

A group of people are dining at a restaurant. In the foreground, a woman with long brown hair, wearing a grey sweater, is smiling and holding a plate of food. To her right, a man in a blue and white plaid shirt is also smiling. The table is set with various dishes, including a large crab, a burger, and a glass of dark beer. A vase with pink and yellow flowers is on the right side of the table. The background is slightly blurred, showing other diners and the restaurant interior.

# ASMI CONSUMER AND TRADE PR UPDATE

ALL-HANDS ON DECK 2023



Edelman





# ASMI'S CO-CAPTAIN SINCE 2015

Garnered 28 billion media  
and social impressions to  
date



## FOOD52

How to Cook Fish Like an  
Alaskan Fisherman

## FoodSided

Chef Chris Cosentino discusses why Alaskan  
seafood deserves to be on the plate, interview

## REAL SIMPLE



Most of the wild salmon you see at  
the supermarket is caught in **Alaska**,  
home to some of the most  
sustainable fisheries in the world.

## martha stewart

### How to Defrost Fish the Right Way, According to a Seafood Expert

As Burrows notes, all wild  
seafood in **Alaska**—such  
as salmon, pollock, and cod—is  
harvested seasonally. But when  
these foods are frozen, it makes  
it possible for consumers to  
enjoy them all year while  
maintaining integrity and flavor.

## delish



...wild **Alaska sockeye salmon** has  
the most vitamin D, according to  
Lydon, who said that just 6  
ounces has more than the daily  
dose.

## mindbodygreen

This is the best state to  
buy your seafood from

## sn SUPERMARKET NEWS



Sustainable seafood stays in the  
spotlight



## FOOD&WINE



...**Alaska** black cod (also known as  
sablefish) is an exceptional choice.

# FY24 STRATEGIC APPROACH





## Category Context

# Consumers seek seafood that is wild, healthy and tasty, but crave more inspiration when it comes to preparation.

#1

Health is the top reason why consumers choose seafood, followed by Taste

82%

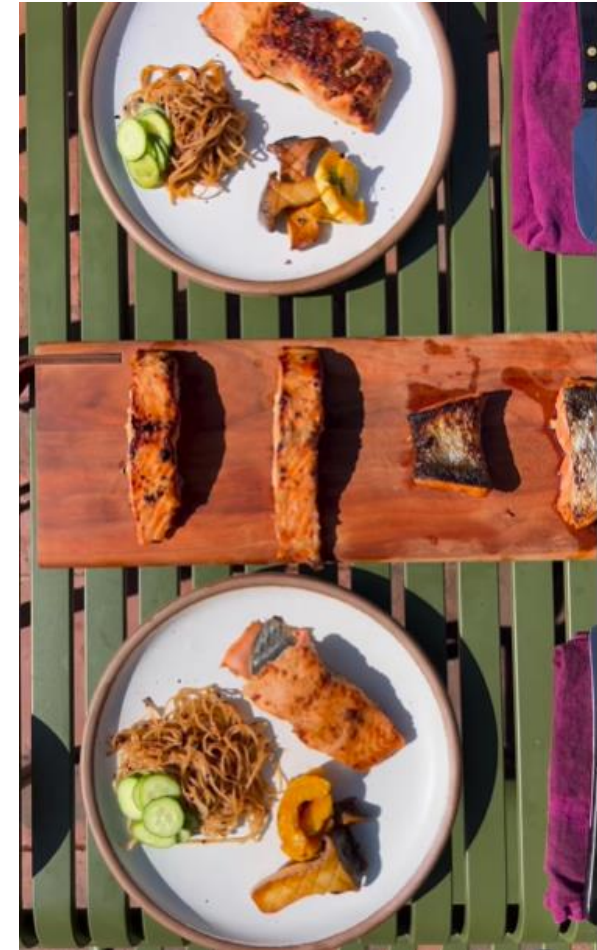
Prefer wild seafood over farmed seafood

74%

Want to eat seafood more than they already do

61%

Aren't sure which seafood is sustainable and which isn't



## Cooking tips and inspiration would help consumers cook seafood more often.

**66%**

Say cooking guidance would help them cook seafood more often at home, including:

