



Wild, Natural & Sustainable®

DATE: September 18, 2014

TO: ASMI Board of Directors

FROM: Larry Andrews, Retail Marketing Director

SUBJECT: **FY2014 RETAIL PROGRAM ANNUAL REPORT**

RETAIL PROGRAM OBJECTIVES: Increase retail and consumer awareness of Alaska seafood by utilizing a three-tiered messaging platform:

- Differentiate wild Alaska seafood from other/farmed fisheries.
- Increase consumer preference for wild Alaska seafood.
- Increase retail merchandising and understanding of the importance of Alaska seafood through training and communication targeted directly to retailers.

Program activities fall under three separate initiatives:

1. Alignment with the Consumer Advertising/Public Relations program to increase awareness and preference for Alaska seafood;
2. Merchandising/POS development by retail chain partnerships; and
3. Retail training and communication.

All program activities reinforce the power of the Alaska Brand and engage both the consumer and the retailer.

Platform #1: Alignment with the Consumer Advertising/PR Program to Increase Awareness and Preference for Alaska Seafood

- A. Consumer Shows/Events:** Sampling at select events reinforces key messages from the consumer advertising/PR program and exposes more people to the Alaska seafood brand. The number of retail-funded consumer shows was reduced in FY2014 due to an effort to locate new shows/venues and to allow for an expanded presence at key events such as the Aspen and Austin Food & Wine festivals.

Retail-funded events:

- The Sun Winefest at Mohegan Sun, CT: 1/25/2014 – 1/26/2014
Alaska Cod Buffalo-Style Quesadillas and Alaska Canned Salmon Chipotle Dip were sampled to 9,000 attendees. # of samples = 4,000
- Scottsdale Culinary Festival, 4/8/2014 – 4/13/2014
Canned Salmon Chipotle Dip sampled to 35,000 attendees. # of samples = 2,400

In cooperation with the Consumer Advertising Program:

- Austin Food & Wine Festival, 4/25/2014 – 4/27/2014
Alaska Cod Caprese Bites and Alaska Smoked Salmon Dip were sampled to 4,000 attendees.
- Aspen Food & Wine Classic, 6/20/2014 – 6/22/2014
Alaska Sole and Snow Crab Ceviche and Alaska crab claws were sampled to 5,000 attendees.

B. Digital Marketing/Online Banner Advertising: Online banner advertising supports key messages and initiatives such as sustainability, recipes/cooking tips and COOK IT FROZEN! techniques. The banner ads appear on leading websites (such as cooks.com, youtube.com, sparkpeople.com, foodnetwork.com, nytimes.com, tasteofhome.com and Facebook.com) using an auction-based platform; click-through actions take consumers to a corresponding website (wildalaskaflavor.com, CookItFrozen.com) or a themed landing page that has links to recipes, ‘how to’ videos and cooking tips: www.alaskaseafood.org/grillingseafood/.

In FY2014, online banner ads supported the summer grilling, fall and Lenten season promotions as well as holiday entertaining/appetizers and our new 100% American theme.



Display ad; panels depict movement



Mobile ad



FY2014 online ad themes

FY2014 online impressions:	50,909,382
Clicks:	155,767
Click Through Rate (CTR):	0.31%
Cost Per Click (CPC):	\$0.68
Cost Per Thousand (CPM):	\$2.0

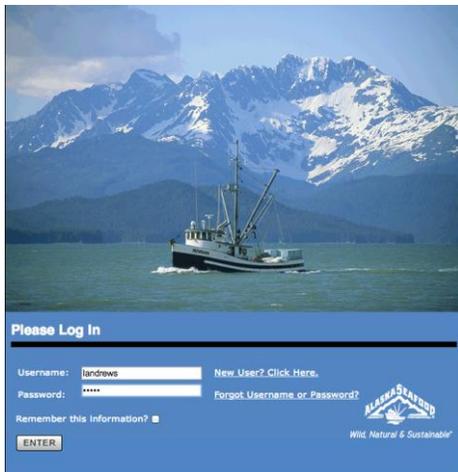
Platform #2: Merchandising/POS Development by Retail Chain Partnerships

Larry Andrews and Mark Jones, ASMI's Retail Marketing Representative, make retail headquarter/division calls throughout the year offering retailers promotion assistance, training and point-of-sale material. The promotions tend to be either:

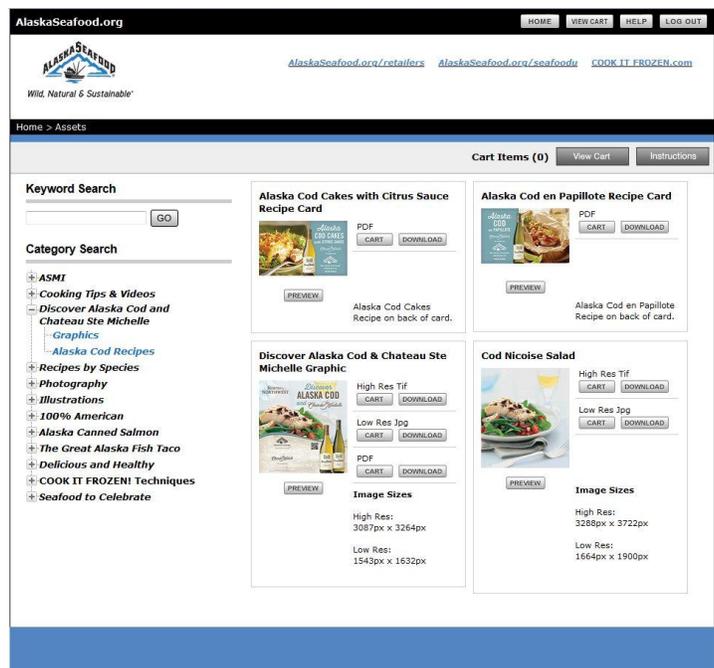
- Seasonal or themed; or
- Custom, involving the development of co-branded point-of-sale materials or programs utilizing frequent shopper/reward card offers.

