



---

MEMORANDUM

DATE: April 20, 2022  
TO: ASMI Board of Directors  
FROM: Ashley Heimbigner, Communications Director  
SUBJECT: **Communications and Domestic Consumer PR FY22 Activity Highlights**

This fiscal year saw the communications program continue to serve the Alaska seafood industry as we collectively navigated another year of the global pandemic.

FY22 marked the second full year with a Digital Marketing Manager (Tanna Peters) in place, enabling the program to fulfill the goal of facilitating greater cross-program collaboration, creating efficiencies in updating and launching digital tools, and managing ASMI's digital platforms. The team also welcomed new Marketing and Communications Coordinator Kimberly Valverde in February 2022.

In FY22, the communications program continued the development and improvement of tools and platforms utilized by ASMI stakeholders to promote the Alaska Seafood brand amid the new normal created by the pandemic and beyond. This included ongoing implementation of ASMI's new brand guide, expansion of the comprehensive collection of photo and video assets available in the digital media library, and an enhanced focus on resources and tools for the rising number of direct marketing and direct to consumer sales channels and the launch of the new Alaska Seafood Online Marketplace. Central to these efforts was the research-based overhaul and merger of ASMI's domestic websites – wildalaskaseafood.com and alaskaseafood.org. The new robust site allows ASMI to align with the shift to primarily online communications platforms by consumers and our industry.

The communications program is also improving the ways we communicate with stakeholders about the resources ASMI provides to grow the Alaska Seafood brand. The industry-facing ASMI News and Updates Facebook page continues to grow in participation, and refreshed monthly industry newsletters as well as a direct marketer outreach program allow ASMI to engage and connect with key audiences.

The communications program continues to be the primary manager of the \$1 million consumer PR contract, which saw a record year of direct-to-consumer engagement and media coverage (*see page 13*), thanks to timely influencer and media relations campaigns. The consumer PR program contributes significantly to the overall achievements of ASMI, and supports ASMI amid new and continued crises. New content and tactical approaches reflected shifts in consumer trends by focusing on simple home cooking ideas, sustainability, nutrition and sharing authentic industry stories. Additionally, collaborative promotional efforts with the domestic marketing program have resulted in significant increases to both reach and engagement.

The ASMI Communications Committee continues to grow in its effectiveness and direction with the establishment of subject-area subcommittees to ensure that ASMI staff may further improve our ability to serve the Alaska seafood industry.

#### **Communications Program Core Values:**

- Grow and Know Our Audience(s)
- Seek a Return on Relationships
- Develop Content That Supports the Alaska Seafood Brand
- Share Our Successes

#### **Communications Program Objectives:**

1. Increase positive awareness of ASMI and the Alaska Seafood brand among the following key audiences:
  - Consumers
  - Fishermen/industry
  - Government leadership
  - Alaskans
2. Create collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry:
  - Produce content to be used across all programs
  - Serve as ASMI's spokesperson
  - Supervise crisis monitoring and messaging
  - Long-term proactive marketing planning
  - Focused education, research, and advocacy efforts among industry issues
  - Coordinate industry economic value research, industry report card survey and other seafood market research as needed
  - Prudent, efficient fiscal management

## **FY22 COMMUNICATION PROGRAM HIGHLIGHTS**

**Objective 1:** Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences (consumers, fishermen/fleet/industry, government leadership, Alaskans).

**Audience:** Alaska Fishermen/Fleet/Industry

**Message:** *ASMI brings value to Alaska fishermen and the seafood industry by raising the value of the Alaska Seafood brand.*

### **EVENTS + SPONSORSHIPS**

#### **Kodiak ComFish (March 2022)**

The Communications team traveled to Kodiak to attend ComFish March 24-26<sup>th</sup>. ASMI served as a proud sponsor of the event, as well as the taco night fundraiser prior to the convention, which met in person for the first time in three years. Communications director Ashley Heimbigner and global food aid program director Bruce Schactler gave presentations about ASMI's programs and provided market updates. The ASMI booth received considerable traffic and it was great to be meet and network in person once again.

### **Alaska Young Fishermen's Summit (December 2021)**

ASMI provided branded swag and digital informational materials for Alaska Sea Grant's virtual Young Fishermen's Summit. The ASMI materials were distributed in participant welcome bags and via QR code.

### **United Fishermen of Alaska (UFA) Webinar (December 2021)**

ASMI Communications Director hosted a webinar with Domestic Marketing Director, Megan Rider, for the UFA membership. In the webinar, ASMI shared the latest seafood consumer trends and ASMI activities at U.S. retail and foodservice and provided an update on the marketing and technical resources available to Alaska's seafood industry members.

### **Pacific Marine Expo (November 2021)**

ASMI was pleased to reconnect with industry at the 2021 Pacific Marine Expo, Nov. 18-20. ASMI again sponsored the Alaska Hall and hosted a booth, which featured new resources, materials and contact information and ASMI staff members.

### **State of the Science Symposium (September 2021)**

ASMI was proud to sponsor the fifth annual forum for global leaders in human nutrition to outline the latest consensus on all aspects of seafood nutrition.

## **RESOURCES + PUBLICATIONS**

### **Economic Value of Alaska's Seafood Industry Report Update - (January 2022)**

The latest update to the biennial report prepared by McKinley Research Group affirms Alaska's seafood industry is an essential driver of the state's economy, contributing \$5.7 billion to Alaska's economy. Highlights from [the report](#) include:

- The seafood industry directly employs over 31,300 skippers and crew and 27,100 seafood processing employees, totaling 62,200 workers in Alaska each year.
- Alaska harvests two-thirds of the nation's seafood, approximately 5.7 billion pounds of seafood worth \$2.0 billion was harvested in 2019.
- Nationally, the Alaska seafood industry creates over 100,000 full time equivalent jobs, \$6 billion in annual labor income and \$15 billion in economic output.
- Seafood is the economic foundation of many rural communities, and seafood processing facilities are integral to many coastal economies of Alaska.



This report is central to ASMI and industry efforts to communicate the value of the commercial fishing and processing industries to Alaska and U.S. audiences. The communications program utilized the 2022 report data to create [short videos and graphics](#).

### Wheel Watch Volume 7 (May 2022)

ASM's annual newsletter to the fleet will be mailed out in spring 2022 to land in wheelhouses ahead of the busy summer harvest season. The [2021 newsletter](#) was sent to over 15,500 Alaska commercial harvesters to inform them of ASMI's work throughout the year to raise the economic value of Alaska's commercial seafood harvest.