- Recipes (35%)
- Knowing easy cooking methods (29%)
- Having more time to cook (24%)
- Knowing what to cook it with (20%)
- Having the right equipment (17%)

Among those who cook seafood at home, the prep option used most often is:

**36%**

**STOVE**

**22%**

**OVEN**

**16%**

**GRILL**

**14%**

**AIR FRYER**

## Trust Context

# Building trust and providing inspiration on an ongoing basis is more important than ever to drive purchase.

71%

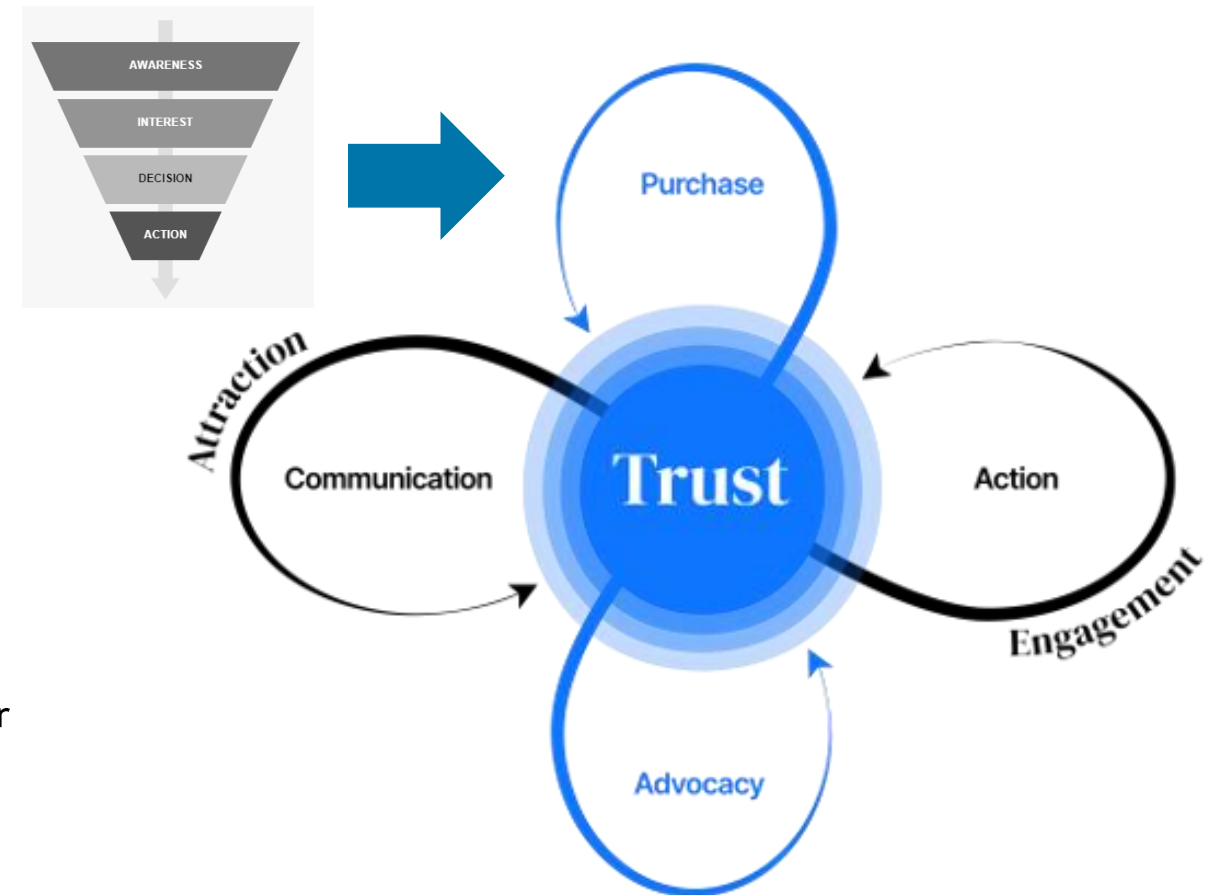
Say it's more important to trust the brands they buy/use today.  
79% for Gen Z

77%

Of Gen Z (and 73% of Millennials) consider environmental impact and sustainability when making a purchase.

