



ALASKA SEAFOOD MARKETING INSTITUTE

FY18 PROGRAM BUDGET

DOMESTIC MARKETING TEAM– 05/08/2017



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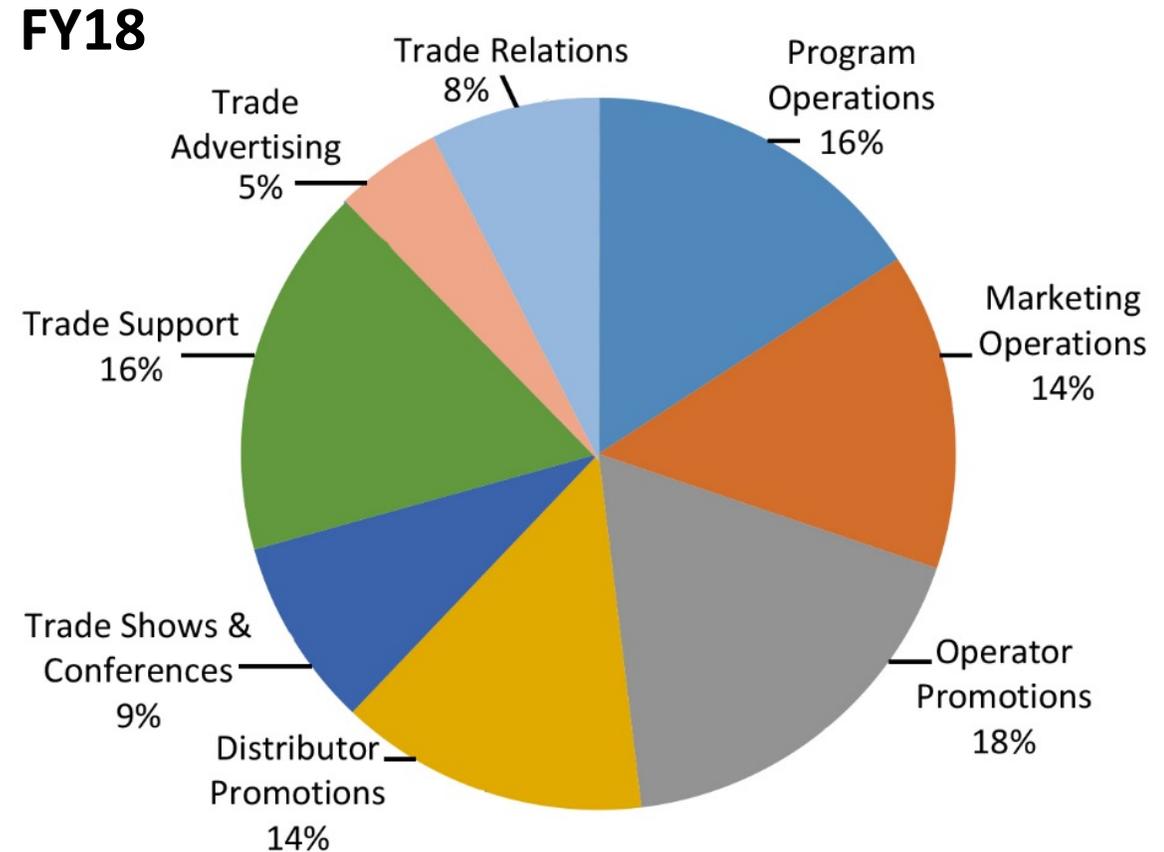
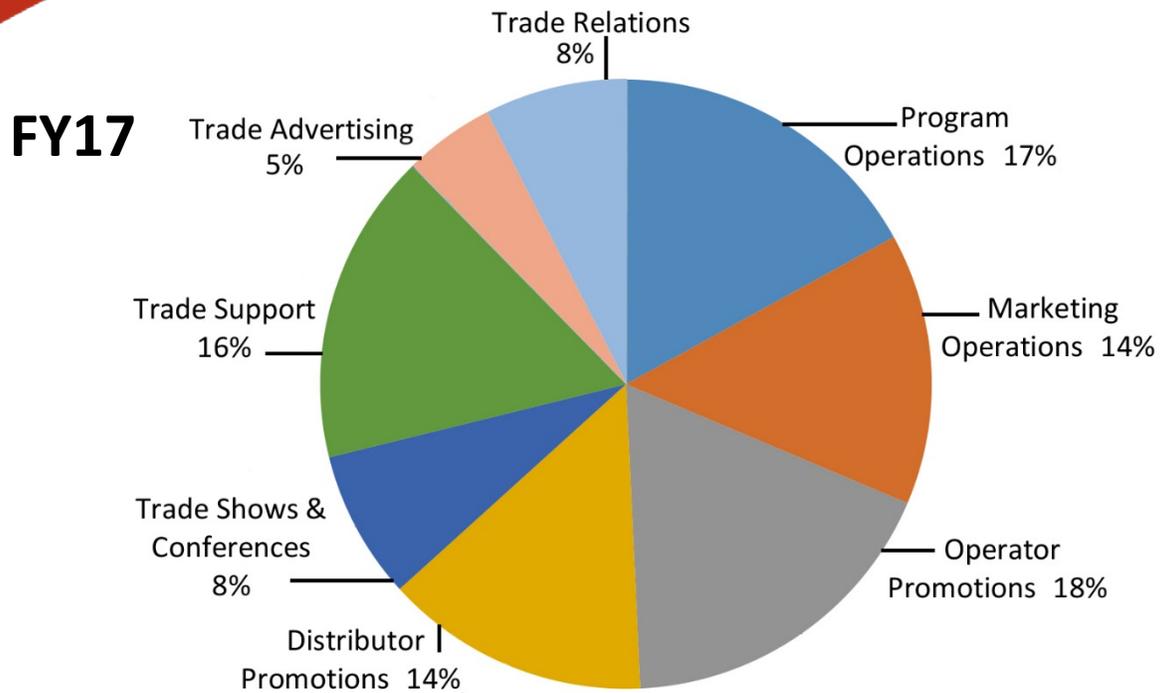
FY17/18 Foodservice Budget Comparison