### ASMI 40th Anniversary Recipe Collection, Logo, Cookbook

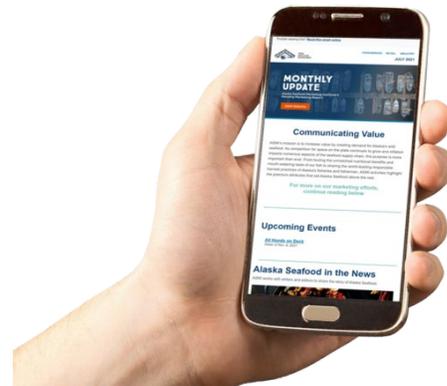
To mark four decades of collaboration with the seafood industry, ASMI created a commemorative cookbook titled *40 Years of Fish*. The cookbook features custom recipes and a historical look back at ASMI through the years by industry journalist Jessica Hathaway. The 40<sup>th</sup> anniversary cookbook, which was distributed to ASMI partners, committee members, media, chefs, supporters and government leadership, is also [available online for download](#). ASMI also created a custom 40th anniversary logo, and a digital online recipe collection with three new recipes by Alaska chef Maya Wilson.



### ONGOING

#### Monthly Marketing Updates

The communications program publishes the [monthly marketing newsletter](#) to over 3,500 industry members detailing upcoming events, newly published reports, ASMI activities and highlights from the past month and the latest resources added to the website and the photo and video library.



#### ASMI News and Updates Facebook Page

ASMI continues to see strong growth and community participation on the ASMI News and Updates Facebook page with over 1,500 followers. @ASMINewsAndUpdates provides industry with relevant news, videos, resources, and communication of ASMI's work.

## Seafood Information Services

A variety of [market and harvest updates](#) are produced for ASMI by McKinley Research Group, including weekly seasonal Alaska salmon harvest updates, groundfish harvest reports, and species-specific market outlook and summary reports ahead of the season, as well as ongoing topical research. These updates are available on the ASMI website and communication channels.

## Trade Advertising

ASMI connects with the fleet through an ongoing trade advertising campaign with captivating photography and messaging showcasing a different aspect of ASMI's role in promoting the value of Alaska seafood. The print and digital ads rotate through various trade publications, including Fisherman's News, National Fisherman and Pacific Fishing.

## Direct Marketer Toolkit Email and Resources



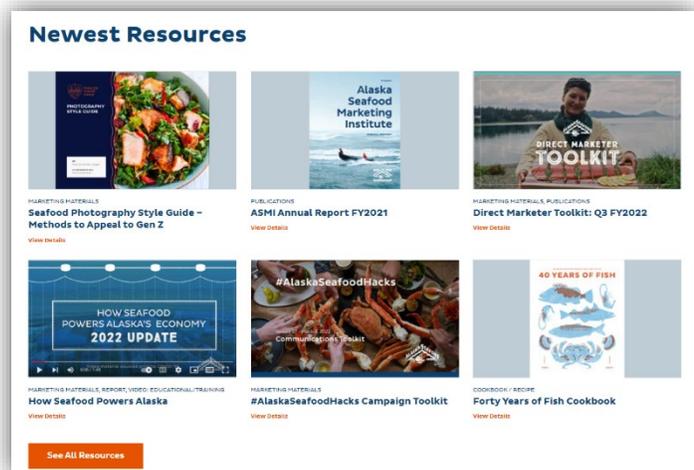
FY22 saw the execution of ASMI's plan to serve direct marketers through the rollout of quarterly digital Direct Marketing Toolkit emails to inform direct marketers of the ASMI tools and resources available to this growing sector. The toolkit highlights topics such as recently released sales and marketing materials (see sticker to left), consumer research, social media shareables, new photo and video assets, seasonal harvest updates, and relevant industry reports.

## Northern Lights for National Fisherman

The communications program coordinates a monthly submission to National Fisherman for their Northern Lights column, detailing ongoing efforts by ASMI and industry partners that are relevant to fishermen. FY22 topics included the economic value of Alaska's seafood industry, the importance of seafood traceability, sustainable seafood practices in global foodservice operations, ASMI's 40th anniversary and All Hands on Deck meeting, as well as an update on the Japan market and ASMI's new digital tools. The columns are available for viewing in the News section of [ASMI's website](#).

## Updated Industry Content on Alaskaseafood.org

To ensure the newly reorganized and redesigned website remains a valuable tool for industry, the communications team has focused on continual content updates in news, events, publications, recipes, reports, resources and activities. The team also updates current content as necessary following audits, analytics, and feedback gathered through the on-site tracker.



## Audience: Government Leadership

**Message:** *An investment in ASMI supports the Alaska economy.*

### Legislative Outreach (January 2022)

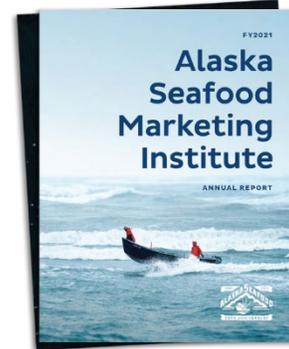
The communications program assists the ASMI executive director with legislative outreach during both the legislative session and the interim. The communications team sent welcome letters to all members of the Alaska Legislature in 2022, reminding them of ASMI's mission and resources available. Printed copies of the updated Economic Value of Alaska's Seafood Industry Report, COVID impact reports and a concise overview of how ASMI's work increases the value of Alaska's seafood, were distributed, as well as the 40th anniversary cookbook - the *40 Years of Fish*. The communications program also supported the executive director through the drafting of presentation and support materials for requested testimony and letters of support.

### Presentation to Alaska Legislature: Alaska Seafood Economic Value (March 2022)

This winter, ASMI staff gave presentations on the value of Alaska's seafood industry and ASMI's work to a variety of regional organizations. In addition, ASMI executive director, Jeremy Woodrow, testified multiple times on behalf of Alaska's seafood industry to the Alaska State Legislature, including a presentation to the [House Fisheries Committee](#) on March 3, 2022.

### FY2021 ASMI Annual Report (April 2022)

ASMI published the [FY2021 Annual Report](#) in April 2022. The report provides an overview of FY2021 activities, challenges and opportunities as well as a financial report and fiscal narrative. Printed copies are available by contacting the ASMI office.