78%

Of consumers say that they uncover things that attract them to a brand and drive loyalty **after** the purchase



## Historical Context

# Increased reach for Alaska Seafood YOY by leaning into “wild” and “taste” via omnichannel campaigns.

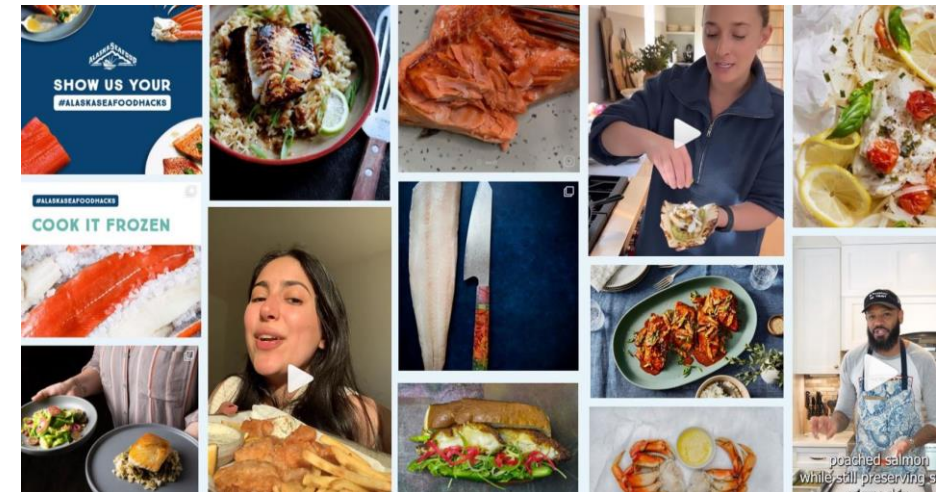
## Make the Wild Choice (FY23)

Highest-reaching campaign in terms of impressions and views.



## #AlaskaSeafoodHacks (FY22)

All-time best campaign records for social engagement and link clicks.





## Audience Context

# Target U.S. consumers span generations and behaviors.

## EXPANDING SEAFOOD CONSUMER

Millennial and Gen Z, ages 18-40





### Seafood Behaviors

- Choose seafood because it is Healthy, Wild and Sustainable
- Increasing seafood consumption
- More interested in choosing seafood over other proteins

### Culinary Attitudes

- Hungry for flavor and convenience
- Cooking variety influences purchase.
- 77% say a products environmental friendliness is important

### Channel Samples

  **delish** *PureWow*  
**POPSUGAR. mbg EATER**

Consumer – 50%

## CLASSIC SEAFOOD CONSUMER

Gen X and Boomer, ages 41+



### Seafood Behaviors

- Choose seafood because of Recipes, Wild and Sustainable
- Maintaining seafood consumption
- Stick mostly with what they know (e.g., salmon)

### Culinary Attitudes

- Enjoy cooking from scratch
- Turn to food for specific nutrients
- Believes food is integral to family time and connection