New this year: To better disseminate recipes, photography and video assets to the retail trade, ASMI's Retail program developed a new digital asset library. For over 40 years retailers have turned to the Kwiikee clip art book for brand and packaging artwork. Kwiikee has evolved into Multi-Ad/Kwiikee and is now the leader in digital asset management, specializing in getting content to the retail trade.

Through ASMI's Multi-Ad library, retailers and the seafood industry can access materials 24/7 from anywhere in the world. Launched in September for October promotions, the Multi-Ad library currently contains over 600 images/assets, with 3 or 4 images attached to each.



of user accounts to date: 296
of asset downloads to date: 4,962



We continue to load new assets into the Multi-Ad library as they are developed:

- Fall promotion materials included the new Alaska cod cake recipes, two “how-to” videos – including a video on how to make cod cakes – and the graphics for our co-op promotion with Chateau Ste. Michelle.
- To support Lenten promotions we loaded a new COOK IT FROZEN! ebook featuring recipes developed by Alaskan Chef Erik Slater as well as a video introduction to the COOK IT FROZEN! method and a video biography of Chef Slater.

Here are examples of retailers using assets from the Multi-Ad site to build Alaska Seafood promotions:

The screenshot shows the Harris Teeter website with a navigation menu on the left and a main content area. The main content area features a banner for "Alaska Seafood - Cook It Frozen" with the slogan "Wild, Natural & Sustainable". Below the banner are several recipe cards, each with a photo of a dish and a "View Recipe" link. The recipes include "Cherry-Glazed Alaska Halibut", "Wild Alaska Cod", "Lemon-Garlic Alaska Halibut", "Lentil-Cherry-Glazed Alaska Wild Cod", "Roasted Alaska Cod with Tahini Sauce", "Smoked-Crusted Alaska Halibut", and "Alaska Seafood Videos: Cooking Tips".

The screenshot shows the Giant Eagle website with a large promotional banner for "Wild Alaska Seafood Catch It Now!". The banner features a large image of a sandwich and a bowl of food. The text on the banner includes "JUST FOR YOU, \$2 OFF ALASKA COD FILLETS" and "WILD ALASKA SEAFOOD CATCH IT NOW!". Below the banner is a section for "Alaska Seafood Recipes" with several recipe cards and a "View Recipe" link. The banner also includes a "HURRY, THIS OFFER ENDS MARCH 26, 2014" message and a "Try an Alaska Cod recipe tonight!" button.

The screenshot shows the King Soopers website with a navigation menu on the left and a main content area. The main content area features a banner for "Wild Alaska Salmon Recipes" with the slogan "Wild, Natural & Sustainable". Below the banner are several recipe cards, each with a photo of a dish and a "View Recipe" link. The recipes include "Alaska Salmon Chili-Citrus Tacos", "Alaska Salmon Ciabatta Sandwiches", "Alaska Salmon Penne with Green Beans and Vinaigrette", "Alaskan Salmon Risotto", "Honey-Dijon Alaska Salmon with Asparagus and Walnuts", and "Wild Alaska Salmon".

The screenshot shows the Fred Meyer website with a large promotional banner for "Wild Alaska Sockeye Salmon". The banner features a large image of a salmon fillet and a woman holding a salmon. The text on the banner includes "Fred Meyer presents Wild Alaska Sockeye Salmon" and "A Natural Source of OMEGA-3". Below the banner is a section for "Alaska Seafood" with a "100% WILD 100% AMERICAN" message and a "View Recipe" link. The banner also includes a "Great with F.G. Meyer Cedar Planks and F.G. Meyer Salmon Rub" message and a "Fred Meyer Wild Alaska Seafood" logo.

Headquarter/Division Calls:

