

EDELMAN CONSUMER PUBLIC RELATIONS AND DIGITAL FY'17 ACTIVITY HIGHLIGHTS AND FY'18 BUDGET

MAY 8, 2017



Wild, Natural & Sustainable®



Edelman

INTRODUCTION

WHAT WE DO

Tell the Alaska seafood story through earned media and influencer relations, social media channels and paid content.

WHY WE DO IT

To educate consumers, enhance reputation and drive purchase of Alaska seafood.

FY'17 STRATEGY & OBJECTIVES

Raise awareness of Alaska seafood by focusing on taste, nutrition and origin to reach target audiences nationwide.



CULINARY



HEALTH



#ASKFORALASKA

FY'17 PR RESULTS TO DATE

750 secured media placements
positively showcasing Alaska seafood

1.43 billion impressions

335+ reporters, influencers and chefs
experienced Alaska seafood via FY'17 events and media 1:1s



The Daily Meal
All Things Food & Drink

Alaska Pollock Bánh Mi Sliders

Put away the pork and bring on the pollock



The Sustainability of Alaska Seafood

AP

For date night on the cheap, try Alaskan King Crab legs

NP

MELISSA D'ARABIAN, THE ASSOCIATED PRESS | February 10, 2017 | Last Updated:
Feb 10 9:37 AM ET
More from The Associated Press



Parade

Alaska's Female Fishermen (Yes, That's Really a Thing) On Gender Labels, Finding Zen and Weathering Life's Storms



DR. OZ'S HEALTHY SALMON TIPS

- LOOK FOR NAME BRAND SALMON
- TRY WILD CANNED SALMON
- LOOK FOR THE ALASKA SEAL

FY'17 DIGITAL RESULTS TO DATE

Engagement Increases Across All ASMI Social Channels

 15% increase  121% increase  51% increase

18 Million Impressions
from Alaska Whitefish
Winter Blogger Program

1.2 Million Impressions and
91K video Views via Facebook
Paid Campaigns

1.1 Million Views of iJustine Alaska
Salmon and Cod YouTube Videos

7.5K Snapchat Geofilter Views



afropolitan mom

Say hello to your new favorite, Wild Alaskan Cod Fillet in Spicy Tomato Sauce. Perfect for the holidays and ready in less than 30 minutes
#AskForAlaska #IC (ad) Alaska Seafood Marketing Institute



Wild Alaska Cod Fillet in Spicy Tomato Sauce - Afropolitan Mom

This Wild Alaska Cod Fillet in Spicy Tomato Sauce is dear to my heart. My mother...

Alaska Seafood Marketing Institute
Published by Konrad Patubicki [?] · March 10 · 🌐

March 11th marked the kick off of Alaska halibut and sablefish seasons! Check out this fillet 101 video and help spread the word.



653,046 people reached Boost Post

279K Views

alaskaseafood Follow

alaskaseafood Congratulations to @kikkanimal on her 3rd place finish at @Lahti2017! We're proud of this milestone and are so grateful to have Kikkan as an advocate for Alaska seafood. #Lahti2017 #AskForAlaska

alaskaseafood #alaska #alaskaliving #fitness #onthetable #alaskaseafood #yumyum #yum #good eats #food #foodstagram #foodlover #instafood #seafood #seafoodlover #recipeoftheday #hearthealthy #hearthealth #hearthealthawareness #healthyfood #healthyteasing #healthylife #healthylifestyle #smosphotography yesahl milenabrewsterfit ❤️ bistroofficina Thanks and Praises caitlandcoast Nice!

246 likes FEBRUARY 23

Add a comment...

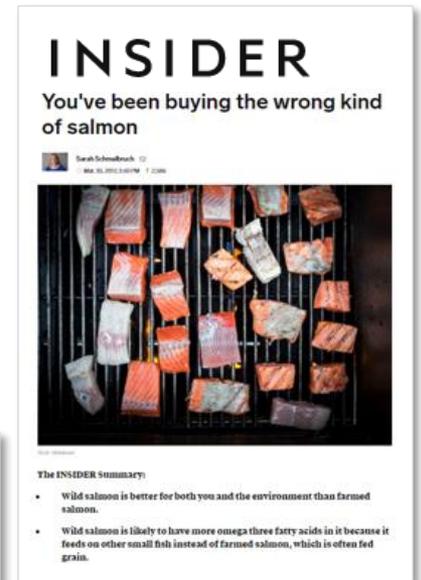
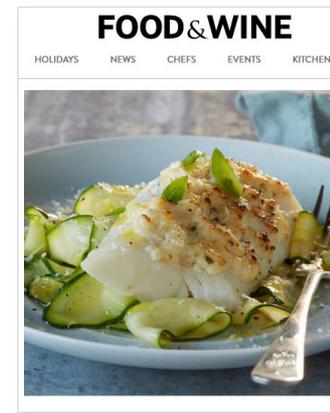