### COVID-19 Impacts to Alaska Seafood Industry Special Reports

ASMI contracted with McKinley Research Group to produce two special reports on industry impacts from the pandemic: Supply Chain Disruptions and Inflation (November 2021) and Two-Year Review of COVID Impacts on Alaska Seafood (March 2022). An additional report is forthcoming in May 2022, timed with

### Symphony of Seafood Juneau Event (February 2022)

ASMI sponsored and staffed the 2022 *Symphony of Seafood*, an annual competition for new value-added products made from Alaska seafood. The popular event was well attended by Alaska State Legislators, industry members, media and the public.

## PRESENTATIONS

### Sitka Chamber of Commerce (March 2022)

This winter, ASMI's communications director gave a presentation on the value of Alaska's seafood industry and ASMI's work to the Sitka Chamber of Commerce.

### Southwest Alaska Municipal Conference (SWAMC) Economic Summit (March 2022)

ASMI communications director, Ashley Heimbigner, presented at the 2022 SWAMC Economic Summit in Anchorage. ASMI also sponsored the lunch during the, a non-profit regional economic development

organization for Southwest Alaska. The lunch featured winning seafood products from the 2022 Symphony of Seafood.

**Audience: Alaskans**

**Message: Alaska’s seafood industry is an essential part of Alaska’s economy.**

**CAMPAIGNS**

**Alaska Seafood Hacks Campaign (Spring 2022)**



The ASMI consumer PR and domestic marketing programs concluded [#AlaskaSeafoodHacks](#) in March 2022. The campaign was highly engaging across audiences with more than 360 uses of the hashtag and 2.8 million views and engagements, including nearly 2,000 comments from consumers responding to hacks and sharing their own. By integrating across national [earned media](#), [paid media](#), [influencer](#) and social channels, in addition to in-state and industry participation, [partners](#) and [news](#), [#AlaskaSeafoodHacks](#) reached more than 140

million impressions, 12x more reach than a previous consumer campaign.

To reach Alaskans, the communications program, worked with contractor Rising Tide Communications to engage Alaska and industry-focused influencers to encourage participation in the campaign among industry, fishermen and Alaskans alike. From Olympic gold medalist Kikkan Randall to Bering Sea crab harvester Sean Dwyer, to Alaska families and renowned Alaska chefs and noted Seattle and LA-based influencers with Alaska ties, this content drove nearly 200k views and impressions, over 7.5k engagements and nearly 600 comments from Alaskans sharing their own hacks.



**Kikkan Randall**

1 Post  
32.9K Views  
30.9K Impressions  
1.3K Engagements  
Featured Alaska salmon



**Sean + Bri Dwyer**

8 Posts  
36.5K Views  
63K Impressions  
4.2K Engagements  
Featured Alaska crab



**Daniela Klimsova**

5 Posts  
5.6K Views  
6.5K Impressions  
1.3K Engagements  
Featured Alaska salmon



**Maya Wilson**

3 Posts  
4.8K Views  
10K Impressions  
345K Engagements  
Featured Alaska sablefish



**Bria Thomas**

4 Posts  
4.4K Views  
3.3K Impressions  
300 Engagements  
Featured Alaska scallops



**Natashia Price**

1 Posts  
3K Views  
200 Engagements  
Featured Alaska salmon

## ADVERTISING

### **Anchorage + Juneau + Fairbanks Airport Video Ads**

This year, the communications program expanded its video advertising program beyond those shown at the Ted Stevens Anchorage International Airport year-round, to include the Juneau International Airport during the first two months of the legislative session, as well as the Fairbanks Airport during the peak of the visitor season. The video ads communicate the economic importance of Alaska's seafood industry.

## EVENTS + SPONSORSHIPS

### **Juneau Maritime Festival (May 2022)**

The communications program is pleased to sponsor the 2022 Juneau Maritime Festival on May 7, 2022. ASMI will have a booth at the event with promotional materials highlighting the importance of Alaska seafood to Alaska, as well as fun recipe inspiration. The festival celebrates the importance of Juneau's rich maritime culture, history, and commerce with thousands of attendees. ASMI's logo will be included prominently on event materials and promotions.

### **Alaska Food Policy Council's Annual Alaska Food Festival & Conference (March 2022)**

ASMI sponsored the 2022 virtual conference, provided an auction item and hosted a virtual booth to share resources and communicate the importance of commercial fisheries to Alaska. The goals of the conference are to increase awareness of Alaska food issues among the general population; provide training, resources, and networking opportunities to increase involvement in local food issues by community members and decision-makers; and increase connections and build community between the public, Alaska food businesses, NGOs, governmental entities, Tribal entities, and others to support local economic development and innovative solutions.

### **Alaska Sealife Center Virtual Gala Sponsorship (February 2022)**

ASMI sponsored the 2022 Alaska Sealife Center Gala, which shifted to a virtual format due to the pandemic.

### **Alaska State Fair Cooking Competition (August 2021)**

In August 2021, the communications program coordinated the procurement of Alaska pollock, rockfish and keta salmon for the Alaska State Fair Cooking Competition, as part of a Pacific Seafood Processors Association sponsorship. The fish fed a crowd of 2,000 hungry state fair attendees, who sampled creations from three competing chefs.

## COLLABORATING WITH THE VISITOR INDUSTRY

The communications program is working closely with the domestic and international programs, as well as board and industry members, to share Alaska seafood marketing messaging and assets with the visitors traveling to the state, in addition to building Alaska seafood ambassadors in visitor industry members.

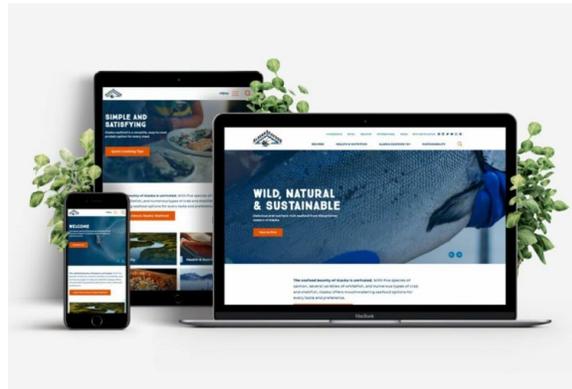
### **CLIA Alaska**

The communications program is working with Cruise Lines Industry of Alaska (CLIA) and its members to share existing marketing materials and develop custom programs to highlight Alaska seafood on board Alaska-bound cruise vessels. ASMI is also working in-port operators with the same goals.

