



# ASMI/Edelman Consumer Public Relations

FY'15 Activity Highlights – January – April 2015

April 28, 2015 - Joint Committee Meeting



# FY'15: Objectives

- Drive increased brand recognition and preference for Alaska Seafood.
- Tell the Alaska story: illustrate that Alaska is the amazingly pristine place with the highest standards in sustainability and the place you WANT your food to come from.
- Integrate “Alaska” into foodie discussions, recipes and vernacular among culinary tastemakers and culinary focused media.
- Stress nutrition messaging to further awareness around the benefits of eating Alaska seafood.
- Educate and influence consumers through media relations placements to drive increased seafood consumption inside and outside of the home.
- Target a younger and more diversified consumer.

# AUDIENCE: FY'15

**MILLENIALS, XERS (18-36)**  
**Driver: Healthy lifestyle,  
foodie mentality**

75 Million  
Intrigue of Alaska  
Adventurous eaters and culinary supporters  
Motivated to do what's best  
Sustainable practices important  
Looking for value; smart purchase  
Aspiring, home chefs

**BABY BOOMERS (50+)**  
**Driver: Long life, good looks**

75 Million  
Intrigue of Alaska  
Taste is important  
Red meat alternative  
Right for the environment  
I look good when I serve to others

Seafood lovers seeking tasteful, healthy proteins

Younger audiences want healthy, yet responsible food adventures, they are cooking more, and they rely on digital and social media for information

Boomers eating healthy want to stay that way, look good, extend life



# FY'15: STRATEGIES: WHERE WE HAVE BEEN FOCUSING

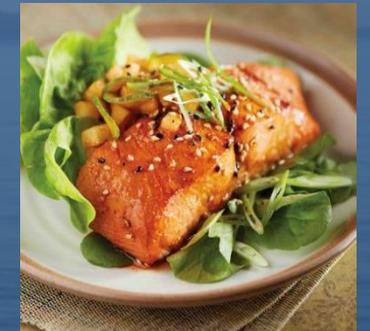
## TELLING THE ALASKA STORY: WHERE YOU FIND THE PUREST, WILD SEAFOOD ON THE PLANET

- Media relations, events, social media management
- Booking media and chefs for FAM trips



## EMPHASING THE SUPERIOR TASTE OF ALASKA SEAFOOD TO CULINARY and ELITE MEDIA

- Media relations, social media efforts
- NYC events – Tasting Table, Food Network test kitchen
- New collateral – Seafood for All Seasons guide, Salmon guide



## HIGHLIGHTING NUTRITIONAL INFORMATION TO ILLUSTRATE THE BENEFITS OF EATING ALASKA SEAFOOD

- Media relations, social media efforts
- Uber Athlete Program – securing media opportunities for Ryan and Sara Hall



# FY '15 – Results to Date (February – April)

- Secured an estimated **776 million impressions** through media relations placements in **Associated Press, New York Times, RealSimple.com, Allrecipes.com** and more.
- **7.1 million impressions** through recipe-centric blogger program resulting in 40 posts and 40 Alaska seafood recipes.
- **Booked more than 30 editors** to attend upcoming ASMI tasting event in NYC from top tier national outlets including Food&Wine, Bon Appetit, Martha Stewart Living, Redbook, YahooFood, FamilyCircle, Real Simple and more.
- For Summer FAM visits, secured seven editors from FoodNetwork.com, Bon Appetit, Refinery29, Glamour, Food Republic, Thrillist and Food Network/Cooking Channel and four top chefs: Tom Douglas, Eric Donnelly (RockCreek), Andrew D'ambrosi (Bergen Hill, NYC), and Elizabeth Falkner.

**AP** Associated Press

YAHOO!