### Channel Samples

  **The New York Times** **EatingWell.**  
**martha stewart** **CNN** 

Consumer – 40%

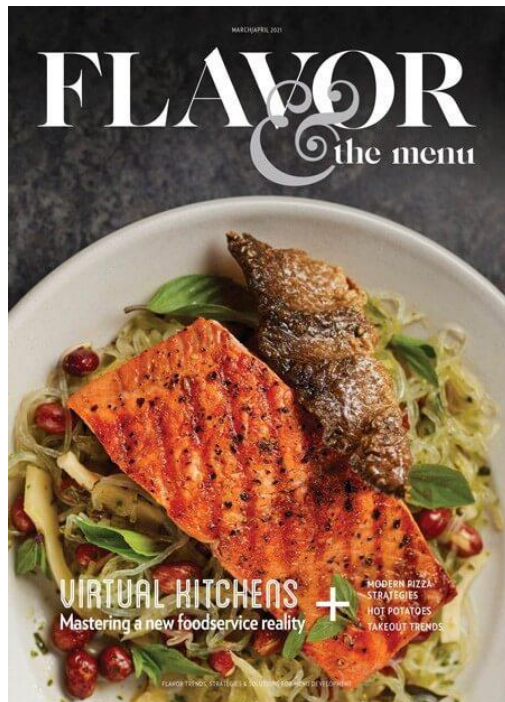


## Audience Context

# Target U.S. trade audiences include foodservice and retail.

## DOMESTIC FOODSERVICE

Foodservice (commercial and non-commercial) operators, chefs and trade media.



### Priorities

- Foodservice (ingredient and technique) trends
- Inspirational content
- Operator examples

### Opportunities

- Consumers craving more seafood on menus
- Less seafood-savvy consumers often look to away-from-home occasions to enjoy seafood
- Gather inspiration through industry and consumer-facing channels

**Restaurant FOOD&WINE**  
HOSPITALITY

**FSR**

*Nation's Restaurant News*

**QSR**

## DOMESTIC RETAIL

Retail trade media and partners.



### Priorities

- Data, consumer trends
- Retailer examples/sources

### Opportunities

- Consumers continue to cook more at home, including seafood
- Seafood-savvy consumers have become comfortable with go-to species like salmon, and are open to branching out to new species
- Seeking connection between in-store and online shopping experiences

**Progressive GROCER** **TODAY'S GROCER**

**SN** SUPERMARKET NEWS

**G** GROCERY DIVE

## OUR CHALLENGE:

Consumers are drawn to the health benefits, taste and premium experience of seafood. However, they are intimidated when it comes to preparation, while also looking to understand sustainability nuances.

## OUR OBJECTIVE:

Increase awareness and consideration of Alaska seafood as a convenient, easy to prepare and versatile option, that is also wild, sustainable and nutritious.



## OUR FY24 STRATEGY

**RESEARCH SHOWS THE #1 BARRIER TO  
BUYING AND COOKING MORE SEAFOOD IS  
HOW TO PREPARE IT.**

**REMOVE THE BIGGEST BARRIER TO  
PURCHASE WITH TIMELY AND SIMPLE  
COOKING INSPIRATION WHILE REINFORCING  
THE DEFINITION OF WILD AND  
#ASKFORALASKA.**





OUR FY24 CAMPAIGN

# COOK WILD. #ASKFORALASKA.

Cook wild with us! Alaska seafood is the premier wild, responsibly sourced, flavor-packed ingredient that can easily be the star of your plate.

As Alaska is the sustainable source of 60% of our nation's wild seafood, cooking wild is an attitude and belief that Alaska seafood experts and fishermen know better than anyone else. With a bounty of options and easy tips, you can live the Cook Wild ethos too.





# How Cook Wild Comes to Life

*Campaign launched on September 26*

Strategy	Drive audiences to #CookWild by removing the biggest barrier to seafood purchase with timely and simple cooking inspiration while reinforcing the definition and benefits of choosing wild and #AskForAlaska.		
Omnichannel Campaign	Cook Wild		
Themes	Fall and National Seafood Month Air Fryer Recipes (Launch on September 26-November)	Winter Entertaining and New Year Health Stove/Oven Recipes (January-February)	Spring/Summer and Sustainability Grilling Recipes (March-June)
Activations	Launch – Release and Data		
	Hedley & Bennett Partnership		
	Cook Wild Sweepstakes (Sept. 26 – Oct. 31)	Social Media Sweepstakes	Social Media Sweepstakes
	Influencer Partnerships and Content Amplification – Five Culinary Creators/Influencer Partners		
			NYC Media Experiences
			One-Off FAM
	Industry Toolkit Email	ASMI Program Extensions	
	Campaign and Ongoing Storytelling via Earned Media and Owned Social		

# Cook Wild Initial Campaign Highlights



## Education and Collateral:

Created industry toolkit, email blast and Cook Wild landing page



## Sweepstakes:

Chance to win a limited-edition Hedley & Bennett apron, a year of seafood and virtual cooking class, which garnered more than 400 entries