- A & P, Corporate (283 stores)
- Ahold USA
 - ⇒ Giant Food (169 stores)
 - ⇒ Stop & Shop (400 stores)
- Albertsons LLC
 - ⇒ Intermountain (93 stores)
 - ⇒ Southern Cal (178 stores)
 - ⇒ Southwest (112 stores)
- Aldi USA (1,219 stores)
- Amazon Fresh (online)
- AWG Kansas City (276 stores)
- BJ's Wholesale Club (200 stores)
- Balls/Hen House (28 stores)
- Basha's/AJ's Fine Foods (125 stores)
- Big Y (64 stores)
- Bi-Lo/Winn-Dixie (699 stores)
- Clark's Markets (8 stores)
- Costco Wholesale (533 stores)
- Crosby's Markets (6 stores)
- D&W Fresh Markets (11 stores)
- Delhaize America
 - ⇒ Food Lion (1,183 stores)
 - ⇒ Hannaford (183 stores)
- DeMoulas Supermarket (72 stores)
- Dierbergs Markets (25 stores)
- Dorothy Lane (3 stores)
- Earth Fare (28 stores)
- Fiesta Mart (61 stores)
- Food City, ME (8 stores)
- Foodland (32 stores)
- Fred Meyer (132 stores)
- Fresh & Easy (175 stores)
- Fry's Food & Drug (120 stores)
- Gelson's Markets (CA, 18 stores)
- Giant Eagle (419 stores)
- H.E.B./Central Market (311 stores)
- Hagen/TOP Foods (20 stores)
- Harmon's Markets (17 stores)
- Harris-Teeter (222 stores)
- Heinen's (18 stores)
- Homeland Stores (84 stores)
- Hugo's Family Mkts (ND, 8 stores)
- Hy-Vee (367 stores)
- Ingle's Markets (204 stores)
- Kennies Markets (MD, 2 stores)
- King Kullen (45 stores)
- King Soopers/City Mkt. (145 stores)
- Kowalski's Market (9 stores)
- Kroger, Corporate (3449 stores)
 - ⇒ Atlanta (213 stores)
 - ⇒ Central (Indianapolis, 138 stores)
 - ⇒ Cincinnati (113 stores)
 - ⇒ Columbus (125 stores)
 - ⇒ Delta (Memphis, 116 stores)
 - ⇒ Michigan (129 stores)
 - ⇒ Mid-Atlantic (Roanoke, 121 stores)
 - ⇒ Mid-South (Louisville, 161 stores)
 - ⇒ Southwest (Houston, 211 stores)
- Lowes Food Stores (102 stores)
- Lunds/Byerly's (23 stores)
- Marsh Supermarkets (83 stores)
- Meijer (370 stores)
- Met Foods (NY, 4 stores)
- Piggly Wiggly Carolina (94 stores)
- Price Chopper/Golub Corp. (132 stores)
- Publix Supermarkets (1,080 stores)
- QFC (67 stores)
- Raley's Supermarkets (137 stores)
- Ralphs Grocery Co. (369 stores)
- Reasor's, OK (22 stores)
- Roundy's Supermarkets (174 stores)
- Rouses Enterprises (43 stores)
- Safeway, Corporate (1,363 stores)
- SAM's Club (631 stores)
- Schnuck Markets (105 stores)
- Shaw's Supermarkets (155 stores)
- Smith's Food & Drug (133 stores)
- Stew Leonard's, CT (4 stores)
- Sunflower/United, CO (40 stores)
- Sunset Foods, IL (5 stores)
- SuperValu, Corporate (3,651 stores)
 - ⇒ Cub Foods (44 stores)
- Target (251 SuperTargets)
- The Fresh Market (156 stores)
- Tops Markets, NY (162 stores)
- Unified Grocers
 - ⇒ Pacific NW (224 stores)
 - ⇒ Seattle (166 stores)
- United Supermarkets, TX (59 stores)
- Wakefern/ShopRite (352 stores)
- WalMart (4,536 stores)
- Wegmans Food Markets (83 stores)
- Whole Foods, Corporate (365 stores)
 - ⇒ Florida (20 stores)
 - ⇒ Mid-Atlantic (42 stores)
 - ⇒ South (28 stores)
- WinCo Foods (94 stores)
- Woodman's Food Mkts, WI (15 stores)

A. Seasonal Promotions: Last year the Retail Marketing Committee directed staff to approach Ste. Michelle Wine Estates (SMWE) for two co-op promotions: an Alaska Keta and Sockeye salmon promotion during summer 2013 (reported in FY2013) and a Fall 2013 promotion featuring Alaska cod. SMWE had primary responsibility for retail sell-in and execution; ASMI paid for all coupon redemption. Co-op elements included:

- Small case displays in or near seafood departments
- Seafood department POS:
 - ⇒ Counter card
 - ⇒ Tear-off recipe pad
- Updates were made to the ASMI/SMWE website/mobile website:
 - ⇒ New recipes were developed for Alaska Keta salmon and Alaska cod
 - ⇒ How-to videos were added to the site and linked to the recipes:
 - Grilling a Whole Salmon (Keta)
 - Grilling Alaska Sockeye Salmon
 - Alaska Cod Cakes
 - Roasting in Parchment (Alaska Cod)



Participating Retailers Fall 2013:

- Albertsons
 - ⇒ Northwest (105 stores)
 - ⇒ Southwest (112 stores)
- Bi-LO/Winn-Dixie (699 stores)
- Giant Eagle (419 stores)
- H.E.B./Central Market (311 stores)
- Harris-Teeter (222 stores)
- Hy-Vee (367 stores)
- Kroger
 - ⇒ Fred Meyer (132 stores)
 - ⇒ Kroger Southwest (211 stores)
 - ⇒ QFC (67 stores)
 - ⇒ Tom Thumb (113 stores)
- Publix Supermarkets (1,080 stores)
- Raley's Supermarkets (137 stores)
- Roundy's Supermarkets (174 stores)
- Safeway
 - ⇒ Von's (279 stores)
- Scolari's Food & Drug (13 stores)
- Sprouts Farmers Markets (171 stores)
- Supervalu Midwest Region (156 stores)
- Sweetbay (72 stores)
- The Fresh Market (156 stores)
- Tom Thumb (113 stores)
- United Supermarkets, TX (59 stores)



Fall 2013 Co-op Participation:
22 retailers, representing 5,168 stores

Coupon redemption:
\$2 IRC = 6.7% \$1 IRC = <1%

A third co-op promotion featuring Alaska salmon (Sockeye and Keta) was developed for Summer 2014. Like the promotions before it, SMWE had primary responsibility for retail sell-in and execution; ASMI is funding coupon redemption.