#ASKFORALASKA IN NYC RESULTS

MARCH 2017

Educated top-tier national press about all Alaska seafood species via a two-day tour/event with ASMI reps and Alaska Chef Lionel Uddipa

- **Tasting Event:** Held side by side tasting of 17 Alaska seafood species drawing more than 50 top-tier media who all expressed plans to include Alaska seafood in future coverage
- **Food & Wine:** Coordinated 13-minute Facebook Live cooking demo with Chef Uddipa showcasing a SWAP Meat® Alaska cod and halibut recipe that was also posted online (19 million impressions)
- **INSIDER and Business Insider:** Secured a feature on wild Alaska salmon (43 million impressions)
- **Social/Digital:** Live social posts from event attendees and ASMI custom Snapchat geofilter reached 61.5K followers with over 830 engagements



SUMMER OF SALMON

MAY-SEPTEMBER 2017

May 16: Alaska Salmon Harvest Press Release:

Press release via the wire and broad media outreach

May 18-August 10: Salmon Focused Blogger and

Video Program: 20+ blog posts, 80+ social posts and 6+ videos to be crafted and posted showcasing wild Alaska salmon species and recipes; 10-12+ million impressions estimated

May 25: Food52 Facebook Live Video with

Chef James Briscone: Chef to showcase Alaska salmon recipes for Memorial Day

Mid-June: Alaska Salmon Recipe Video: 1-2 minute video and social videos showcasing salmon poké recipe

August 7: Today Show Segment: featuring Wild Alaska Salmon recipes with previous FAM guest Lucinda Scala Quinn – **date subject to change*

August 10: Alaska Wild Salmon Day: Press release, outreach, Snapchat geofilter and blog posts

FOOD52



ALASKA EXPERIENCE – SEAFOOD SUMMER SCHOOL

JUNE 2017

Continue familiarization trips to raise awareness for all Alaska species, fishermen and the Alaska story to drive media coverage and signature stories.

Seward, AK: June 18 – 22, 2017

- Bringing six top-tier domestic media to Seward, AK
- Coordinating editorial angles to ensure timely coverage
- Capturing imagery and sharing a Facebook album following the event to showcase the authentic Alaska seafood experience
- Organizing Instagram takeover with FAM guests



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•Mic

LATINA

Clean Eating

UPROXX

Woman's Day

LOOKING AHEAD: FY'18

Emphasize wild, natural, sustainable, health and taste to raise brand affinity.

Leverage media, influencers and social channels to reach seafood buying consumers.

