

DATE: October 30, 2017

TO: ASMI Board of Directors and Committee Members

FROM: Jeremy Woodrow, ASMI Communications Director

RE: Communications Program Activity Highlights, October 2016 - October 2017

Communications Strategic Plan

In FY15, the Communications team conducted a strategic planning exercise with insight from key industry members, with the purpose of creating a plan to help focus the program's efforts, communicate the program's goals, and serve as a tool for evaluating program requests or new opportunities. This document helps guide the Communications program and provide a roadmap for meaningful evaluation of present and future program activities. The Communications team revisited the strategic plan in April 2017 and identified the following four core values:

- 1) Grow and Know Our Audience(s)
- 2) Return on Relationships
- 3) Develop Content That Supports the Alaska Seafood Brand
- 4) Share Our Successes

Communications Program Objectives:

- 1) Support all ASMI Marketing Programs and other departments by collaborating on marketing efforts that align ASMI and industry marketing efforts for maximum impact within the food industry
- 2) Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences
- 3) Management of the U.S. Public Relations program to increase awareness and preference for Alaska seafood

Objective #1: Support all ASMI Marketing Programs and other departments by collaborating on marketing efforts that align ASMI and industry marketing efforts for maximum impact within the food industry.

2017 FAM Trip

The Communications program has worked with both the International and Domestic Programs to host an in-state Media Tour in Seward. Twelve international and domestic chefs and six media joined in Seward, Alaska, and spent three days utilizing the facilities at AVTEC, observed a commercial pocket seiner, toured the Alutiq Pride Shellfish Hatchery, toured the Icicle Seafoods processing plant, visited the Bear Creek Weir, and visited the SeaLife Center. This trip gave chefs and media a behind-the-scenes look at what goes into getting the seafood to their tables, as well as maintaining the sustainable resource, so that they can in turn use their widespread influence to educate consumers.



Alaska Seafood Commercial Fishing Video Contest

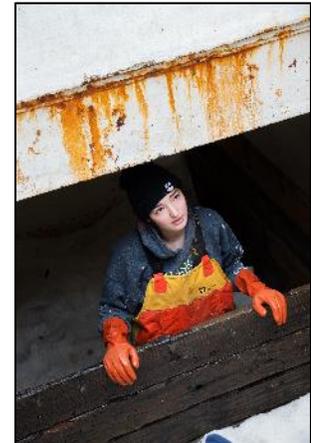
The Communications Program conducted its first-ever Alaska Seafood Commercial Fishing Video Contest from August 10 through September 30, 2017. The contest invited fishermen to share their story of what makes the hard work worth it, tying into our current marketing campaign. The contest was a success and received 26 entries containing some amazing stories and footage. The winners' videos were well received across social media channels. ASMI will be editing the videos to be available in ASMI's digital media library for use by all ASMI programs and partners.



- 26 total videos with many being hi-resolution, professional quality.
- Videos acquired will be used in various campaigns throughout all ASMI programs including international markets

New Photography for ASMI image Library

June 2017 - ASMI contracted Juneau-based photographer Ben Huff to capture commercial fishing activity in Adak, Alaska. Huff was traveling to Adak on a different assignment, which allowed ASMI to reduce costs by paying for the photos only and not travel-related expenses that are often required for acquiring photography from remote locations. As a result, ASMI acquired 30 images that include portraits of a longline fishing family, crew shots of two different trawlers and action shots of crew mending nets, baiting hooks, etc. The photos are available on the ASMI image library for all ASMI programs and partners to use with unlimited restrictions.



The Eat Alaska Project



In 2017, the Communications team continued to expand the Eat Alaska program. Four short recipe videos were created in the style of the very popular Tasty videos that show step-by-step instruction on two seafood recipes.

These efforts help educate Alaskans about the iconic value of Alaska's local, world-class seafood resource by partnering with the highly valued Alaska Grown brand, focusing on the themes of locally sourced food and superior flavor and texture.

The campaign has continued to be well-received in every venue, and are popular items for distribution by the office of Alaska Governor Walker. The recipes and videos have additional value to all consumers are also featured on ASMI social media channels and available for use by ASMI partners via the ASMI image library online.

Social Media Ads

The Communications program collaborated with the Domestic Team to create and place social media ads. These geo-targeted ads were placed across social media channels to drive consumers to Alaska seafood promotions, and have strengthened ties with our partnered retailers.