Participating Retailers, Summer 2014:

- Albertsons
 - ⇒ Intermountain (93 stores)
 - ⇒ Southern Division TX (86 stores)
 - ⇒ Southern California (178 stores)
 - ⇒ Southwest Division AZ (112 stores)
 - ⇒ Jewel Osco (180 stores)
 - ⇒ United TX (59 stores)
- Basha's/AJ's Fine Foods (125 stores)
- Bi-Lo/Winn-Dixie Stores (699 stores)
- Delhaize America
 - ⇒ Food Lion (1183 stores)
 - ⇒ Hannaford Bros. (183 stores)
- Giant Eagle (419 stores)
- Haggen/TOP Foods (20 stores)
- Hy-Vee (367 stores)
- Kroger, Corporate (3449 stores)
 - ⇒ Fred Meyer (130 stores)
 - ⇒ Harris-Teeter (222 stores)
 - ⇒ QFC (68 stores)
 - ⇒ Ralphs (369 stores)
 - ⇒ Smith's Food & Drug (133 stores)
- Lowes (102 stores)
- Publix Supermarkets (1080 stores)
- Red Apple Market (13 stores)
- Schnuck Markets (105 stores)
- Sprouts Farmers Markets (171 stores)
- Target, Southeast (246 stores)
- The Markets (15 stores)
- United Supermarkets TX (59 stores)
- WalMart, Southeast (670 stores)
- WinCo Foods NW Division (35 stores)
- Woodman's Food Mkts (15 stores)



Summer 2014 Co-op Participation:
 25 retailers, representing 10,586 stores

Coupon redemption is just beginning to come in (through 9/17/2014):

\$2 IRC = 3.8%	LY = 9.6%
\$1 IRC = 1.4%	LY = 1.0%
\$4 Mail in rebate = <1%	LY = <1%

In addition to the SMWE co-op, retailers across the country promoted Alaska seafood using ASMI-supplied point-of-sale materials and assets.



***Additional Summer 2014 Promotions:
20 retailers, representing 3,058 stores***

***Combined Summer 2014 Promotions:
45 retailers, representing 13,644 stores***

***1,589,319 pieces of POS/training
material were distributed in FY2014.***

Summer 2014 In-Store Displays:

- Albertsons
 - ⇒ Acme Markets (110 stores)
 - ⇒ Intermountain (93stores)
 - ⇒ Northwest (105 stores)
 - ⇒ Southern CAL (178 stores)
 - ⇒ Shaw’s Supermarkets (155 stores)
 - ⇒ Southwest (112 stores)
- Associated Wholesale Grocers
 - ⇒ Gulf Division (152 stores)
 - ⇒ Kansas City Division (276 stores)
 - ⇒ Oklahoma Division (222 stores)
 - ⇒ Nashville Division (361 stores)
 - ⇒ Springfield Division (344 stores)
- Basha’s/AJ’s Fine Foods (125 stores)
- Dierberg’s Markets (25 stores)
- Fiesta Mart (61 stores)
- H.E.B./Central Market (311 stores)
- Haggen/TOP Foods (20 stores)
- Harmon’s Markets (17 stores)
- Heinen’s (18 stores)
- Hy-Vee (367 stores)
- Kroger (3,449 stores)
 - ⇒ Fred Meyer (132 stores)
 - ⇒ King Soopers/City Mkts (145 stores)
- Lunds/Byerly’s (23 stores)
- Meijer (370 stores)
- Schnuck Markets (105 stores)
- SuperValu
 - ⇒ Cub Foods (44 stores)
 - ⇒ Farm Fresh (45 stores)
- Tops Markets (162 stores)

Platform #3: Retail Training and Communication

A. Trade Advertising: ASMI’s Retail program conducts print and online trade advertising to support key messages about the Power of the Alaska brand, the promotional assistance we offer to retailers and Sustainability/RFM. In FY2014, the 100% Sustainable, Delicious and Healthy, and Grilling/Summer Salmon ads were updated and new ads were developed to promote the new Multi-Ad asset library, our 100% American campaign, and new COOK IT FROZEN! assets.

- **Grocery Headquarters** magazine. Total circulation: 32,000/issue
 - ⇒ July 2013: Print ad: full-page (100% American)
 - ⇒ September 2013: Print ad: mock cover (100% American)
 - ⇒ December 2013: Print ad: spread (100% Sustainability)

- ⇒ January 2014: Print ad: full page (Multi-Ad promotion)
- ⇒ February 2014: Print ad: back cover (Multi-Ad promotion)
- ⇒ March 2014: Print ad: mock cover (New Sustainable)
Print ad: back cover (New Delicious & Healthy with Kikkan Randall)
- ⇒ May 2014: Print ad: back cover (Grilling/Summer Salmon)
- ⇒ June 2014: Print ad: back cover (Grilling/Summer Salmon)

- **Progressive Grocer** magazine. Total circulation: 38,000/issue
 - ⇒ September 2013: Print ad: inside back cover (100% American)
 - ⇒ December 2013: Print ad: inside back cover (Multi-Ad promotion)
 - ⇒ February 2014: Print ad: inside back cover (Multi-Ad promotion)
 - ⇒ March 2014: Print ad: inside back cover (New Delicious & Healthy with Kikkan Randall)
 - ⇒ May 2014: Print ad: inside back cover (Grilling/Summer Salmon)

- **Seafood Business** magazine. Total circulation: 17,480/issue
 - ⇒ September 2013: Print ad: full page (100% American)
 - ⇒ October 2013: Print ad: full page (100% Sustainable)
 - ⇒ January 2014: Print Ad: full page (Multi-Ad promotion)
 - ⇒ March 2014: Print Ad: spread (New Sustainability ad)
 - ⇒ June 2014: Print ad: full page (Grilling/Summer Salmon)

- **Seafood.com**
 - ⇒ September 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ October 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ November 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ December 2013: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ January 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ February 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ March 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ April 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ May 2014: Video sponsorship (80% Power of the Alaska Brand)
 - ⇒ June 2014: Video sponsorship (themed: Summer Salmon)
14,905 views through early April 2014

- **SeafoodSource.com:**
 - ⇒ December 2013: Digital ad: daily newsletter for month of December (100% Sustainable 300x250)
240,739 impressions through early April 2014