	FY17	FY18	
Foodservice	Budget	Proposed Budget	Difference
Program Operations	\$360,000	\$335,000	-\$25,000
Marketing Operations (Reps)	\$305,600	\$305,600	-0-
Operator Promotions	\$379,000	\$379,000	-0-
Distributor Promotions	\$297,000	\$297,000	-0-
Trade Shows & Conferences	\$167,000	\$182,000	\$15,000
Trade Support	\$351,000	\$361,000	\$10,000
Trade Relations	\$100,400	\$100,400	-0-
Trade Advertising	\$160,645	\$160,645	-0-
Total	\$2,120,645	\$2,120,645	-0-



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FY17/18 Foodservice Budget Comparison



Minor changes: Program ops 1%↓ Trade shows 1%↑



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Program/Marketing Operations

Program Operations: \$335,000.00

50% of the domestic marketing director (Victoria Parr),
100% of the foodservice marketing manager (Karl Johan Uri),
and 1/3 Seattle office manager (Lisa Martinson),
Salary & travel expenses.

*Decreased personnel changes.

Marketing Operations: \$305,600.00

Jann Dickerson (National Accounts)
Dave Woolley (Distributor Promotions)
Tricia Sanguinetti (Marketing Consultant) 60%
Contract & travel expenses.





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Distributor Promotions

Distributor Promotions: \$297,000.00

Distributors are a critical link in the foodservice sales path because they sell to chain accounts, foodservice management companies and independent operators on a daily basis. Through these promotions, ASMI has been very successful in partnering with distributors at the corporate level to facilitate the growth of the Alaska seafood brand and build sales.

Target segments include:

Broadline distributors

Seafood specialty distributors

Current est. 5 Million pounds moved during ASMI promotions
FY17





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Operator Promotions

Operator Promotions: \$379,000.00

Custom promotions nationwide from Quick Service to Fine Dining – 11,124 units. In addition to expanding sales for our industry, this program is also matched by considerable dollars from our promotional partners. On average for every dollar ASMI spends toward a promotion the partnering chain spends \$11.79.





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Trade Shows & Conferences

Trade Shows & Conferences : \$182,000.00

Key to building relationships throughout the foodservice industry:

National Association College and University Foodservice (NACUFS)

Marketing Executive Group (MEG)

Culinary Institute of America (CIA) Conferences

Boston Seafood Show (Seafood Expo North America)

Les Dames d'Escoffier

International Corporate Chefs Association (ICCA)

Chain Menu Innovators Association

Center for the Advancement of Foodservice Education (CAFÉ)

NEW International Dairy Deli Bakery Association (IDDBA)

NEW Retail Dieticians Symposium – Progressive Grocer

*A \$15,000.00 increase was help cover actual costs of Seafood Expo North America and new shows.