The New York Times

**Cooking**

The Boston Globe



**REAL SIMPLE**  
LIFE MADE EASIER

THE LIVE-IN KITCHEN

allrecipes.com

wonkywonderful.  
APPROACHABLE RECIPES EXTRAORDINARY FOOD

A Cedar Spoon

SlenderKitchen  
Healthy Delicious Recipes & Meal Plans

HomeGrown & Healthy

# FY '15 – Sample of Coverage to Date

**AP**

**abc NEWS**

**The Washington Post**



Simple Guide (with Recipes) for Mastering Salmon Seasonality



**Alaskan Cod Fettuccine Alfredo**



Alaska Salmon Bake with Pecan Crunch Coating

★★★★★ [Read Reviews \(1067\)](#)

[Pinterest](#) 2K+ [Facebook Like](#) 1.2k [Twitter Tweet](#) 12



Grand Cru Salmon with Lentils in Red Wine

**YAHOO!**



Alaska Seafood Marketing Institute Releases Seasonal Harvest Guide to Inspire Home Cooks and Foodies



ALASKA COD WITH CLAM CHOWDER SAUCE

# Culinary Blogger Program

**Objectives:** Target millennials, drive increased recognition for Alaska Seafood, secure coverage of Alaska Seafood recipes

**Program:** Collaborated with Clever Girls Collective to partner with 40 food, health/nutrition bloggers.

- Each blogger created a recipe featuring a canned, fresh or frozen Alaska seafood species and included key messages highlighting taste, sustainability, versatility and health benefits of Alaska seafood.
- Coverage was posted over four weeks (March 12 to April 10); timed to leverage Lent, weeknight meals and kid-friendly recipes. Many included the Seafood for all Seasons guide.

**Results:** 7.1 million impressions

- 40 blog posts, 40 Facebook posts, 80 tweets, and 40 Pinterest pins.
- Amplified coverage via dedicated ASMI Pinterest board and shared social posts on ASMI's Facebook and Twitter channels.
- Blogger social media coverage included a total of 40 Facebook posts and 80 Twitter posts.



Cooking *with Curbs*

"I always choose wild caught over farm raised seafood, but now I will search for wild Alaska seafood whenever possible."

*girlichef*

"If you're unsure which way to turn when you're looking for seafood, a good place to start is by looking for the words Alaska seafood."

# Culinary Blogger Program – Pinterest Board

## Blogger Favorites: Wild Alaska Seafood Recipes

Did you know that Alaska supplies nearly 93% of the nation's seafood and that about 95% of North America's salmon comes from Alaska? Here are some of our favorite Alaska seafood recipes sourced from across the web.

Alaska Seafood 36 Pins 19k Followers Follow board

The board displays a variety of seafood recipes including:

- Smoked Salmon Bites with Mustard Cream Franche
- Mexican Salmon Salad
- Grilled salmon with spring soba
- Salmon meatball carbonara
- Spiced crab sliders with mango cranberry salsa
- Creamy Salmon Asparagus Pasta
- Avocado Crab Cakes
- Stacked Salmon Salad with Huckleberry Vinaigrette
- Fish Taco Lettuce Wraps with Mango Kiwi Salsa
- Pan-Seared Scallops with Corn Puree
- Smoked salmon blue with mustard cream franche
- Quick and Easy Hoisin Salmon
- Chile Salmon with Spicy Pineapple Salsa
- Wild Alaskan Crab Legs
- Baked Strawberry Lemon Salmon
- Panko Parmesan Crusted Cod with Lemon Cream Sauce
- Simple Sockeye Salmon Dinner
- Smoked salmon blue with mustard cream franche
- Quick and Easy Hoisin Salmon
- Chile Salmon with Spicy Pineapple Salsa
- Wild Alaskan Crab Legs
- Baked Strawberry Lemon Salmon
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# Creative Materials & Releases

*Seafood for All Seasons Harvest Calendar, Salmon Guide and Harvest Opening Press Releases*

**Objectives:** Drive excitement for Alaska species, recipes and year-long availability and highlight nutritional benefits.

## Program:

- Designed Seafood for All Seasons calendar and developed press release announcing the start of Alaska halibut and black cod seasons; distributed both to hundreds of reporters
- Created a robust salmon guide featuring recipes, species details, frozen and canned techniques to debut at the Tasting Table event in NYC on April 30.
- In mid-May, will distribute the salmon guide and press release announcing the kickoff of salmon season to hundreds of media outlets nationwide.