- **Intrafish.com**
 - ⇒ September 2013: Eblast (100% American)
 - ⇒ October 2013: Eblast (100% American)
 - ⇒ January 2014: Eblast (Multi-Ad Promotion)
 - ⇒ February 2014: Eblast (COOK IT FROZEN! Ebook)
 - ⇒ March 2014: Eblast (COOK IT FROZEN! Ebook)
 - ⇒ April 2014: Eblast (Grilling/Summer Salmon)
 - ⇒ May 2014: Eblast (Grilling/Summer Salmon)
 - ⇒ June 2014: Eblast (100% American)

- **Today'sDietitian.com:** 130,000 unique visitors per month
 - ⇒ October 2013: Digital ad: website (Delicious and Healthy)
 - ⇒ November 2013: Digital ad: website (Delicious and Healthy)
 - ⇒ January 2014: Digital ad: website (Delicious and Healthy)
 - ⇒ February 2014: Digital ad: website (Delicious and Healthy)

- Refrigerated Food Association publications:
 - ⇒ August 2013: Full-page ad in the annual membership directory:
"Sales Force of Nature" re: Alaska surimi seafood
 - ⇒ January 2014: Full-page ad in the annual conference directory:
"Sales Force of Nature" re: Alaska surimi seafood

B. Tradeshows:

- Hispanic Retail 360 (Las Vegas), 8/14/2013 – 8/16/2013
- Seafood Expo North America (Boston), 3/16/2014 – 3/18/2014

C. Retail/Industry eBlasts:

- "Check Out Alaska Seafood's New Free Assets!" (Multi-Ad library), 2/28/14
Sent = 99; Open rate: 22% Click through rate: 11.8%
- "Your Customers Know Best...and they want Alaska!" 6/13/2014

D. Retail Training:

- HEB 2013 Holiday Meat and Seafood Selling Show, 10/16/2013
- AWG Kansas City Food Show, 1/22/2014
- Alaska Seafood U web-based interactive training program is currently being updated

SPECIAL PROJECT:
ALASKA CANNED PINK SALMON PROMOTION

Because of the record-breaking pink salmon return in 2013, ASMI's Board of Directors approved an allocation of \$1,231,000 to ASMI's Retail program for a post-Lenten season promotion for Alaska canned pink salmon in the U.S. marketplace. A two-pronged media plan (current users and new users) supported by trade promotions in-store was approved. All media elements were scheduled as follows:

	Monthly Circ.	SCHEDULE		
		May	June	July
Media, Current Users:				
Valassis Free-Standing Insert	10,501,000		6/1	
Charlottle, Raleigh, Atlanta, Birmingham, Baltimore, Nashville, Louisville, Memphis, Richmond, Pittsburgh, Washington DC, Kansas City, Oklahoma City, Cincinnati, Omaha, Jacksonville, Little Rock, St Louis				
Family Features National Recipe Release	20,000,000			
<i>Good Housekeeping</i> (S. Atlantic Region)	989,000			
<i>Prevention</i>	2,703,678			
<i>Southern Living</i>	2,802,377			
<i>Cooking with Paula Deen</i>	325,000			
Online Banner Ads: AOL.com				
Public Relations:				
Recipe Releases, Cans Get You Cooking				
Media, New Users:				
<i>Women's Running</i>	74,000			
<i>Competitor</i>	500,000			
<i>Triathlete</i>	55,000			
Online Banner Ads: Competitor Group	600,000			
Rock & Roll Marathon Events		Nashville	San Diego	Chicago
<i>Runner's World</i>	660,000			
<i>Bicycling</i>	400,000			
Trade Promotions and Displays				

Through media negotiations, we were able to add a significant number of insertions and increase circulation over the initial proposal, yet stay within budget:

	<u>Proposed Buy:</u>	<u>Actual Buy:</u>
Current users:	FSI = 9.3 million circulation 4 print insertions = 9.4 million circ.	FSI = 10.5 million circulation 7 print insertions = 15 million circ.
New users:	7 print insertions = 1 million circ.	12 print insertions = 3.5 million circ. + 1.2 million online impressions

Budget recap:

Media:	\$ 575,000
FSI coupon redemption (estimated):	295,000
Rock 'n' Roll Marathon events:	52,000
Recipe development & photography:	15,000
Creative:	25,000
Trade promotion:	<u>269,000</u>
Total:	\$ 1,231,000

Current canned salmon users are older and live in the Southeast US. The ad creative features a croquette/patty on salad, since croquettes are the most popular recipe/product usage.

The advertisement is a vertical rectangular layout. At the top right is the Alaska Salmon logo with the tagline "Wild, Natural & Sustainable". Below the logo is the headline "A GOURMET MEAL, SOUTHERN STYLE." in a serif font. The central image shows a white plate with a golden-brown croquette topped with a dollop of white sauce, served on a bed of green and purple leafy salad with a lemon wedge. Below the image is a paragraph of text: "Beloved for generations and prepared in minutes, this delicious, healthy family favorite is a surefire hit every time. It's a fast and easy way to make new memories you'll cherish forever. So feed your soul with flavors from the past and pick up your favorite brand tonight." followed by the URL "for recipes go to wildalaskafavor.com". At the bottom left are two cans of Alaska Canned Pink Salmon. To their right is a coupon section with the text "SAVE \$1.25 When you buy two (2) cans of Alaska Canned Pink Salmon. Buy any brand - just look for Alaska on the lid or label!" and a small paragraph of nutritional information: "Alaska canned pink salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!". To the right of the coupon is a "DO NOT DOUBLE" warning, the text "MANUFACTURER'S COUPON EXPIRES 07/31/14", and two barcodes with the numbers "0881695-021401" and "81695-99231".