**Objective 2:** Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry

## PRODUCING CONTENT AND TOOLS FOR ALL PROGRAMS

### ASMI Website Launch (August 2021)



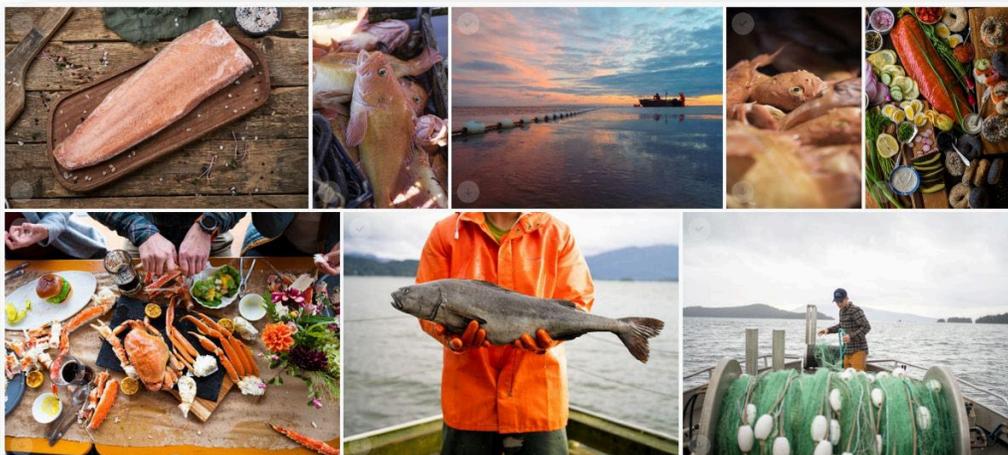
The communications program, and specifically ASMI's Digital Marketing Manager Tanna Peters, led the collaboration across all ASMI programs and contractors to rebuild the platform and refine content and user experience across both ASMI websites (alaskaseafood.org and wildalaskaseafood.com). The resulting new website hit benchmark goals of improving SEO rankings and accessibility, improving functionality through improved user pathways, improving site performance, making a mobile-first user interface, and creating a visually consistent and quality

brand presence for the Alaska Seafood brand to deliver maximum value to the Alaska seafood industry.

Additional improvements to the site are ongoing as analytic data, feedback, industry input and market changes are incorporated. The communications team worked closely with the Domestic team to implement one such update with the addition and rollout of a shoppable recipes feature integrated into every recipe on the site.

### Digital Media Library Management (NetX)

The communications program maintains the ASMI Media Library digital asset management system at <https://netx.alaskaseafood.org>. The team manages accounts for over 750 users and growing, and maintains the growing collection of assets including photos, illustrations, documents and video. ASMI continues to survey industry users to improve usability and expand access to relevant assets.



## NEW PHOTO AND VIDEO ASSET DEVELOPMENT, ACQUISITION



The communications program continues to lead a multi-year photo and video asset development project, which began in the winter of 2020. Executed in partnership with all ASMI marketing programs and with input and guidance from key industry members, deliverables will include a series of 20+ videos highlighting the Alaska Seafood brand, sustainability and product portfolio with corresponding high resolution photos. To date, the communications program has produced video and photo shoots in Kodiak,

Juneau, Haines, Sand Point, Unalaska and at-sea to gather footage and has completed videos highlighting [Alaska pollock](#), [crab](#), [sockeye salmon](#), [pink salmon](#) and [halibut](#).

### Asset Development: In-Studio Product Shots Replace Dated Parchment Series (July 2021)

To refresh ASMI's series of photos of raw seafood displayed on parchment, the communications program photographed a new series of sides and fillets of various Alaska seafood species on solid backgrounds at a studio in Seattle. The photos are generic for industry member use in catalogues, websites and displays and are available in the ASMI media library by searching "product shots 2022".



### Asset Development: Sockeye Harvesting Footage in Naknek (July 2021)

The communications program coordinated a video shoot to capture harvesting and sustainable management activity in Naknek, Alaska in July. Channel Films sent a videographer and photographer to Naknek, and worked with ASMI committee member and Bristol Bay fisherman Melanie Brown to capture footage on board her boat as well as a tender vessel.

### Asset Development: Wild Alaska Pollock Trawling Footage in Sand Point (September 2021)

The communications program coordinated a video shoot in Sand Point. With ASMI committee member Bob Barnett as an on the ground point of contact, Channel Films sent a videographer on a trawl vessel and captured video of the fishing grounds and community.

### **Asset Development: Family Gillnetting Footage in Southeast (September 2021)**

The communications program coordinated a video shoot in Juneau featuring a family fishing operation. The video shoot captured gillnetting of coho salmon by a father and son, a high quality icing and bleeding process and a plant offload.

### **Asset Development: Pollock A season and Roe (Unalaska, January 2022)**

ASMI teamed up with GAPP to coordinate a video and photo shoot in Unalaska in February to capture the Alaska pollock A season. The crew captured all aspects of Alaska pollock processing including offloading, fillet and block production, surimi processing, roe grades and other products, in addition to scenic and wildlife photography highlighting the pristine and rugged environment. While ASMI funded and coordinated the shoot with the contractor, the GAPP team escorted the film crew and provided on the ground support through several days of difficult weather and logistical challenges. The communications program thanks to GAPP for their partnership on this important project.



### **Asset Development: Alaska Species Graphics Design**

Over the course of the year, the communications program has been working with Channel Films to create graphics of Alaska pollock, halibut, sablefish, sole, rockfish, Pacific cod, king crab, snow crab, Dungeness and salmon. The graphics will be used across ASMI, particularly in educational videos and materials, and will be made available for industry use.

### **Asset Development: Alaska Species Videos**

Using the video footage captured over the past two years, the communications program has worked with Channel Films to create video [species bios](#) for Alaska pollock, halibut, crab, pink, coho and sockeye salmon as part of an ongoing series.

## **PROGRAM SUPPORT**

### **Alaska Seafood U - Domestic**

The communications program, in conjunction with the domestic program and contractors, continues work on creating a new Alaska Seafood University platform to replace the existing Alaska Seafood U platform from 2008. The updated training tool will integrate visually with the new [alaskaseafood.org](#) and incorporate a refreshed set of educational videos.