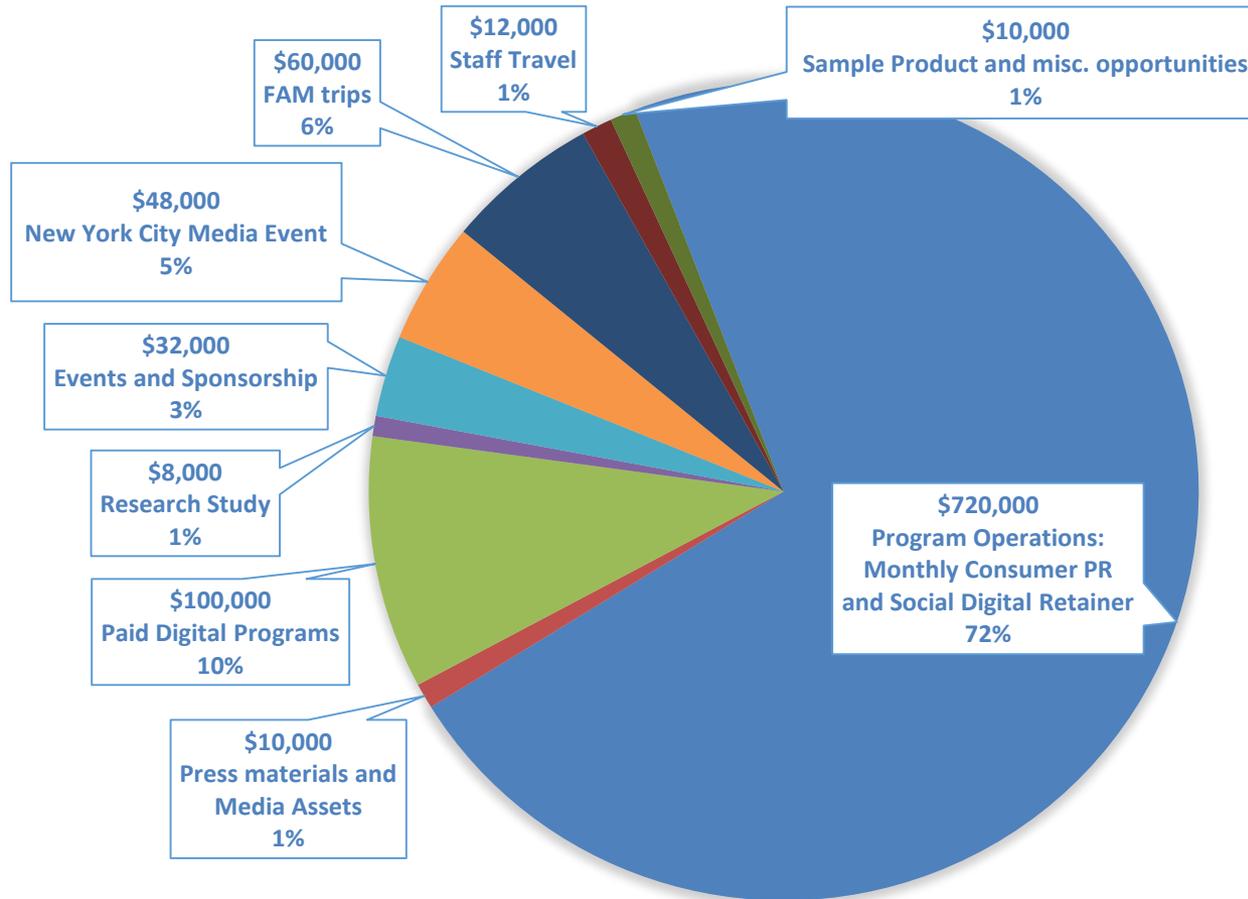
- **Events and Experiences:** Host and sponsor events to educate and tell the Alaska seafood story at key times throughout the year – National Seafood Month (October), James Beard Food Summit (October), Lent/Spring (March/April), Salmon Harvest (May-August), and Annual FAM Trip (Summer).
- **Always-on Earned Media Relations:** Utilize seasonal news hooks (Alaska Wild Salmon Day, harvests, holidays, Lent), targeted pitches and timely angles to drive ongoing coverage.
- **Digital and Video Content - Paid Opportunities:** Amplify planned content and organic media placements to extend reach; create custom video and blog content with third party influencers, editorial sites and networks.
- **Real-time Social Opportunity Spotting:** Conduct daily trendspotting and craft real-time content to drive relevant news hooks and amplify activities like Alaska Wild Salmon Day.
- **Food Service/Retail Support:** Collaborate with retail and food service teams and partners to amplify programs like COOK IT FROZEN!®, FEED YOUR FITNESS®, and SWAP Meat®. Partner with retail and food service teams to distribute social content on a monthly basis.