A small portion of the funds is being used to develop a new user base (the über-athlete). These are people that make food choices based on the nutritional value of the product. It is crucial that we be upfront about the skin and bones they will find in traditional pack canned salmon. The ad creative features an attention-grabbing headline with an explanation that the edible skin and soft bones have health benefits and are easily stirred into the recipe. These ads will run in *Women's Running*, *Competitor*, *Tri-Athlete*, *Runner's World* and *Bicycling* magazines.

KIKKAN RANDALL
World Champion Cross-Country Skier

ALASKA SEAFOOD
Wild, Natural & Sustainable

ALASKA SEAFOOD
Wild, Natural & Sustainable

ALASKA CANNED PINK SALMON

ALASKA CANNED PINK SALMON

ALASKA CANNED PINK SALMON

SUPERFOOD FOR SUPERHEROES

ALASKA CANNED SALMON

Kikkan is a fan of Alaska canned salmon because it's delicious, easy to prepare, extremely versatile, and an excellent source of high-quality protein, heart-healthy omega-3 fatty acids, essential amino acids, and calcium. You can buy any brand – just look for Alaska on the lid or label.

Alaska canned pink salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

For recipes go to wildalaskafavor.com

ALASKA SEAFOOD
Wild, Natural & Sustainable

OUR PRODUCT MAY NOT BE PRETTY, BUT STAYING HEALTHY SOMETIMES ISN'T.

ALASKA CANNED SALMON

ALASKA CANNED PINK SALMON

Alaska canned pink salmon has 4x the omega-3s EPA & DHA and 12x the vitamin D as many popular canned meats and fish. It also has 25% of adult RDA for calcium and nearly the daily reference amount for selenium!

Ready to eat from the can, our salmon isn't pretty but it is as natural and delicious as it gets. The edible skin and soft bones make it an excellent source of high-quality protein, heart-healthy omega-3 fatty acids EPA & DHA, essential amino acids, and calcium. They also add flavor, so just stir and enjoy Alaska salmon tonight.

Buy any brand – just look for Alaska on the lid or label!

ALASKA CANNED PINK SALMON

For recipes go to wildalaskafavor.com



A companion video showing how the skin and bones can be stirred into the product will be added to ASMI's website, along with recipes featuring new photography.

Alaska canned salmon was sampled to athletes at several Rock 'n' Roll Marathon events:

- **Nashville, 4/24/2014 – 4/26/2014**
of samples = 3,000 Number of runners finishing the races = 23,784
- **San Diego, 5/30/2014 – 6/1/2014**
of samples = 2,000 Number of runners finishing the races = 23,193

Response was overwhelmingly positive with very few negative comments about the skin and bones.

ASMI staff is currently evaluating marathons/events in FY2015.



In addition, new recipes were developed specifically for use in the Women, Infants & Children (WIC) supplemental nutrition program.

We reached out to the retail trade in an effort to secure end-aisle displays timed to coincide with the FSI ad on 6/1/2014. Efforts are ongoing but, to date, only Kroger Corporate executed multi-brand displays (1,400 stores during the last week of May).



Canned Salmon Print/Online Results:

<i>Print (audited circulation)</i>	27,101,442
<i>Online</i>	<u>36,684,383</u> impressions
	63,785,825

Family Features Recipe Releases to date:

“VERSATILE SALMON”

<i>Print</i>	6,571,875
<i>Online</i>	26,180,736
<i>Newswire</i>	20,901,960

Video plays = 601,528

“SUPERFOODS”

<i>Print</i>	569,002
<i>Online</i>	22,911,613
<i>Newswire</i>	20,708,513

“NUTRIENT BOOST”

<i>Print</i>	3,085,308
<i>Online</i>	16,345,229
<i>Newswire</i>	<u>21,168,062</u>
	138,422,298

COMBINED CIRC./IMPRESSIONS: 202,228,123

Coupon Redemption, through 9/17/2014:

\$1.25 OFF 2 Talls IRC = 0.2%

FREE CAN (Tall) IRC = 2.8%

Project # / Title: 12059 / Versatile Salmon	Release Date: 5/7/2014	Close Date:
Client: Alaska Seafood Marketing Institute	Product(s): ASMI	

Content



VERSATILE SALMON

Print

	Total:	Circulation:
Orders:	336	6,714,348
Tear Sheet Placements:	187	2,628,750
Retained Brand Mention:		100%
Full Feature or Equiv:		91%
Placement in Full Color:		48%
Placements on Front Page:		59%
Ad Equivalency:	\$507,135	
Cost Per Thousand:	\$14.73	
Cost of Project:	\$38,725	
*ROI:		12:1

*If ROI is < 1, "0" appears.

Online

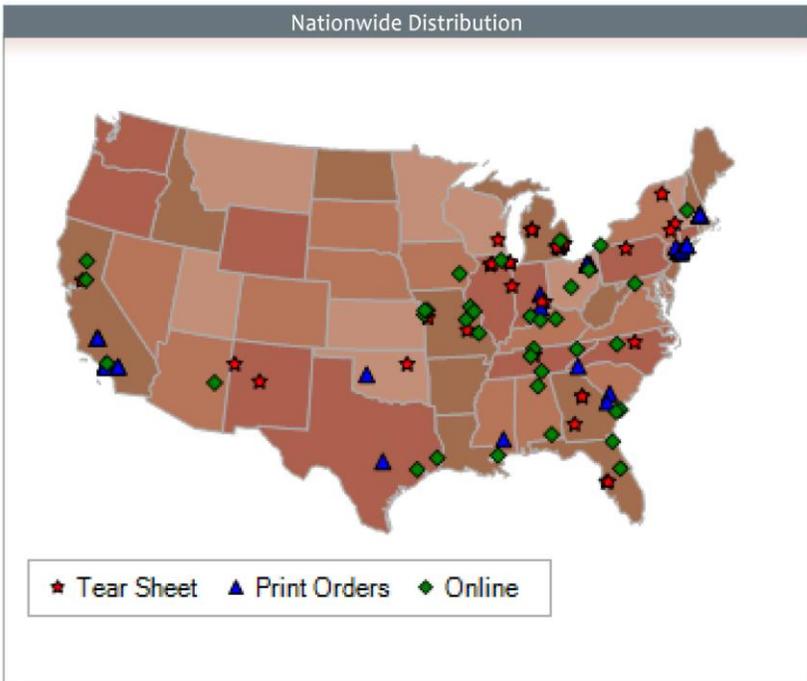
	Total:	Audience:
*Network:	699	21,572,104
HTML File:	165	4,608,632
Newswire:	187	20,901,960

*Note: You will be notified when the web report is available.