## Alaska Seafood Online Marketplace - International, Domestic

The communications program, working closely with the international and domestic programs and various contractors, is rolling out the new [Alaska Seafood Online Marketplace](#) this spring. The Marketplace is designed to connect buyers and suppliers of Alaska seafood and replaces ASMI's former Suppliers Directory. It includes features that better serve industry partners, like a user-friendly platform that enables businesses to manage their own public profiles and product listings while connecting with buyers from domestic consumers to international trade.



Members of all ASMI programs are working together to onboard industry members in the shift to the new platform. In the future, the communications program looks forward to advertising and research activities directing customers to the platform, once a robust and diverse list of suppliers is represented on the site.

### Newsletter Management

The communications program provides oversight and technical support for the various newsletters that ASMI sends out including:

- ASMI Monthly Marketing Update
- ASMI Weekly Update
- International Trade Leads
- Direct Marketer Toolkit
- Fisherman Ambassador Updates
- Retail and Foodservice Updates
- Coming soon: RD Newsletter

### Serving as ASMI's spokesperson

#### Media Interviews

The communications program and staff serve as the primary point of contact for in-state and industry trade media. This will often involve data collection, identifying the best spokesperson (if not the Communications Director), follow-up calls and media monitoring of time-sensitive issues.

#### Supervises Crisis Monitoring and Messaging

The communications team often supports other programs by drafting and, if necessary, circulating consistent talking points in response to industry and consumer issues as they arise.

### Audience: Domestic Consumers

**Message: Alaska seafood is wild, healthy, delicious and sustainable.**

### Great American Seafood Cook Off (August 2021)

ASMI's communications program sponsored Chef Wesley Choy to represent Alaska Seafood at the 2021 Great American Seafood Cookoff on August 7 in New Orleans, LA. Chef Choy, the executive chef of Alyeska Resort in Girdwood, AK, and his assistant Ryan Gelosa, competed against chefs from 13 states

with an Alaska sablefish dish with Korean accompaniments that impressed the judges. While Alaska did not bring home the crown in 2021, the event provided an opportunity to share Alaska seafood with chefs, culinarians and media from across the U.S.

## FY22 CONSUMER AND TRADE PR AND DIGITAL HIGHLIGHTS

The ASMI Communications team is executing an FY22 PR and digital program that is building awareness and consideration for Alaska seafood among national consumer, foodservice and retail audiences. The objective is to position Alaska seafood as the ideal choice for new and existing seafood eaters as the country continues to emerge and adapt from the pandemic. The program leverages a clear, simple call-to-action: **#AskForAlaska** as the easy guarantee for delicious, wild and sustainable seafood. Throughout the year, the team is executing a campaign-driven approach centered on three core messaging pillars and differentiators that are more relevant to audiences more than ever before – culinary, wellness and origin/sustainability.

The omnichannel program is integrated across consumer and trade media, influencer and social media (owned, earned and paid) channels and coordinated by ASMI's PR agency, Edelman. **To-date, Edelman and ASMI have driven the most reach of any fiscal year, including 86% more media impressions and 47% more social impressions compared to FY21.**

### CAMPAIGN HIGHLIGHTS

This year, the program includes three omnichannel campaigns – **Natural, Wild Wellness (August-October)**, **#AlaskaSeafoodHacks (January-March)** and **Alaska: The Sustainable Seafood Source (April-June)** – in addition to ongoing media and social storytelling. Results and updates follow.

#### Natural, Wild Wellness

*August-October 2021*

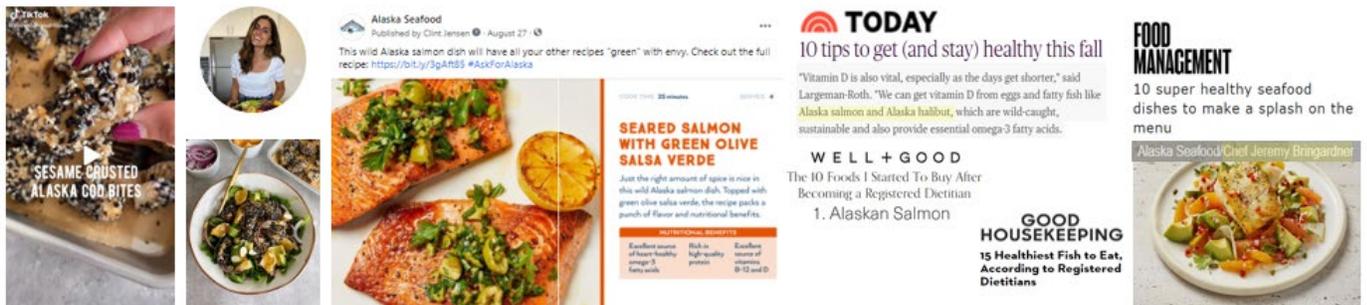
As nearly 60% of consumers eat more seafood because of its health benefits, and 62% value naturally, wild caught seafood, this campaign amplified the natural, wild wellness of Alaska seafood by partnering with Registered Dietitians across social and media platforms and by designing and publishing a nutrition content series for ASMI's owned social accounts.

The campaign successfully promoted the health benefits of Alaska seafood across channels, driving **137% more total impressions** compared to the FY21 wellness campaign. Highlights include:

- **Influencer:** Partnered with Gal Shua-Haim of @SomethingNutritious to create an easy recipe for [Sesame Crusted Alaska Cod Bites](#) that was shared via social channels and included key wellness messages.
  - Content achieved a 3.05% engagement rate, surpassing the industry benchmark of 2%.
  - [TikTok](#) content drove 40% of all engagements and marked the first time an ASMI influencer partner shared via TikTok, showing growth opportunities on the platform.
- **Owned and Amplified Social Media:** Created organic and paid social content that featured plated photography combined with nutritional messaging in images and post copy. The Natural,

Wild Wellness content outperformed previous year’s wellness campaign in both organic and paid efficiency metrics like click-through rate and engagement rate, which can be attributed to the creative design and layout of the social posts.

- **Media Relations:** The earned media program drove nearly 3 billion media impressions via top tier outlets, 7x more earned media impressions than the FY21 wellness campaign.
  - Collaborated with three paid RD partners and sent seafood mailers to 10 RDs to build relationships and drive coverage throughout FY22. RDs serve as spokespeople and add credibility and authenticity to health claims.
  - Coverage during the campaign touted Alaska seafood’s omega-3, Vitamin D and protein content, and that it’s wild and sustainable.



