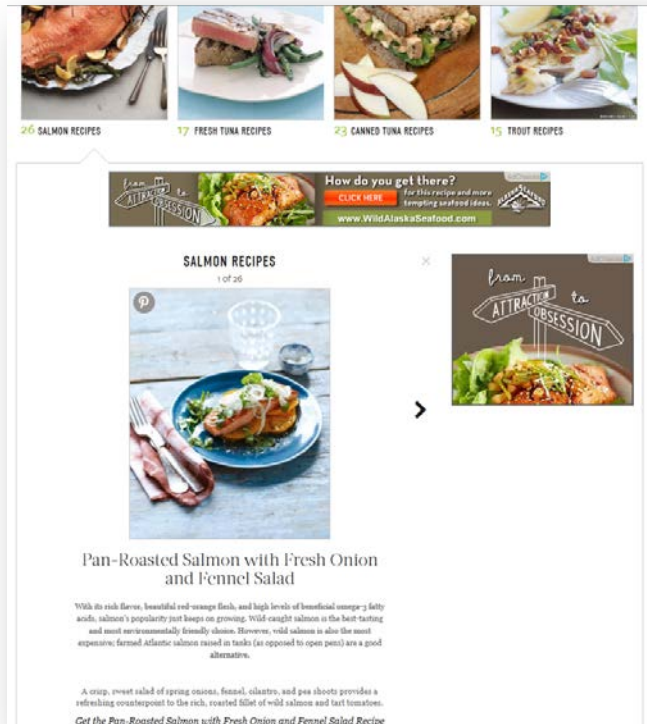
The On-Line media effort is the strongest yet for ASMI.

Sites selected include *Real Simple*, *Cooking Light*, *Food and Wine*, *Sunset*, *Martha Stewart Magazine*, plus *foodnetwork.com*, *advertising.com* and more.

- We purchased the on-line tie-ins with our magazine partners (in conjunction with editorial, sponsorships, special sections, etc.). In March, sponsorships were featured on *realsimple.com* and *marthastewart.com*:
  - “Healthy Eating Tips” on *realsimple.com* (2,407,157 impressions; .08% click-thru rate) along with mobile ads in “Food & Recipes” (634,698 impressions; .27% click-thru rate).



“Seafood & Shellfish” section of marthastewart.com (1,294,777 impressions; .08% click-thru rate) and we ran throughout marthastewart.com (3,894,054 impressions; .10% click-thru rate).




Upcoming are similar sponsorships on cookinglight.com, sunset.com and foodandwine.com.




- We choose foodnetwork.com due to their recipe “search” that draws 15 million to 18 million unique visitors per month.
  - “preferred search terms” (seafood, health food related) have achieved 1,022,621 impressions so far (.23% click-thru rate) and
  - we have run throughout foodnetwork.com (1,855,639 impressions; 0.12% click-thru rate)
- We are running with advertising.com -- an ad network with one of the largest and most extensive portfolios of on-line advertising options. Owned by AOL, advertising.com (or ad.com) is ranked among the top ad networks. We have purchased a total of 170,091,957 impressions on advertising.com at very low cost per thousand and cost per click rates. So far,
  - the Food Lovers Behavioral targeting has achieved 10,264,353 impressions; at a 0.06% click thru rate (\$1.10 cost per click).
  - The Food Super Channel has achieved 1,769,716 impressions; 0.17% click thru rate and
  - the Young & Fit network (for the Uber-Athlete ads) has achieved 701,619; 0.16% click thrus.
  - In addition, we received 221,078 bonus impressions at no cost.

These click thru rates are all above average and are getting millions of impressions.


- In addition, we have added a unique 3-part ad to the advertising.com group of ads starting in April.
- AdReady provides some support on-line advertising with remnant buying, re-targeting, search and campaigns for specific products. AdReady provides the capability for us to self-administer on-line buying and change targets and parameters as needed and as results warrant. Moreover, AdReady has an excellent resource for on-line creative building tools.



Delicious, Easy Seafood Recipes



Pan-Steamed Alaska Seafood Marseilles [MORE RECIPES](#)



Delicious, Easy Seafood Recipes


Pan-Steamed Alaska Seafood Marseilles

Prep time: 15 minutes  
Cook time: 10 minutes  
Servings: 4

**INGREDIENTS:**  
1 lemon, thinly sliced  
1/4 teaspoon sea salt

[PRINT RECIPE](#)

Pan Steaming Alaska Sockeye Salmon



Visit our website for more delicious and easy recipes! [LEARN MORE](#)

For more information, visit [wildalaskaseafood.com](http://wildalaskaseafood.com)

# Radio Traffic Reports Across the US

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We negotiated an exclusive sponsorship of Total Traffic radio reports in 206 markets across America.

**“Wondering what’s for dinner? Try grilling or roasting wild Alaska halibut, salmon or cod to have a delicious and healthy meal on the table in minutes. Pick up some tonight and visit [Wild Alaska Seafood dot com](http://WildAlaskaSeafood.com) for recipe ideas and more.”**

To get the best possible pricing we negotiated on an “as available” basis between March and August.

Estimated 10 weeks, airing from 3pm – 8pm, for a total of 189,299,000 impressions. This is an unheard of amount of coverage at a time period when many Americans are stopping at the grocery store on their way home! At this point, we have run in 206 markets, airing on 1,250 radio stations, with the message airing 12,600 times. Total impressions to date is 57,919,600.



# Spend Approved for 2015

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including Jan–June 2015 (\$1,653,474) and Jul–Dec 2015 (\$915,526 encumbered)

Magazine	\$1,591,721
On-Line	\$ 465,300
Traffic Reports	\$ 170,000
Events (including supplies, travel, catering, etc.)	\$ 120,000
<u>Other, including creative, commission, tracking, etc.</u>	<u>\$ 221,979</u>
GRAND TOTAL	\$2,569,000

# Proposed Budget for 2015-2016

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	<u>Encumbered Already Spent (Jul-Dec '15)</u>	<u>Added Plan A</u>	<u>Added Plan B</u>
Magazine	\$682,965	\$ 584,424	\$ 0
On-Line	\$118,061	\$ 269,771	\$256,914
Traffic Reports	\$102,000	\$ 65,805	\$163,086
Media related Events	\$ 12,500	\$ 80,000	\$ 80,000
<b>TOTALS</b>	<b>\$915,526</b>	<b>\$1,000,000</b>	<b>\$500,000</b>
<b>GRAND TOTAL</b>		<b>\$1,915,526</b>	<b>\$1,415,526</b>

The 2015 Media Plan is providing Alaska Seafood Marketing Institute with more than 467,881,261 Million impressions over the course of the campaign. The campaign is well on track.

In addition, the on-line campaign is expected to exceed 82,476 in click-thrus coming directly from the on-line campaign into the new wildalaskaseafood.com website. The other media should bring additional traffic to the new website as well through search or logging in directly.

Awareness of the brand and sales for Alaska Seafood will soar!