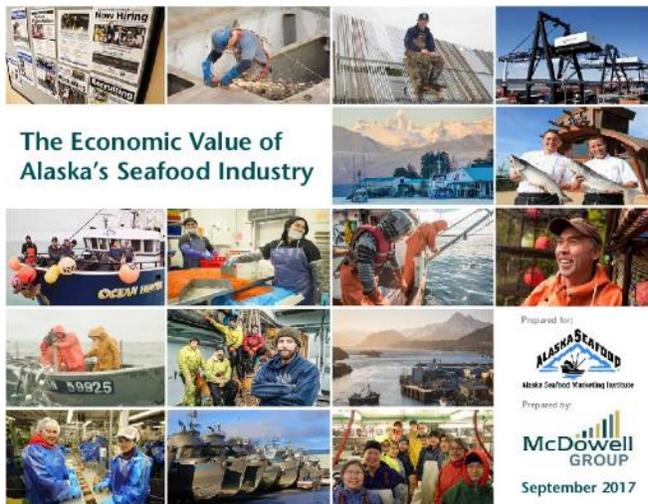
Objective #2: Increase positive awareness of ASMI and the Alaska Seafood brand with key audiences:

- Fishermen/Industry
- Alaskans
- Government Leadership

Alaska Seafood Month Proclamation

Coinciding with National Seafood Month, Alaska Governor Bill Walker proclaimed October 2017 as Alaska Seafood Month and October 25, 2017 as Alaska Commercial Fishing Day. The proclamation highlights the value of Alaska's fisheries as an economic driver for the state of Alaska in terms of direct jobs and value of the state's fisheries.

Updated Alaska Seafood Economic Report



An updated Economic Report of the Alaska Seafood Industry was released in September 2017. The report, available on the ASMI [website](#), updates a prior study published in July 2013 and December 2015. The analysis quantifies the regional, statewide, and national economic impacts of Alaska's seafood industry. This report summarizes overall industry participation, value, and exports. It also highlights the significant impact the industry has on tax revenues and lowers the cost of living in Alaska.

As the brand manager for Alaska seafood, ASMI recognizes the need to inform the general public and consumers about the important economic benefits of the industry. Alaska's seafood industry covers vast areas of the state but is not always well represented in traditional employment data sources. ASMI contracted with McDowell Group to update the economic impact of Alaska's commercial seafood industry.

ASMI Annual Report

The ASMI Communications team manages all aspects of the annual report. Working with ASMI programs to review copy, the report highlights fiscal year accomplishments and foreseeable challenges. ASMI also works with McDowell Group to provide supporting data throughout the report. The FY16 Annual Report can be found on AlaskaSeafood.org and print copies are available upon request. The FY17 Annual Report will be available in the first quarter of 2018.



Marketing Updates



The Communications Program distributes regular ASMI updates to over 2,700 interested individuals via an email newsletter. The Marketing Updates highlight the agency’s marketing activities, including past, present and future campaigns, tradeshow and events and other seafood industry related news. Frequently, the content gets picked up as news items and redistributed through various channels including Alaska news and industry news outlets.

Town Hall Meetings & Fleet Outreach

The Communications team continues to hold Town Hall Meetings and participate in other outreach opportunities through which we meet with fishermen and engage our fleet and fishing communities. In the last 12 months, ASMI has held and/or participated in meetings in Kodiak, Cordova, Dutch Harbor, Sitka and at Pacific Marine Expo.

Wheel Watch Fisherman Newsletter

As an ongoing effort to communicate with key stakeholders of the Alaska Seafood brand - the hardworking fishermen - the Communications Program produced a fleet newsletter summarizing all ASMI marketing activities over the course of the past year. Wheel Watch Vol. 2 - ASMI’s Report to the Fleet - was distributed to the Alaska Commercial Fisheries Entry Commission permit holder database along with the Alaska crewman database.

- *Mailed over 33,000 newsletters to Alaska Commercial fishermen*

Print Ads

ASMI regularly advertises in National Fisherman, Pacific Fishing and other publications. This year, the Communications program designed



new ads intended to connect with fishermen and emphasize the important role they play in the Alaska Seafood brand.

Pacific Marine Expo

ASMI exhibited at the largest commercial fishing trade show on the west coast, the 2016 Pacific Marine Expo in Seattle, Washington. This is a “can’t miss” event for ASMI to show off the marketing work being done to raise the value of the Alaska Seafood brand and to connect with fishermen who work on Alaska’s waters. ASMI shared cookbooks and recipe leaflets, health and sustainability information and Alaska seafood posters, decals, and Alaska seafood swag. ASMI also created an infographic that demonstrates the significance of the ex-vessel value of salmon, even during economic headwinds.

Alaska Federation of Natives Convention

ASMI exhibited at the Alaska Federation of Natives Convention on October 19 through 21, 2017 at the Dena’ina Center in Anchorage, Alaska. ASMI was a sponsor for the annual convention that draws over 5,000 attendees. Eat Alaska recipes, health information and Alaska Seafood branded handouts were distributed from the booth.

Kodiak ComFish

ASMI exhibited at the 2017 Kodiak ComFish March 30 to April 1, 2017. The convention attracts commercial fishermen and Kodiak residents, many of whom are employed in the seafood industry. ASMI distributed EatAlaska recipe cards, annual reports, economic impact reports and swag items such as pens and magnets to attendees. As part of the conference, Jeremy Woodrow, ASMI Communications Director, and Andy Wink of McDowell Group conducted a joint Alaska Seafood Market & ASMI Marketing Efforts presentation.