## #AlaskaSeafoodHacks

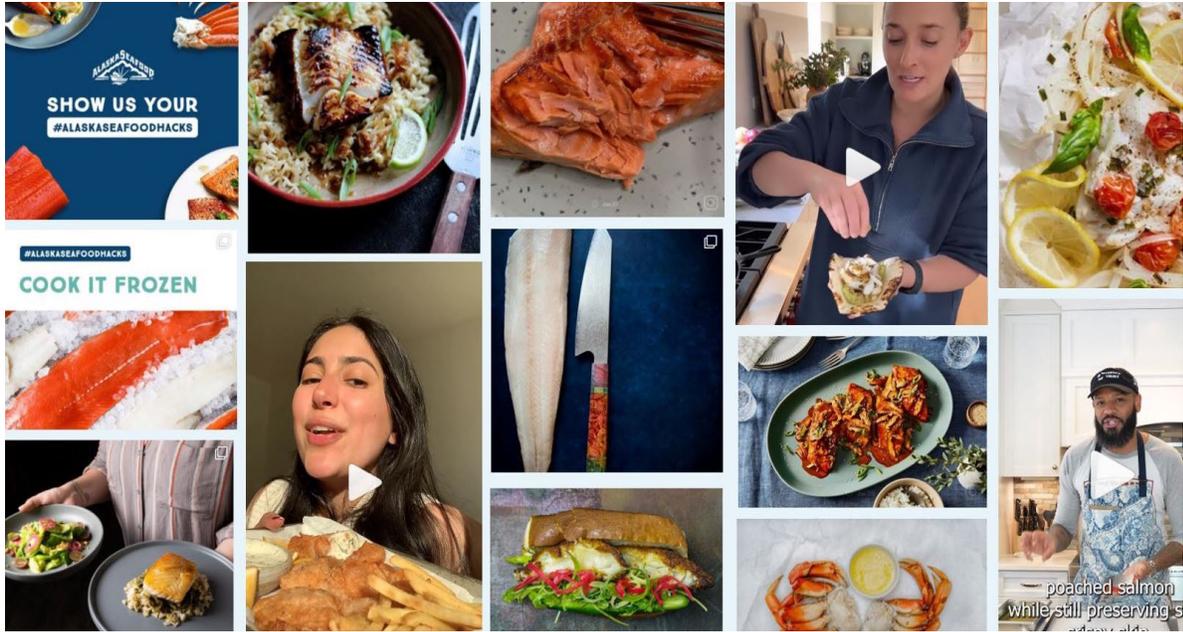
January-March 2022

As consumers were buying and cooking seafood at an all-time high and craving share-worthy food content, ASMI hosted #AlaskaSeafoodHacks, a program to uncover the best tips and tricks for preparing delicious, nutritious and sustainable seafood. #AlaskaSeafoodHacks brought together chefs, experts and those who cook seafood the most – Alaskans and members of the fishing industry – to provide easy recipe inspiration and cooking tips while encouraging home cooks to share their own. Hacks featured all Alaska seafood species, including cod, rockfish, pollock, salmon, crab, halibut, scallops and more.

The campaign was widely adopted by all ASMI stakeholders, including consumer, domestic foodservice, retail and international teams with activations across influencer, social, earned and paid media channels. #AlaskaSeafoodHacks became the most robust, integrated, omnichannel effort to-date for ASMI and surpassed goals of building awareness for Alaska seafood and driving engagement and participation.

- **Campaign Creative and Toolkit:** To enable participation across consumer and stakeholder audiences, designed graphic assets, key messages and actionable toolkit to provide a cohesive campaign look-and-feel and elevate Alaska seafood branding.
  - The industry toolkit was downloaded 289 times, exponentially more uses than previous toolkits.
  - Landing page on alaskaseafood.org featured posts, content, partners and hacks with the campaign driving a 229% increase in traffic to the website.
- **Influencer Partners:** Partnered with top-tier culinary influencers as well as Alaskan partners to create and share easy tips while encouraging followers to join in.

- **National influencers**, [Gaby Dalkin](#), [Lindsey Baruch](#) and [Chef Justin Sutherland](#), secured 4.2M views and impressions and 157K engagements, 74% more than the past four influencer campaigns combined. Content achieved high volume of engagements, primarily via TikTok and Instagram Reels.
- **Alaska influencers**, including fishermen, stakeholders and chefs, revealed hacks while inviting their followers to do the same for a chance to win seafood. Content drove nearly 200K views and impressions, plus more than 7.5K engagements including nearly 600 comments from users sharing hacks.
- **Owned and Amplified Social Media:** Shared campaign content, including influencer, Alaskan and industry hacks, while amplifying to reach target audiences across Facebook, Instagram and TikTok. Reach 40% more owned social impressions compared to the past four campaigns combined and achieved all-time best posts for ASMI in terms of engagements and link clicks.
- **Earned Social Media:** Drove broad awareness by personally inviting media, chefs, RDs and influencers, as well as fishermen, industry and stakeholders, to participate in #AlaskaSeafoodHacks. Seafood secrets, hacks for all species of Alaska seafood and calls to participate were shared via social throughout the campaign.
  - Sent Alaska seafood species to more than 25 media contacts for content development, driving more than 30 posts and 1.4 million impressions.
  - Shared ASMI images and inspiration with industry leading more than 60 posts from Alaska chefs, seafood companies, organizations, media and more.
- **Earned Traditional Media:** Conducted broad media relations outreach to consumer and domestic press throughout the campaign, driving earned placements of hack concepts and awareness of sustainable seafood from Alaska. Leveraged influencer partners and content to secure coverage, including two recipe articles with Good Morning America ([here](#) and [here](#)). In addition, stories were coordinated with Alaska and industry press.
- **Paid Media:** Collaborated with Domestic Marketing team to incorporate the concept of hacks into paid consumer and retail media activations via Food52 and Grocery Dive.
  - Food52 partnership reached a highly engaged foodie audience with 3 shoppable recipes and more than 20 pieces of content.



## Alaska: The Sustainable Seafood Source

May-June 2022

Currently in progress, this campaign will show the dedication to sustainability and create a deeper connection to the origin of wild Alaska seafood by elevating voices and stories of Alaska seafood industry ambassadors via integrated content across influencer, social and media channels. As the campaign is launching now, results will be shared in a future report.

