

DATE: April 4, 2014
MEMO TO: ASMI Retail Committee & Board of Directors
FROM: Larry Andrews, Retail Marketing Director
SUBJECT: **Draft** FY15 Retail Program Budget

The following is a summary of the FY15 ASMI Retail Program **Draft** Budget.

Key FY15 Budget Changes Highlighted in Red

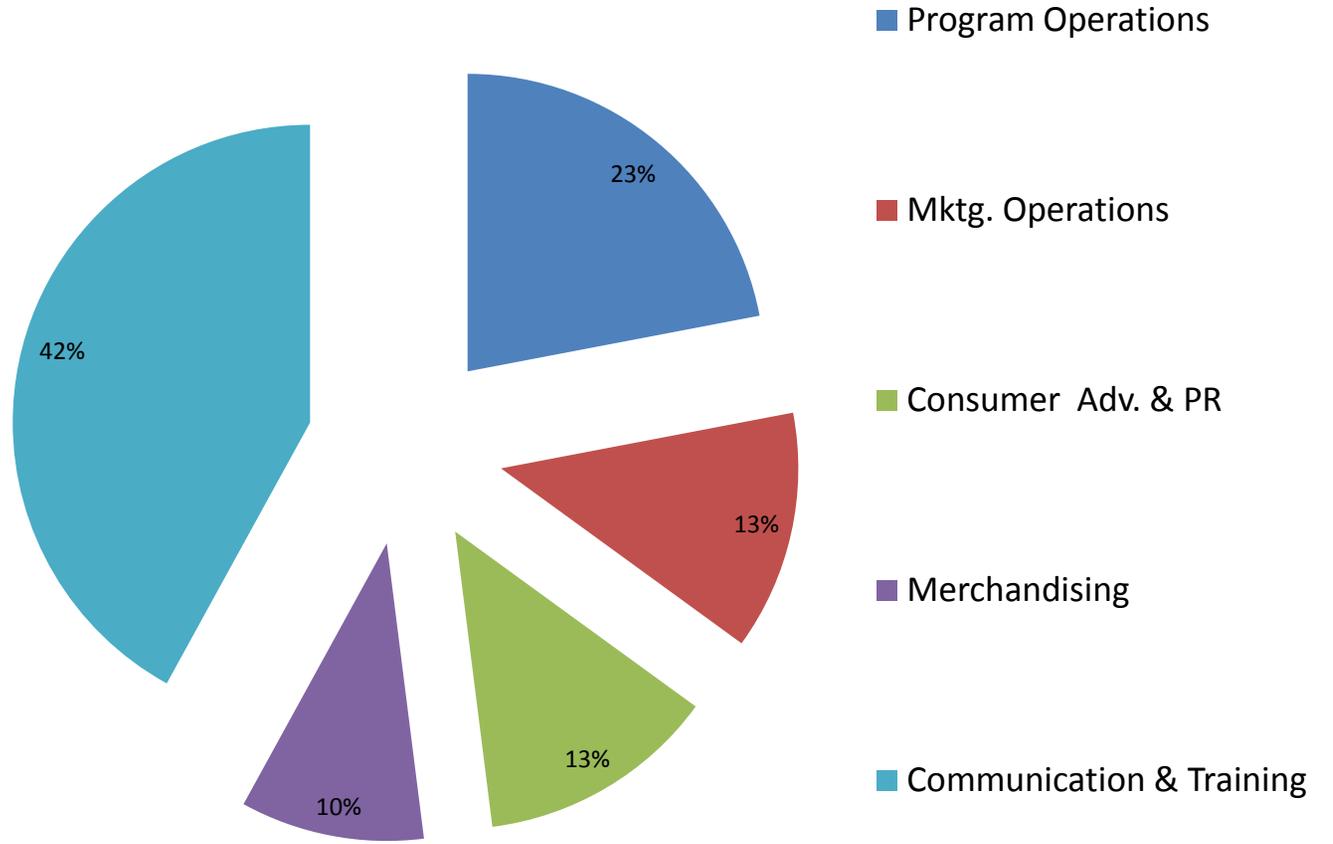
- The FY15 Budget Categories reflect some changes from last year

Comparison of FY14 and FY15 Retail Program Budgets

FY14 Budget (July 1, 2013-June 30, 2014)			FY15 Budget (July 1, 2014-June 30, 2015)		
Program	FY14 Budget	%Budget	Program	FY15 Budget	%Budget
Retail Program Operations			Retail Program Operations		
Personnel	450,000	23	Personnel	450,000	23
Subtotal:	450,000	23	Subtotal:	450,000	23
Marketing Operations			Marketing Operations		
Contractual Services			Contractual Services		
Agency Retainer	88,000	4	Placeholder Agency Retainer (funds may be reallocated pending outcome of RFP)	104,000	5
Field Marketing Rep (Including Travel)	137,000	7	Field Marketing Rep (Including Travel)	137,000	7
Display Product/Cold Storage Fees	15,000	1	Display Product/Cold Storage Fees	15,000	1
Subtotal:	240,000	12	Subtotal:	256,000	13
Consumer Advertising/PR Alignment			Consumer Advertising/PR Alignment		
Press Releases	20,000	1	Press Releases	20,000	1
Digital/Online Banner Advertising	140,000	7	Digital/Online Banner Advertising, video asset production	140,000	7
Consumer Education/Events/Sampling	100,000	5	Consumer Education/Events/Sampling	100,000	5
Subtotal:	260,000	10	Subtotal:	260,000	13
Merchandising/POS Development			Merchandising/POS Development		
Retail Partnership/Custom POS & Video Assets creation, display, sales & merchandising contest plus social media support	240,000	12	Retail Partnership/Custom POS & Video Assets creation, display, sales & merchandising contest plus social media support *Reduced due to the impact of MultiAd site	85,000	4