## Consumer Data:

Conducted consumer survey and shared results via a press release and nearly 300 pitches



## Influencer:

6 posts from 5 influencers resulting in more than 1.4M views



# Cook Wild Culinary Creators

**Ellen Marie Bennett**



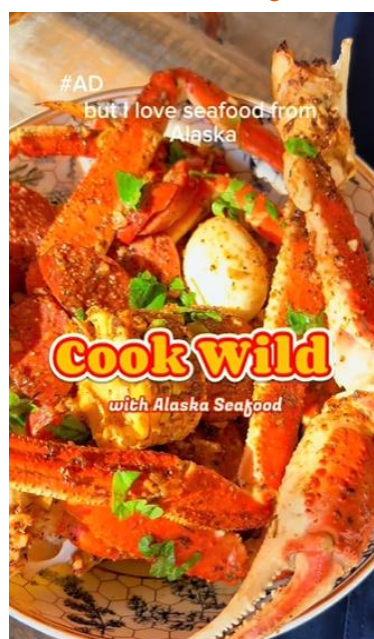
**Miso Alaska King  
Salmon and Ginger Soy  
Alaska Sablefish**

**Ahmad Alzahabi**



**Air Fried Alaska Sockeye  
Salmon**

**Kena Peay**



**Bairdi Crab Seafood Boil**

*Additional Posts February &  
May*

**Lauren Grant**



**Alaska Cod Milanese**

*Additional Posts February &  
May*

**Alessandra Ciuffo**



**Pistachio Crusted Alaska  
Halibut Sticks**

*Additional Posts February &  
May*





# WHAT'S TO COME





# NYC Media Experiences

## Media & Influencer Tasting and Demo

- March 14 at The Tin Building by Jean-Georges
- To inspire, educate and build relationships with top-tier media and influencers, we'll host an engaging culinary tasting experience in New York to demonstrate how and why to Cook Wild featuring a chef and harvester.

In addition to the primary event, we'll schedule 2-3 personalized meetings and tastings with select outlets to generate long and short-lead press coverage.



**People**

martha  
stewart

**GMA**

  
**TODAY**

bon appétit

  
**food**  
network

# Proactive Media Relations

In addition to amplifying Cook Wild campaign activations, we'll drive earned press coverage throughout the year by connecting to key calendar moments, highlighting messaging pillars and leveraging ASMI partners, spokespeople and data.

## The #1 Protein to Add to Your Plate for a Healthier 2024



Parade PureWow  
REAL SIMPLE  
SN SUPERMARKET NEWS WELL + GOOD



## How to Use Your Fave Appliance to Bring Out the Best of Seafood



martha FLAVOR  
stewart the menu  
delish bon appétit GOOD HOUSEKEEPING



## The Most Sustainable Way to Eat Seafood? The Answer Is Alaska.



Forbes The Washington Post  
FOOD navigator.com FOOD & WINE



# Domestic/Trade Integration

Throughout FY24, we'll amplify activities of the ASMI Domestic team to ensure maximum visibility for the team's efforts, including conducting additional trade media relations for various programs, providing event support and more.

## Alaska Seafood Chefs Alliance Press Release and Promotion

### Members



Sarah Grueneberg

[View Bio](#)



Amara Enciso

[View Bio](#)



Lionel Uddipa

[View Bio](#)



Chris Cosentino

[View Bio](#)

## Ongoing Chef Collaborations



### HOT ALASKA POLLOCK SANDWICH BY CHEF CHRIS COSENTINO

[Favorite](#) [Pin It](#) [Email](#) [Print](#) [Copy Link](#)



Elevate the iconic Nashville hot chicken sandwich to new heights with wild Alaska pollock. It's a tantalizing fusion of crispy, fiery flavors that celebrates the untamed spirit of Alaska.