- **Influencer Partners:** Partner with influencers to share how Alaska seafood is sustainable via personal stories, recipes and conversations with ambassadors.
  - Coordinating partnership with [Kena Peay](#), a known activist, traveler and foodie, to travel to Alaska and film on-location content in May.
- **Owned and Paid Social:** Promoting sustainable seafood and those who bring it to the world through digital content series featuring new imagery, quotes and more.
- **Earned Media:** Coordinating earned media stories featuring spokespeople while guaranteeing messaging and reach via paid through [Food52](#), Co-Op SMT and Mat release.



## ALWAYS-ON HIGHLIGHTS

July 2021-Mid-April 2022

In addition to the campaigns, ongoing Alaska seafood storytelling is driven through proactive and reactive media relations and social media content.

### Consumer Media Relations Highlights

With earned media as one of the most important factors for people to develop trust in a brand, we drive earned placements through tailored and targeted outreach that secures coverage of key Alaska seafood messages (culinary, wellness and sustainability/origin).

- **Total Consumer Media Relations Results**
  - **7.3 billion impressions secured to-date in FY22, 86% more compared to FY21 and the highest reach of a single fiscal year yet.**
    - High results attributed to long-standing press and RD relationships, strategic media outreach and securing publication in to-tier outlets.
  - 17.3 billion impressions from more than 2,200 placements earned since FY15 (February 1, 2015 – February 25, 2021).

**martha stewart**

Melanie Brown, an Alaskan Fisher,  
Shares Her Best Tips for Shopping for  
Sustainable Salmon

**REALSIMPLE**

**4 Nutritious Reasons to Add  
Salmon to Your Weekly Meal  
Rotation**

**EatingWell**

**The 40 Essential Soups You  
Need to Make This Spring  
Alaskan Cod Chowder**

**PureWow**

**20 Types of Fish to Eat (That You  
Can Easily Cook at Home)  
ALASKAN POLLOCK**



**'Large, tender, and buttery' Alaska  
scallops with pumpkin Alfredo: Try  
the recipe**

**GH**

**California Roll Salad**  
Turn your sushi into a salad.



**These Alaska black cod lettuce  
wraps are delicious and easy to  
make**

### Domestic Foodservice and Retail Trade Media Relations Highlights

As part of the integrated program, foodservice and retail media relations is also conducted to drive preference for Alaska seafood among key foodservice and retail decision-makers.

- **Total Trade Media Relations Results**
  - **More than 700k impressions from more than 15 placements to date, an 18% increase compared to FY21 to date.**

THE NATIONAL  
**PROVISIONER**

**2022 Seafood Report: The  
breakthrough continues**

supermarket  
**PERIMETER**

**Seafood merchandising to  
keep up the momentum**

**FLAVOR**  
6 the menu

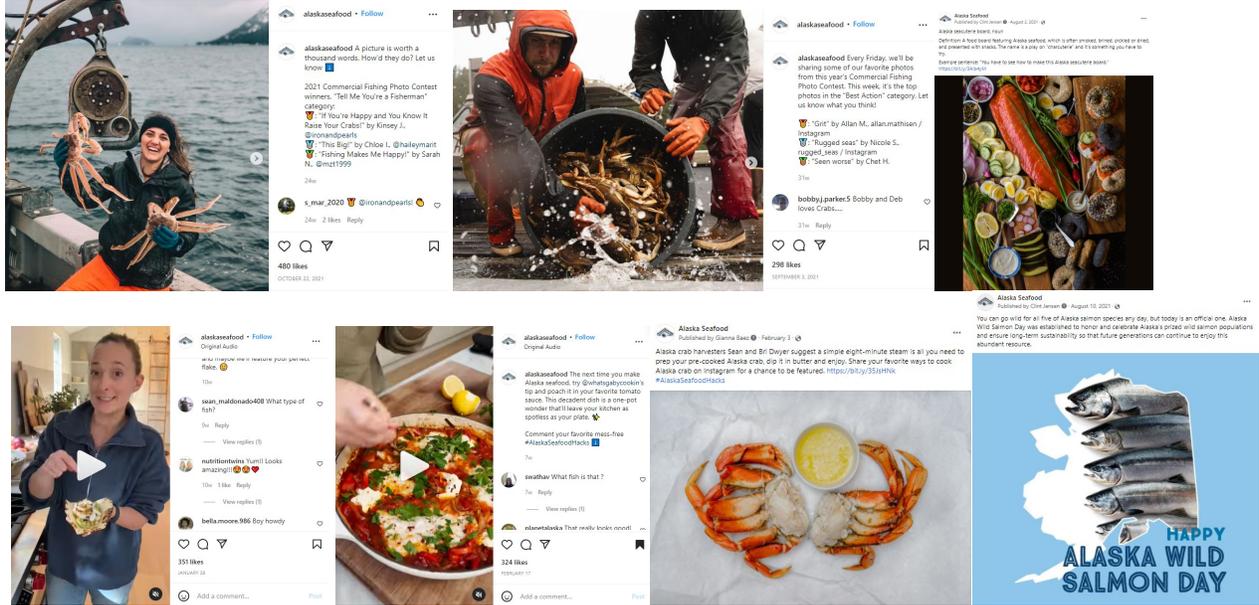
**Next-level Seafood  
Bowls**

**FSR**

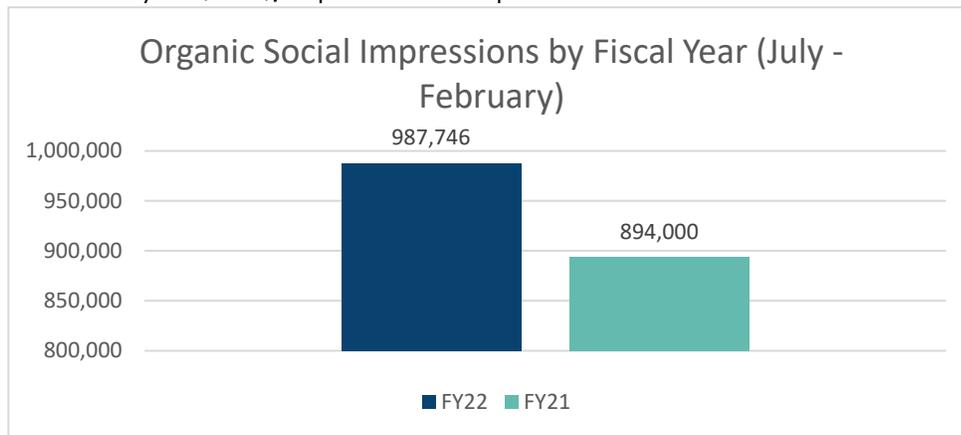
**Demand for Seafood on Menus  
Swings Upward**