Co-op Promotions: Chateau Ste Michelle	75,000	4	Co-op: Chateau Ste Michelle (two major promos)	75,000	4
Website Update & Maintenance Mobile Apps & Website Updates	45,000	2	ASMI Website Update/Maintenance, Mobile Apps & Retail Web & Microsite Updates [CIF! Canned, Surimi etc.] Maintenance cost combined & reduced as we move away from mobile apps & stand alone sites to one combined "responsive" website	35,000	2
Subtotal:	340,000	17	Subtotal:	195,000	9
Retail Training & Communication			Retail Training & Industry Communication		
<i>Multi-Ad/Kwikiee: Distribution & Storage of ASMI Retail Assets for retailer use ENCORE: Access to sales data to better understand opportunities; salmon, cod & crab. *ENCORE ADMIN program increase of \$100K</i>	120,000	6	<i>This is NOT carryover from the FY14 \$1.5 M Canned Salmon Project. This is FY15 Retail Budget allocation only.</i> <i>Canned salmon trade campaign and continued consumer ad campaign targeting the "Uber" Athlete (Competitor Group Rock n Roll marathons)</i> Ongoing maintenance of MultiAd site	240,000	12
Trade Magazines/E-Campaign	176,000	9	Trade Magazines/E-Campaign	100,000	7
Boston Seafood Show & FMI Show	60,000	3	Boston Seafood Show	60,000	3
Travel	60,000	3	Travel (*ENCORE research + canned salmon)	70,000	4
POS Material Development/Reprints/Dist.	175,000	9	POS Material Development/Reprints/Distribution	200,000	10
Recipe Development & Photography	30,000	2	Recipe Development, Photography, Video	60,000	3
Sell Sheet/Ad Development	20,000	1	Sell Sheet/Ad Development	5,000	1
Retail E-News Blasts	9,000	1	Retail E-News Blasts	15,000	1
Coupon Redemption	40,000	2	Coupon Redemption *co-op + canned salmon	89,000	4
		7			
Subtotal:	710,000	35	Subtotal:	839,000	42
			<i>*Note rounding impacts % total</i>		
TOTAL:	2,100,000		TOTAL:	2,000,000	

Retail Program



FY 15 Retail Budget Breakdown

Key Activities

Retail Program Operations:

- This funds 3 staff positions (Program Director, Assistant Director and 85% of Marketing Specialist) plus 33% of Office Manager/Receptionist

Marketing Operations:

- Ad agency retainer for account services, strategy and tactical planning and project implementation, plus travel-related expenses which are not covered in the retainer; public relations activities are on a project-by-project basis (no retainer) with an increased emphasis on targeting consumers through recipe releases rather than trade/media activities
- Salary, office expense and travel for 1 field marketing representative (independent contractor) for key account contact, tradeshow, retail training and promotion sell-in
- Display product and cold storage fees

Consumer Advertising/PR Alignment: Align, enhance and leverage the consumer communications efforts to communicate the power of the Alaska Seafood Brand

- Trade & consumer-focused press releases containing educational points/tips that align with ASMI's consumer PR messaging and address current issues, consumption issues/trends
- Targeted digital marketing/online banner advertising on consumer websites and food blogs promoting key Alaska Brand messaging, COOK IT FROZEN! techniques and Sustainability
- Consumer education at key food shows: Atlanta and Scottsdale Food & Wine shows. Staff will also attend two Rock 'n' Roll Marathon events plus consumer shows negotiated as part of the annual consumer advertising budget

Merchandising/POS Development:

- Partner with major retailers to develop chain-branded POS material (posters, recipes, brochures) and social media activities designed to influence pickup and purchase of Alaska Seafood products
- Video production and editing for use by ASMI & retailers; websites & social media applications
- Seasonal/co-op promotions: Cross-promotion with Chateau Ste. Michelle Wines to leverage collective brand power to increase awareness and promotional opportunities for Alaska species in-store
- Updates to websites and ongoing hosting & maintenance

Retail Training & Communication:

- Updating of mobile apps: moving to “responsive” mobile web platforms
- *Multi-Ad/Kwikiee*: develop and deploy a Digital Asset Management Solution that will allow retailers to access digital assets through an intuitive online interface. Retail marketing teams currently use this same supplier to access assets when developing ads and in-store POS
- Ongoing support of canned salmon to “new” user base: Uber-Athletes via magazines (*Women’s Running, Competitor, Tri-Athlete, Runner’s World and Bicycling* + online) and sponsorship of two Rock ‘n’ Roll Marathons
 - Using current “Runner” ad to emphasize health benefits and ease of use (and possibly a new ad)
- Trade Advertising/E-Campaigns that promote ASMI key messaging objectives targeting the retailer
 - Development and placement of ads in select trade publications and websites to carry ASMI’s Sustainability/RFM program, Power of the Alaska Brand and COOK IT FROZEN! techniques messaging in order to generate increased demand and sell-in opportunities for the Alaska Seafood industry
- Influence retail seafood buyers and merchandising managers at the tradeshow level: Boston Seafood Show
- Travel expenses to tradeshow and key account contact calls
- POS material development and reprints: maintain inventory levels suitable to meet industry & trade demand
- Recipe development and photography
- Retail E-News Blasts: send key updates and important merchandising information to retail & industry
- Coupon redemption re: partner tie-in offers

End Report