**Results:** 21 million impressions to date through secured coverage; 278 million additional impressions from press release distribution



### Recipes for the 2015 Halibut Season (It Starts Today)

“Seafood season begins this weekend in Alaskan waters. Fresh-caught Alaskan halibut and black cod have returned from their spawning grounds and are coming soon to a supermarket near you. “



GRILLED ALASKA SOCKEYE SALMON With Northwest Spiced Coffee Rub



D Mark Price nice. I saved this chart!  
Unlike · Reply · 2 · April 4 at 5:15pm



Tradex Foods Very useful! Thanks for sharing!  
Unlike · Reply · 1 · April 8 at 10:04am



Orca Bay Seafoods This is handy! Thanks  
Unlike · Reply · 1 · April 6 at 9:51am

# Media Relations

**Objectives:** Target local and national media, increase recognition for Alaska Seafood, secure coverage of Alaska Seafood recipes, nutritional benefits and related content.

**Program:** Created news engine calendar to support monthly touch points with media. Announcements and pitches to date include:

- **Superbowl (February)** – Pitched recipe ideas to 175 editors and bloggers.
- **Lent and Valentine’s Day (February)** – Pitched recipe ideas to hundreds of editors and bloggers.
- **Ryan and Sara Hall (March)** – Conducted outreach highlighting nutrition messaging pegged to LA Marathon targeting LA media, regional media, and national fitness outlets; secured interviews and recipe coverage in *Pittsburgh Post-Gazette*, *NJ.com* and *The Active Times*.
- **Easter (March)** – Shared recipe ideas and Seafood for All Seasons calendar with short lead media.
- **Cinco de Mayo (April)** – Shared Cinco de Mayo recipes with food bloggers, editors and reporters.
- **Salmon Season Kickoff (April/May)** – Shared varietal details, recipes, nutritional information and photos with national media; secured six Associated Press stories.

**Results:** 776 million impressions to date



## **Q&A: Elite Runners Ryan and Sara Hall Share Top Nutrition Strategies**

“At first we weren't sure how to best prepare frozen fish, so we used the instructions on wildalaskaseafood.com.”



## **7 Seafood Staples That Will Transform Your Supper**

“Loaded with omega-3s and vitamin D, wild Alaskan salmon is one of the most environmentally-friendly seafood choices consumers can make...”



## **Salmon patties offer tasty source of fish oil during Lent**

“Today is Ash Wednesday, the first day of Lent, and a good day to pick up a can of wild Alaskan salmon.”

# Top Story: Associated Press

**Overview:** Associated Press ran an in-depth feature on Alaska salmon, as well as five separate stories on each species with an accompanying recipe and photos. The features were picked up in a variety of top tier outlets including Washington Post, Yahoo! News, ABC News, Houston Chronicle, among others.

**Number of hits to date:** 92 articles via 30 different outlets

**Total impressions to date:** 553 million

The Washington Post

abc NEWS



YAHOO!  
News

Global  
NEWS

San Antonio Express-News



# AP

## HEADLINES:

*“Simple Guide (with Recipes) for Mastering Salmon Seasonality”*

*“A Seasonal Salmon Primer: King Salmon (also Called Chinook)”*

*“A Seasonal Salmon Primer: Coho Salmon (also Called Silver)”*

*“A Seasonal Salmon Primer: Sockeye Salmon (also Called Red)”*

*“A Seasonal Salmon Primer: Pink Salmon”*

*“A Seasonal Salmon Primer: Keta Salmon (also Called Chum)”*

# NYC Tasting Event and Tasting Table Partnership

**Objectives:** Increase recognition for Alaska Seafood; Integrate “Alaska” into food centric media for timely stories and future coverage; Encourage salmon recipes/features and highlight nutritional messaging.

**Program:** Host tasting event for top-tier media at Tasting Table in NYC on April 30; After the event, reach millennial foodies via a media integration reaching Tasting Table’s influential audience (2MM subscribers, 1MM social followers)

- Chefs Anita Lo, Kim Sunee and Kirsten and Mandy Dixon will prepare salmon recipes and demo how to prepare fresh, frozen and canned varieties to educate attendees for future stories.
- ASMI will provide species information and Alaska seafood facts; each guest will receive the salmon guide and ASMI branded materials.