Placement Totals

	Total:	Imp./Aud.:
*Print:	187	6,571,875
**Online:	864	26,180,736
***Newswire:	187	20,901,960

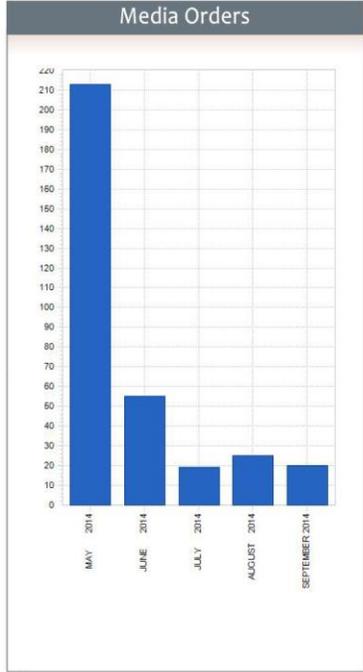
*Reflects 2.5 readers per paper.
**Based on total monthly site traffic.
***Audience as determined by Compete.com



Video

	Total:	Audience:
Placements:	782	23,387,231
*Plays:	601,528	

*Totals includes basic & optional enhanced distribution.



Project # / Title: 12062 / Fill Your Plate with Superfoods
Client: Family Features Editorial Syndicate

Release Date: 5/8/2014 **Close Date:**
Product(s): Family Features

Content

Fill Your Plate with
SUPERFOODS

S...



Print

	Total:	Circulation:
Orders:	100	1,383,192
Tear Sheet Placements:	20	227,601
Retained Brand Mention:		100%
Full Feature or Equiv:		50%
Placement in Full Color:		50%
Placements on Front Page:		80%
Ad Equivalency:		\$58,052
Cost Per Thousand:		\$0.00
Cost of Project:		\$0
*ROI:		0:1

*If ROI is < 1, "0" appears.

Online

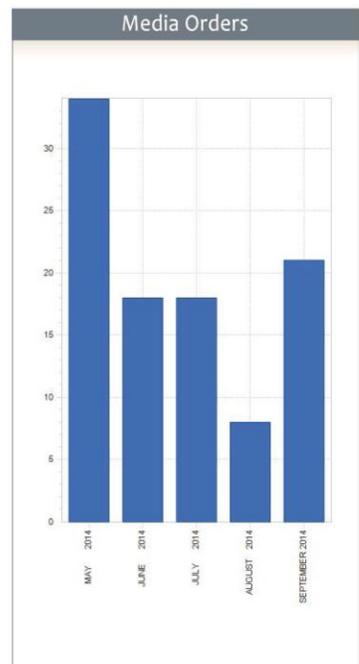
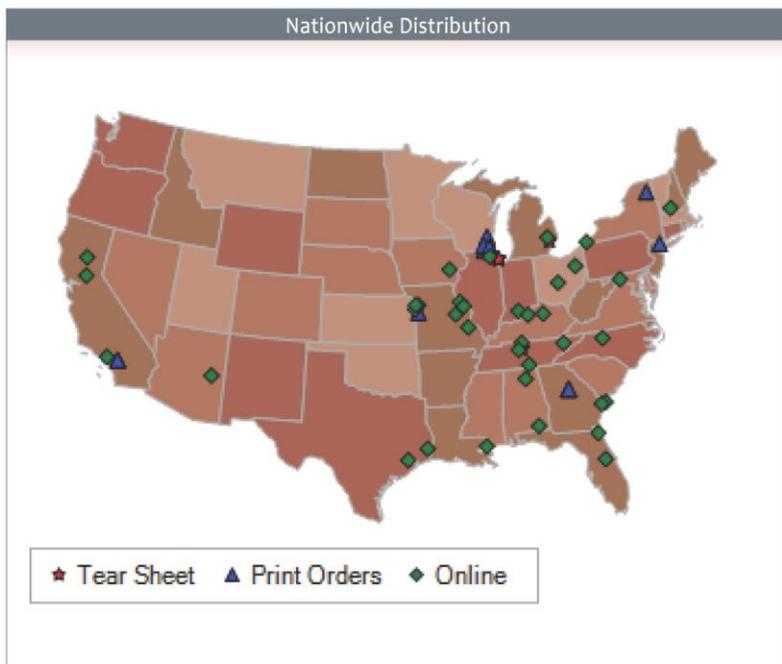
	Total:	Audience:
*Network:	707	21,942,333
HTML File:	47	969,280
Newswire:	184	20,708,513

*Note: You will be notified when the web report is available.