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Foodservice Trade Support

Foodservice Trade Support: \$361,000.00

Recipe development, photography, website content, culinary training programs, research, seafood products for display or tastings, production (creative), reprints and all of our point-of-sale (POS) materials. K-12 and college and university programs are also included in this category.

Foodservice is looking into the following opportunities FY18:

C-CAP (Careers through Culinary Arts Program)

No Kid Hungry

Super Chefs of the Universe

Partnership for a Healthier America

*An increase of \$10,000.00 was included to help support the new programs listed above.





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Foodservice Trade PR & Advertising

Foodservice Trade Relations: \$100,400.00

Keeping Alaska seafood top of mind foodservice: chefs, distributors, marketing & purchasing execs, culinary schools, and anyone associated with editorials, product releases, and news articles in foodservice publications, as well as media events that promote Alaska seafood to operators and influential food editors.

Year to date: 2.4 million media impressions in 18 placements.

Foodservice Advertising: \$160,645.00

Utilized to strengthen brand awareness and communicate key attributes about Alaska seafood to operators and distributors. The FY18 foodservice media plan will include both print and digital advertising in trade publications. At this time we are awaiting proposals from our media partners.



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FY18 Retail Budget Comparison

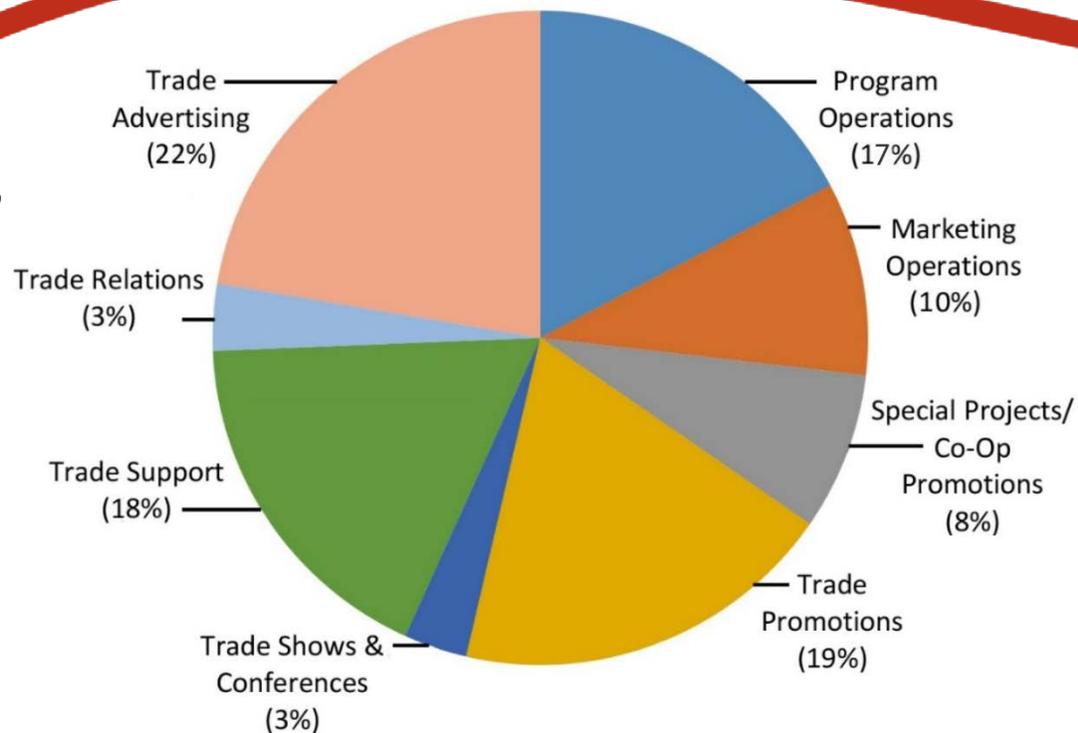
RETAIL	FY17 Budget	FY18 Proposed Budget	Difference
Program Operations	\$332,100	\$350,000	\$17,900
Marketing Operations (Reps)	\$183,100	\$188,100	\$5,000
Special Projects/Co-op Promotions	\$150,000	\$250,000	\$100,000
Trade Promotions	\$365,000	\$375,000	\$10,000
Trade Shows & Conferences	\$60,000	\$85,000	\$25,000
Trade Support	\$338,045	\$349,145	\$11,100
Trade Relations	\$63,400	\$63,400	-0-
Trade Advertising	\$429,000	\$260,000	(\$169,000)
Total	\$1,920,645	\$1,920,645	-0-



