ASMI CONSUMER AND TRADE PR UPDATE

ALL-HANDS ON DECK 2023
Garnered 28 billion media impressions to date

ASMI’s CO-CAPTAIN
SINCE 2015

This is the best state to buy your seafood from.

mindsimple

FOODSLIDED

delish

FOOD & WINE

How to Cook Fish Like an Alaskan Fisherman

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

FOOD52

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

This is the best state to buy your seafood from.

WELL, according to a recent Supermarket News consumer survey, Alaskan black cod (also known as sablefish) is an exceptional choice.

Most of the wild salmon you see at the supermarket is caught in Alaska, and it’s home to some of the most sustainable fisheries in the world.
FY24 Strategic Approach
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
Culinary Context

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
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
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.
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
POPSUGAR, delish, PureWow, mbg, EATER

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 Food
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

**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
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*

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<tr>
<th>Strategy</th>
<th>Omnichannel Campaign</th>
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<td>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.</td>
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<tr>
<th>Themes</th>
<th>Cook Wild</th>
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<td>Fall and National Seafood Month Air Fryer Recipes (Launch on September 26-November)</td>
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<th>Activations</th>
<th>Influsencer Partnerships and Content Amplification – Five Culinary Creators/Influencer Partners</th>
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<td>Launch - Release and Data</td>
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<tr>
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<td>Hedley &amp; Bennett Partnership</td>
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<td>Cook Wild Sweepstakes (Sept 26-Oct 31)</td>
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<td>Industry Toolkit Email</td>
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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
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.
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

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

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

Ongoing Chef Collaborations

Industry Events

Ongoing Retail & Foodservice Media Relations

Members

HOT ALASKA POLLOCK SANDWICH BY CHEF CHRIS COSENTINO

SOUTHERN SMOKE FOUNDATION
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
# 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.

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<th>WHAT WE LEARNED</th>
<th>HOW WE’LL IMPLEMENT</th>
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<td>Variety of formats and content types keeps audiences engaged.</td>
<td>Sharing a balance of planned, UGC and agile content on a monthly basis.</td>
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<td>Audience is hungry for content, specifically story-ready content.</td>
<td>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.</td>
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<td>UGC was a top performer among different types of content.</td>
<td>Increase UGC content with the ASMI community via hashtags and reminders. Source UGC from consumer, trade and stakeholders with UGC guide.</td>
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<td>Recipes can be optimized across channels.</td>
<td>Continue sharing recipes within editorial calendar, including Cook Wild campaign assets.</td>
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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.)