Prep Time: 30 minutes

Cook Time: 5-15 minutes

Total Time: 35-45 minutes

Servings: 4

Yield: 4 sandwiches

## Industry Events

### SOUTHERN SMOKE FOUNDATION



## Ongoing Retail & Foodservice Media Relations

FLAVOR  
the menu



SN SUPERMARKET  
NEWS

Nation's  
Restaurant News

FOOD DIVE  
plate



# Nutrition PR

Health is one of the top reasons consumers choose seafood, so we'll highlight the nutrition and wellness benefits of Alaska seafood year-round through various tactics with nutrition experts like registered dietitians, as well as amplifying those messages on our owned channels.

## Paid and Earned RD Relationships



### GOOD HOUSEKEEPING

**15 Healthiest Fish to Eat, According to  
Registered Dietitians**

Load up on seafood in a safe (and delicious) way.

EVERYDAY  HEALTH

**Not Eating Enough Fish? 4 Easy  
Recipes to Solve Any Excuse**

These easy, tasty recipes will get you (and your family) eating more of this healthy protein.

# Owned and Paid Social Media

Across Instagram, Facebook, Pinterest and TikTok, we're executing a social media strategy and content cadence that incorporates key learnings and insights to increase engagement of Alaska seafood content.

## WHAT WE LEARNED

## HOW WE'LL IMPLEMENT

Variety of formats and content types keeps audiences engaged.

Sharing a balance of planned, UGC and agile content on a monthly basis.

Audience is hungry for content, specifically story-ready content.

Increase content designed for Stories and post via Instagram **and** Facebook. Includes UGC content and new video assets from ASMI (e.g., Channel Films) to build engagement and connection with followers.

UGC was a top performer among different types of content.

Increase UGC content with the ASMI community via hashtags and reminders. Source UGC from consumer, trade and stakeholders with UGC guide.

Recipes can be optimized across channels.

Continue sharing recipes within editorial calendar, including Cook Wild campaign assets.

# Increasing Creativity and Agility

To diversify storytelling on social, we want to increase real-time content and engage in social media trends. These agile, yet pre-planned moments, will feature more “in the wild” footage showcasing the environment of Alaska, chefs and consumers cooking with Alaska seafood, ASMI partnerships and events, and more.

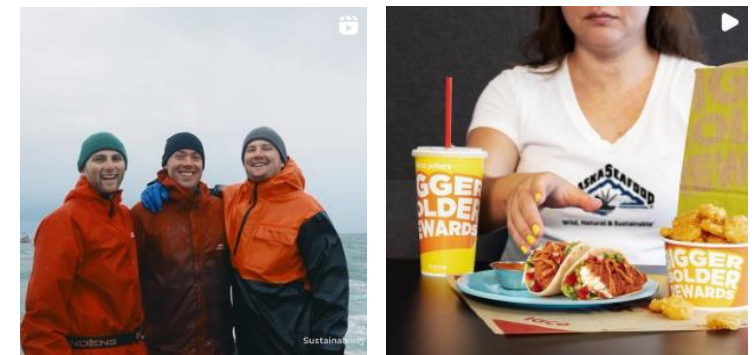
## Example: Capture Content at Hosted/Sponsored Events



## Example: ASMI Staff Captures Footage of their Life in Alaska



## Example: Capture Social-Friendly Footage of Partnerships/Content Shoots





# Measuring Impact

## Objective

Increase positive

### Awareness

*for Alaska seafood by leaning into “wild” and other reasons to believe*

Inspire

### Consideration

*by differentiating and elevating Alaska seafood among key audiences*

Drive

### Conversion

*by connecting people with ways to buy or find Alaska seafood while they’re feeling inspired*

## Success Metrics

**Quantity:** How much are people seeing Alaska seafood content? (Impressions, Placements, etc.)

**Quality:** How effectively is Alaska seafood being seen overall and/or with key messages? (Message Pull Through, Social Followers, etc.)

**Quantity:** How much is Alaska seafood content inspiring people to react and respond? (Engagements, etc.)

**Quality:** How strongly are key audiences responding? (Engagement Rate, etc.)

**Quantity:** How much were we driving purchase intent for and/or direct sales of Alaska seafood? (Clicks, etc.)

**Quality:** How effective were our tactics at driving purchase intent and/or direct sales? (CTR, ROAS, etc.)

**QUESTIONS?**