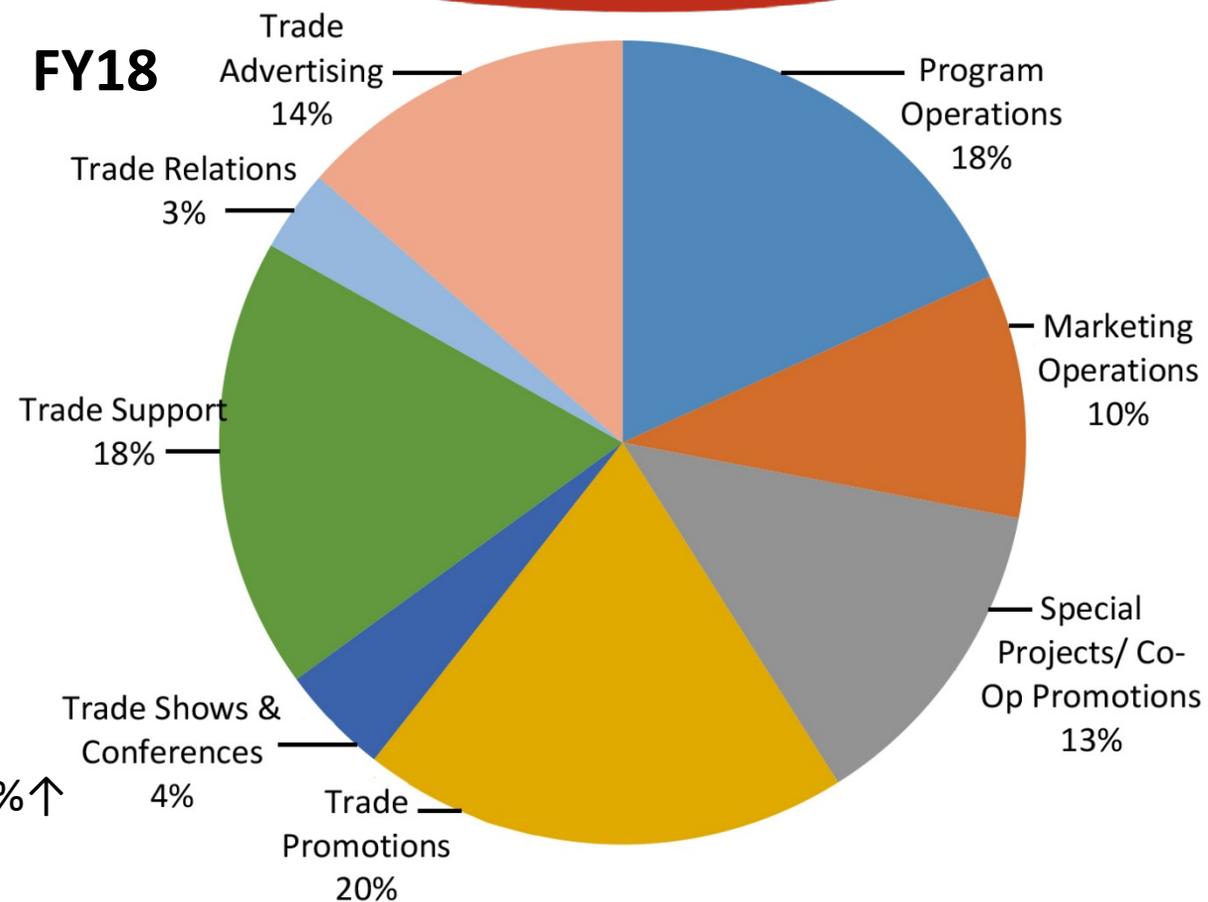
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FY18 Retail Budget Comparison

FY17



FY18



Minor changes: Trade Ads 8%↓ Program Ops 1% ↑
 Co-op promotions 5%↑ Trade promotions 1%↑ Trade shows 1%↑



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Program/Marketing Operations

Program Operations: \$350,000.00

50% of the domestic marketing director (Victoria Parr),
100% of the retail marketing manager (Linda Driscoll),
1/3 Seattle office manager (Lisa Martinson),
Salary & travel expenses.