Alaska Symphony of Seafood Sponsorship

In addition to the new products competition with events in Seattle and Anchorage, the Alaska Symphony of Seafood repeated last year’s successful event in Juneau in February. The event was packed, coinciding with the United Fishermen of Alaska board meeting and drawing many legislators and staff. Although ASMI does not host a reception during the legislative session, this function was an excellent way to share the highlights of Alaska’s forward-thinking seafood industry with state leadership. The event was attended by 200 guests including Lieutenant Governor Byron Mallott, several legislators, and approximately 25 UFA board members.

Objective #3: Lead and manage the Public Relations program to increase consumer awareness and preference for Alaska seafood.

#WorthIt Campaign

In an effort to connect consumers to Alaska’s rich story, ASMI began a new #WorthIt social campaign. This campaign aims to showcase the hard work and dedication of fishermen, but also what makes it worth it to be an Alaska commercial fisherman – the free lifestyle, family and sustainability. The #WorthIt campaign draws on research that shows a growing desire by consumers to have a closer connection to their food. The campaign aims to capitalize on the uniqueness of the fishermen and stories that help build the Alaska Seafood brand.

Dutch Harbor Media Tour

ASMI partnered with Alaska Bering Sea Crabbers Association (ABSCA) to host three U.S. food writers, representing Forbes, Bon Appetit and Robb Report, in Dutch Harbor October 12-13, 2017. The trip coincided with processors and commercial crabbers preparing for the Alaska king and snow crab season, which opened on October 15. While in Alaska, the writers also spent a day in Seward, Alaska touring the Icicle processing Plant and Alaska Sealife Center. In Dutch Harbor, the writers toured the Unisea processing plant, spent an evening aboard the Bering Sea crabbing vessel Wizard and toured Dutch Harbor/Unalaska infrastructure and historical sites with Unalaska Mayor Frank Kelty.



Great American Seafood Cook-Off



In 2017, ASMI once again supported an Alaska chef at the annual Great American Seafood Cook-Off hosted by the Louisiana Seafood Promotion and Marketing Board in New Orleans, LA.

Representing the state of Alaska and SALT Restaurant in Juneau, Alaska-raised and Juneau-local Chef Lionel Uddipa was crowned the King of American Seafood at the 14th annual Great American Seafood Cook-Off.

To earn the national title, Chef Uddipa and his sous chef Jacob Pickard prepared Risotto with Alaska King Crab, Sea Asparagus and Salmon Roe, knocking out 12 of the nation's best chefs by showing creativity and craftsmanship in highlighting the superior quality of Alaska seafood.

U.S. Public Relations and Social Media

The Alaska Seafood Marketing Institute team works with Edelman PR to execute an integrated PR and social media plan that supports ASMI initiatives, increases brand recognition and taste preference, and ultimately drives sales for Alaska seafood. To accomplish this, Edelman executed a multi-faceted communications campaign that focused heavily on differentiating Alaska Seafood through taste experiences and visual storytelling via earned media relations, taste-driven events, social narrative and online campaigns, influencer engagement and paid amplification to reach seafood consumers nationwide and educate them on why Alaska matters.

Media Relations

Superior taste and quality, sustainability, recipe ideas and more were highlighted through earned media relations efforts resulting in 1,009 placements and more than 2 billion earned media impressions in FY2017 in top tier outlets like Associated Press, New York Times, Martha Stewart, Eating Well, Real Simple, Allrecipes.com, Food Network, Glamour.com, Oprah.com, BuzzFeed, Tasting Table and more. Since February 2015 Edelman PR efforts have generated over 4 billion impressions from over 2,600 placements.

New York Media Events

Alaska Seafood was placed at the center of the food movement via extensive NYC events including James Beard house dinners in October 2016 & 2017 with Alaska chefs, media lunches and dinners at Tasting Table test kitchen and Food Network headquarters, and test kitchen visits to Martha Stewart and Daily Meal. ASMI also hosted a spring media event in 2017 that showcased 17 major Alaska seafood species simply prepared as small bites for each media guest to taste the differences between the species. On-site feedback from numerous guests labeled the event as the best food event they have attended in terms of showcasing the product. Additionally, while in New York, Edelman PR and ASMI use the opportunity to conduct 1-on-1 interviews with media outlets.

Social Media

Through extensive social media efforts and by creating a narrative showcasing Alaska Seafood recipes, videos and photos – with an emphasis on highlighting the “faces and places” of Alaska – the brand garnered 5,407,753 impressions via Facebook and Twitter over the course of FY17. The ASMI social community grew by 4,740 followers and the Instagram channel saw a year over year follower increase of 90% (wrapping up FY17 at 5,266 followers). Social content tied to important moments in time – such as the opener of Alaska salmon season – continues to resonate positively with ASMI’s Facebook community, with this specific example garnering 33% more engagements than other non-timely posts. To ensure that social messages were reaching key audiences, Facebook and Instagram paid media campaigns were implemented throughout the year. Highlights of paid media campaigns include video view costs of \$.01 or lower on certain videos (costs are typically between \$.10-.15 per view) and engagement costs as low as \$.07 (costs are typically between \$.25-.50 per engagement).