Placement Totals

	Total:	Imp./Aud.:
*Print:	20	569,002
**Online:	754	22,911,613
***Newswire:	184	20,708,513

*Reflects 2.5 readers per paper.
**Based on total monthly site traffic.
***Audience as determined by Compete.com



Project # / Title: 12138 / Give Meals a Nutrient Boost
Client: Family Features Editorial Syndicate

Release Date: 7/25/2014 **Close Date:**
Product(s): Family Features

Content



Print

	Total:	Circulation:
Orders:	239	4,015,798
Tear Sheet Placements:	130	1,234,123
Retained Brand Mention:		100%
Full Feature or Equiv:		95%
Placement in Full Color:		41%
Placements on Front Page:		72%
Ad Equivalency:		\$297,732
Cost Per Thousand:		\$0.00
Cost of Project:		\$0
*ROI:		0:1

*If ROI is < 1, "0" appears.

Online

	Total:	Audience:
*Network:	602	16,201,585
HTML File:	16	143,644
Newswire:	174	21,168,062

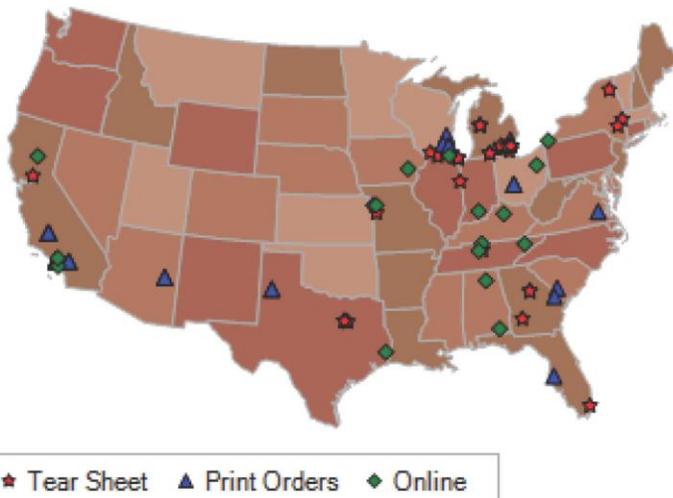
*Note: You will be notified when the web report is available.

Placement Totals

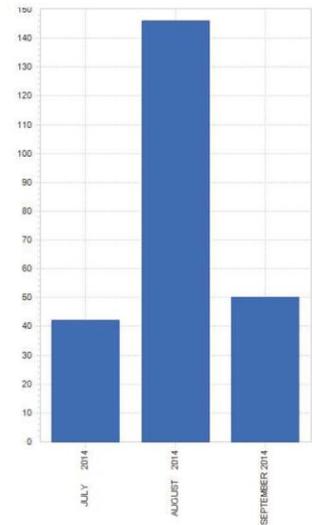
	Total:	Imp./Aud.:
*Print:	130	3,085,308
**Online:	618	16,345,229
***Newswire:	174	21,168,062

*Reflects 2.5 readers per paper.
**Based on total monthly site traffic.
***Audience as determined by Compete.com

Nationwide Distribution



Media Orders





Country Music Marathon

April 26, 2014

RACE DAY	56,600 Spectators
Registered Marathon	4,730
Finished Marathon	3,093
Registered Half Marathon	22,693
Finished Half Marathon	19,057
Registered Mini Marathon	1,788
Finished Mini Marathon	1,634
HEALTH & FITNESS EXPO April 24-25	44,551 Attendees



PR/MEDIA

More than 303,619,700 print, broadcast & online media impressions

Source: Cision, Meltwater News, TVEyes

SOCIAL MEDIA

Facebook Fans37,697
Twitter Followers71,200

EVENT COLLATERAL

Save the Dates5,000
Event Posters1,000
Event Guides.....4,990
Final Instructions.....30,000

E-NEWSLETTERS

E-newsletter 1 8,514
E-newsletter 2 19,364
E-newsletter 3..... 21,660
Final Pre-Race E-newsletter 25,189
Congrats Post-Race E-newsletter 19,874

WEBSITE IMPRESSIONS

Page Views 762,982
Unique Views 489,130
Average Time Spent on Site2 minutes

Source: Google Analytics Report 2014



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competitor.com



Rock 'n' Roll San Diego Recap

June 1, 2014

RACE DAY	60,300 Spectators	HEALTH & FITNESS EXPO	48,000 Attendees
Registered Marathon	7,497	Finished Marathon	5,285
Registered Half Marathon	18,971	Finished Half Marathon	16,850
Registered Relay	1,189	Finished Relay	1,058

PR/MEDIA

More than 1,102,895,963 print, broadcast & online media impressions
 Source: Cision, Meltwater News, TVEyes

SOCIAL MEDIA

Facebook Fans38,858
 Twitter Followers72,500

EVENT COLLATERAL

Save the Dates15,500
 Event Posters1,500
 Event Guides.....23,000
 Final Instructions.....28,000

PRINT CAMPAIGN

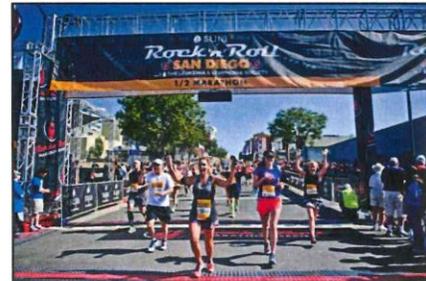
More than 2,475,520 total print ads circulated in Competitor Magazine, Alaska Airlines Magazine, Horizon Air Magazine, LA Marathon guide, & LA Sports & Fitness Magazine

E-NEWSLETTERS

E-newsletter 1 11,363
 E-newsletter 2..... 15,083
 Pre-Race E-newsletter 21,623
 Final Instructions E-newsletter 23,330
 Congrats Post-Race E-newsletter 23,659

WEBSITE IMPRESSIONS

Page Views 1,282,174
 Unique Views 890,792
 Average Time Spent on Site 2:10
 Source: Google Analytics Report 2014



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