Personal Services budget amount supplied by ASMI fiscal staff annually.

Marketing Operations: \$ 188,100

Marketing representative (Mark Jones),
Marketing Consultant (Tricia Sanguinetti) (small percentage)
Media planning/reporting (Carol Merry)
Contracts & travel expenses.

We recommend an increase of \$5,000 compensation





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Co-op Promotions

Special Projects /Co-op Promotions: \$ 250,000

Coupons associated with co-op promotions are funded in this category. **We recommend an increase of \$100,000 to allow:**

Expansion of the co-op programs

Ste. Michelle Wine Estates

Alaskan Brewing Company

Continuation of Ibotta coupons

Co-op opportunities with Kikkoman.





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Retail Trade Promotions

Retail Trade Promotions: \$ 375,000

Promotions/partnerships such as COOK IT FROZEN!® in-store demos, merchandising contests and custom point-of-sale materials. We are seeing increased interest from retailers in the United States and Canada.

We recommend an increase of \$10,000 in this category.





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Retail Trade Shows & Conferences

Trade shows & Conferences: \$ 85,000

Key to building partnerships and staying on top of trade trends.

Boston Seafood Show (SENA)

Academy of Nutrition & Dietetics Food & Nutrition Conference & Expo (FNCE)

NEW *Progressive Grocer's* Retail Dietitian Symposium

NEW International Dairy Deli Bakery Association (IDDBA)

NEW FMI Sustainability Summit

We recommend an increase of \$25,000 to allow for new shows and help cover costs of SENA





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Retail Trade Support/Relations

Retail Trade Support \$ 349,145

Funding for the digital asset library, nearly a thousand digital assets.

Also recipe development, photography/video production, patron research, point-of-sale development/reprints, storage and fulfillment costs for marketing materials, website updates, and seafood product for display and public relations events. **We recommend an \$11,100 increase to cover reprints.**

Retail Trade Relations \$ 63,400

Retail public relations activities target the retail trade press and include editorials, product releases and news articles in retail publications.





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Retail Trade Advertising

Retail Trade Advertising \$260,000

The current consumer advertising budget level (\$429,000 or 22% of the Retail program budget) curtails growth opportunities with our retail and co-op partners.

This category previously included celebrity endorsements for the FEED YOUR FITNESS campaign, digital advertising and radio traffic sponsorships **We recommend decreasing consumer advertising in order to allow growth with our retail and co-op partnerships.**

Consumer Advertising Program was eliminated in FY2017, the Retail Marketing Committee asked that digital advertising and radio traffic sponsorship ads be funded by the Retail Program various campaigns.

Consumer advertising funded at \$260,000 retains paid search and retargeting on the AdReady platform as well as national 15-second radio ads aired during the evening commute.



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Budget Efficiencies and Collaborations

Strengthening partnerships:

Chateau St. Michelle, Alaskan Brewing Co., Kikkoman, and Victoria Gourmet Seasonings.

New partnerships:

Disney, Blue Apron, Northern Air Cargo, Carlile, Marin French, Artisan Bakery.

New market opportunities:

Researching the American seafood customer now and the future. Results are expected to create greater synergy with Int'l Program.

Coordinating calendars

Syncing FMI Seafood Strategy Calendar combines Communications, retailers, foodservice, NFI & SNP promotional efforts and assets.

Scalable, repeatable promos

Developing on premise promo kits for colleges, military, and medical dining facilities.

Underutilized species

Foodservice events around to earn media and coordinate with ASMI Global Food Aid.



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Program Opportunities

Increased retail sign-on

Our retail partners are responding to increased health and sustainability concerns and turning to Alaska seafood for both.

Kids

Partnerships for a Healthier America, Careers Culinary Arts Program, No Kid Hungry, Vetri Foundation.

Dining Halls

Converting from ASMI staff operated into dining hall staff activations.

Military

Coordinating with industry, armed forces & government representatives to elevate Alaska seafood's profile.

Kids

Partnerships for a Healthier America, Careers Culinary Arts Program, No Kid Hungry, Vetri Foundation.

Distributors

Developing programs to promote Alaska Seafood year-round.



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Program Challenges

- **Uncertainty: plans for relocating the office**
- **Reduced staff**
- **Budget limitations**
- **Digital asset management**
- **Clean label limitations**
- **Culinary expertise with wider flavor profile**
- **Developing contacts in specialty markets**
- **Strong dollar in Canada**





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*Thank
you*