## Results:

- More than 30 top-tier media are slated to attend, including reporters from Oprah, Real Simple, Martha Stewart, Thrillist, Prevention, Family Circle, Businessweek, Redbook, Food & Wine, Bon Appetit and Fine Cooking.
- Following the event, Tasting Table will feature a gallery of images; in May the site will feature Alaska Seafood creative and distribute custom advertorials and email blasts to its large subscriber base



# Food Network Test Kitchen Demo

**Objectives:** Drive increased recognition for Alaska Seafood; Integrate “Alaska” seafood and salmon into future Food Network segments.

**Program:** Host interactive demo and lunch for Food Network employees

- On May 1, ASMI will host an Alaska seafood/salmon focused lunch and learn at the Food Network test kitchen in NYC featuring chefs Kirsten and Mandy Dixon
- The chefs will demo three salmon recipes showcasing techniques for fresh, frozen and canned salmon to educate attendees for future segments and posts; ASMI will provide Alaska seafood facts and information.

**Results:**

- More than 30 Food Network editors are expected to attend to learn about Alaska seafood.



# FAM Trips – July and August 2015

**Objectives:** Drive increased recognition of Alaska seafood; Integrate “Alaska” into food-centric media for timely stories and future coverage; Encourage salmon recipes/features

**Program:** Provide top-tier national media and culinary influencers a deep education on the purity of Alaska seafood via three FAM trips this summer.

- Culinary: Kirsten and Mandy Dixon’s Tutka Bay Lodge will provide a backdrop for culinary demonstrations and lessons about the region’s bounty.
- Sikumi Boat: Two trips will take guests on a first-hand “sea-to-table” experience with fishing, visits to local processors, cooking and more.

## Results:

- Seven editors from top-tier national media: FoodNetwork.com, Bon Appetit, Refinery29, Glamour, Food Republic, Thrillist and Food Network/Cooking Channel.
- Four chefs: Seattle chefs Tom Douglas and Eric Donnelly (RockCreek), Andrew D’ambrosi (Bergen Hill, NYC), and Elizabeth Falkner.



GLAMOUR



EATER

bon appétit



THRILLIST

COOKING CHANNEL



# Digital and Social Efforts - Overview

## Objectives:

- Improve Brand Recognition
- Expand Online Presence
- Create a Two-Way Dialogue – Expand beyond one-way promotional content to creating a two-way dialogue with influencers and customers
- Support PR, Sales and Marketing by cross-promote marketing activities such as events, blog posts, etc. on Facebook, Instagram and Twitter

## Program:

- Developed and executed monthly social editorial calendars for Facebook, Instagram and Twitter including upcoming campaigns, events, news and content
- Curated visuals and creation of copy for Facebook, Instagram and Twitter
- Monitored and flagged proactive engagement opportunities on Facebook, Instagram and Twitter
- Provided monthly reporting and analysis



# Digital and Social Efforts - Results

## Results:

- **Twitter:** Over the last six months, average engagements per post have increased **90%** from 4.4 to 8.4 when compared to the prior six months.
- **Facebook:** Over the last six months, average link clicks have increased **24%** from 72 to 89 when compared to the prior six months.
- **Instagram:** Over the last three months, average engagements per post have increased **15%** from 27 to 31 when compared to the prior three months. *Note: There were no Instagram posts made in Dec 2014 – Jan 2014.*
- Overall online conversations have increased by **17%** across **blogs, Twitter, and forums** when looking at April 2014- Sept 2014 versus October 2014 – April 2015.
- The usage of #fishfridays and #salmonsaturdays has also increased by **20%** during the last six months across **Twitter.**



True or False: King salmon is also known as Chinook. #SalmonSaturdays



There are few places as pure as Alaska.  
Hit Like if you are overdue for an Alaska getaway.



# FY'15: Budget

- \$652,000 Total for January – June 2015
  - \$58,000/month – fees - \$232,000 spent to date
  - \$304,000 – OOPs total - \$150,000 spent to date including upcoming NYC event, travel for FAM trips, media materials, paid blogger program.