FY'18 PROPOSED CONSUMER PR PROGRAM BUDGET

Based on success of FY'17 plan, recommend the same fee vs OOP split to ensure continued success and results - \$60,000/month retainer – inclusive of social media management and \$280,000 for expenses in FY'18

| FY'17 Budget (July 1, 2016 - June 30, 2017) | | | FY'18 Budget (July 1, 2017 - June 30, 2018) | | |
|---|-----------------------|-------------------------------|---|-----------------------|-------------------------------|
| Item | FY17 Budget | % of Total \$1,000,000 Budget | Item | FY18 Budget | % of Total \$1,000,000 Budget |
| Fees | | | Fees | | |
| Program Operations: Monthly Retainer | \$60,000.00 | 72% | Program Operations: Monthly Retainer | \$60,000.00 | 72% |
| Total Fees | \$720,000.00 | | Total Fees | \$720,000.00 | |
| Expenses | | | Expenses | | |
| Press Materials | \$8,000.00 | Less than 1% | Press Materials | \$10,000.00 | 1% |
| Paid Digital Programs | \$75,000.00 | 8% | Paid Digital Programs | \$100,000.00 | 10% |
| Research Studies | N/A | N/A | Research/Analytics | \$8,000.00 | Less than 1% |
| Events | \$40,000.00 | 4% | Event (Fall) | \$32,000.00 | 3% |
| NYC Event | \$50,000.00 | 5% | Event/Media Tour (Spring) | \$48,000.00 | 5% |
| FAM Trip 2017 | \$75,000.00 | 8% | FAM Trip 2018 | \$60,000.00 | 6% |
| Edelman Travel | \$10,000.00 | 1% | Edelman Travel | \$12,000.00 | 1% |
| Misc. Media Opportunities: Fish for media stories | \$22,000.00 | 2% | Misc. Media Opportunities: Fish for media stories | \$10,000.00 | 1% |
| Total Expenses | \$280,000.00 | | Total Expenses | \$280,000.00 | |
| Total Annual Budget | \$1,000,000.00 | | Total Annual Budget | \$1,000,000.00 | |

CONSUMER PR PROGRAM BUDGET OVERVIEW



CONSUMER PR PROGRAM BUDGET DETAIL

Program Operations (fees):

- Total budget \$720,000, 72% of total (same year over year) - Monthly Consumer PR and Social Digital Retainer –\$60k month
- Average 500 hours per month for planning, strategy, media relations, event execution, collateral development, social media development and managing of all social channels

**Also includes consumer PR and social support of retail and food service programs, as well as monthly social editorial calendar for retail teams.

Program Operations (expenses): \$280,000

Press Materials and Media Assets:

- Total budget \$10,000, 1% of total (slight increase over FY17)
- Increased total cost to include wire distribution of FIVE standard press releases instead of four to ensure awareness for all harvest seasons, plus national seafood month and Alaska Wild Salmon Day; Edelman will leverage assets and materials created by ASMI (e.g. technical guides, retail recipe leaflets, new recipes and photos, etc.)

Paid Digital Programs: Increased line item and efforts based on success of previous programs

- Total budget \$100,000, 10% of total (increase from FY17)
- Video influencer programs – based on success of previous videos, Blogger networks, Paid social amplification, Facebook promotions, YouTube video promotion, Snapchat filters to reach younger audiences

CONSUMER PR PROGRAM BUDGET DETAIL

Research/Analytics:

- Total budget \$8,000, Less than 1% of total (added for FY18)
- Added line item for research/analytics for increased measurement of programs

Fall Event:

- Total budget \$32,000, 3.2% of total (slight decrease from FY17 based on actuals)
- Recommend event pegged to National Seafood Month with emphasis on wild, Potential ASMI presence at other consumer facing, media driven events

Spring NYC Media Event/Visit:

- Total budget \$48,000, nearly 5% of total (slight decreased based on actuals of FY17 event)
- Event costs include venue, food & beverage, gift bags, food, chef travel and stipend as needed

FAM Trip 2018:

- Total budget \$60,000, 6% of total (decrease from FY17 based on actuals)
- Travel costs for media attendees (flight and hotel), Collateral for distribution on site, hotel costs, Photographer

CONSUMER PR PROGRAM BUDGET DETAIL

Edelman Travel:

- Total budget \$12,000, 1.2% of total (.2% increase over FY17 to allow for attendance at Board meeting)
 - All Hands (October) – one staffer
 - Fall Event – two staffers
 - Spring NYC media event – two staffers
 - Spring board meeting – one staffer
 - FAM trip (Summer) – one staffer

Misc. Media Opportunities: Decreased due to actual requests

- Total budget \$10,000, (slight decrease from FY17)
- Fish for media developing stories

THANK YOU



Wild, Natural & Sustainable®



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