## Social Media Highlights

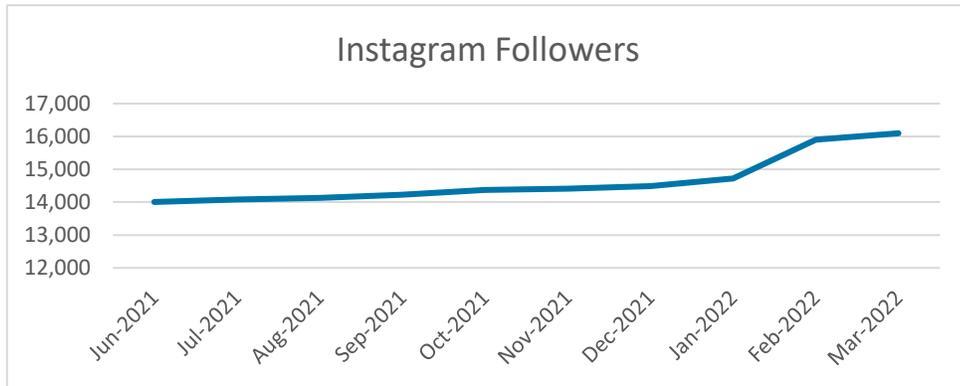
Social is a key channel to organically interact with our current fans across platforms and build reach among our target audiences with paid ads. We drive interest in seafood from Alaska by generating engagement and link clicks.



- **Total Organic Social Results (July 2021 – February 2022): 988K impressions, 26.6K engagements, 1.8K link clicks.**
  - Year over year (YOY), impressions are up 10%.



- Instagram has seen 15% growth to over 16,000 total followers.



- Total Paid Social Ads Results (July 2021 – March 2022):**
  - 14.9M impressions, 3.5M video views and 80K clicks.

**#ALASKASEAFOODHACKS**  
**SWAP IN SEAFOOD**

Simply sub in Alaska seafood to reimagine your favorites.

From Alaska rockfish nachos to a wild Alaska pollock Reuben to an Alaska cod BLT, the options for #AlaskaSeafoodHacks are endless.

SHARE YOUR BEST ALASKA SEAFOOD HACKS BY TAGGING @ALASKASEAFOOD AND USING #ALASKASEAFOODHACKS

Alaska Seafood  
Published by Edelman West • January 28

We're looking for the best #AlaskaSeafoodHacks. What's your secret to cooking Alaska seafood? Post yours and tag us for a chance to be featured.

Alaska Seafood  
Published by Edelman West • September 22, 2021

Salmon from Alaska is worth seeking out. Take it from Melanie Brown, an Alaska fisherman who talked with *Martha Stewart* about why it's the most eco-friendly option. Read the interview for more on how Alaska sustainably harvests wild salmon and for tips on how to purchase and cook a whole salmon.

Alaska Seafood  
Published by Edelman West • September 30, 2021

Need a boost? Try out this surprisingly quick Alaska salmon egg foo yung. Filled with protein and brain benefits! #AskForAlaska

**ALASKA SALMON FOO YUNG**

Whether you're wanting a new brunch dish or an afternoon snack, these cakes are a great addition to your recipe book. Not only are they healthy, but they're also quick and easy to make!

**NUTRITIONAL BENEFITS**

Complete protein source	Low in saturated fat	Good for your heart and brain
-------------------------	----------------------	-------------------------------

Alaska Salmon Foo Yung [Learn more](#)

Alaska Salmon Foo Yung [Learn more](#)

MARTHA STEWART.COM  
Melanie Brown, an Alaskan Fisher, Shares Her Best Tips for Shopping for Sustainable Salmon [Learn more](#)



**MEMORANDUM**

DATE: April 20, 2022  
 TO: ASMI Communications Committee  
 FROM: Ashley Heimbigner, Communications Director  
 SUBJECT: **Communications and Domestic Consumer Public Relations Program Budgets**

The following is a summary of the proposed Communications and Domestic Consumer Public Relations program budget for FY23 with requested adjustments based on program audience priorities.

More than just Alaska PR and government relations, all of ASMI’s programs rely on the communications program in a number of ways. The content generated is used throughout social media platforms, digital and print advertising, point of sale collateral and partnered promotions in every program country to promote the Alaska Seafood brand and build consumer preference.

The communications program also maintains ASMI’s industry and domestic consumer website(s) in addition to the domestic consumer PR program, which includes social and traditional media.

**Key FY23 Communications Budget Changes**

- Staff has proposed a 16% increase over the FY22 budget approved at the beginning of the year. (8.5% increase over actual budget including \$59,000 in ARPA awarded mid-year)
- Personnel line increased to reflect the third year of full staffing (three PCNs) allocated to the communications program, including a Digital Marketing Manager and the transition of the Marketing Specialist PCN to a flex Marketing Specialist/Coordinator.

**Comparison of Approved FY20, FY21, FY22 & FY23 Communications Program Budgets**

Communications Program	FY20 <i>(original)</i>	FY21 <i>(revised)</i>	FY22	FY23 Staff Proposed
Personal Services	\$307,000*	\$370,000	\$382,000	\$418,000**
Travel	\$35,000	\$15,000	\$21,000	\$25,000
Conference and Event Sponsorships	\$120,000	\$90,000	\$85,000	\$85,000
Advertising and Promotions	\$110,000	\$100,000	\$100,000	\$150,000
Stock Photo and Video	\$30,000	\$45,000	\$30,000	\$45,000
Printing and Materials	\$55,000	\$70,000	\$65,000	\$70,000
Contract Labor Support	\$185,000	\$181,000	\$174,000***	\$202,000
Media Tour Expenses	\$ -	\$6,000	\$5,000	\$5,000
<b>TOTALS</b>	<b>\$842,000*</b>	<b>\$877,000</b>	<b>\$862,000</b>	<b>\$1,000,000</b>

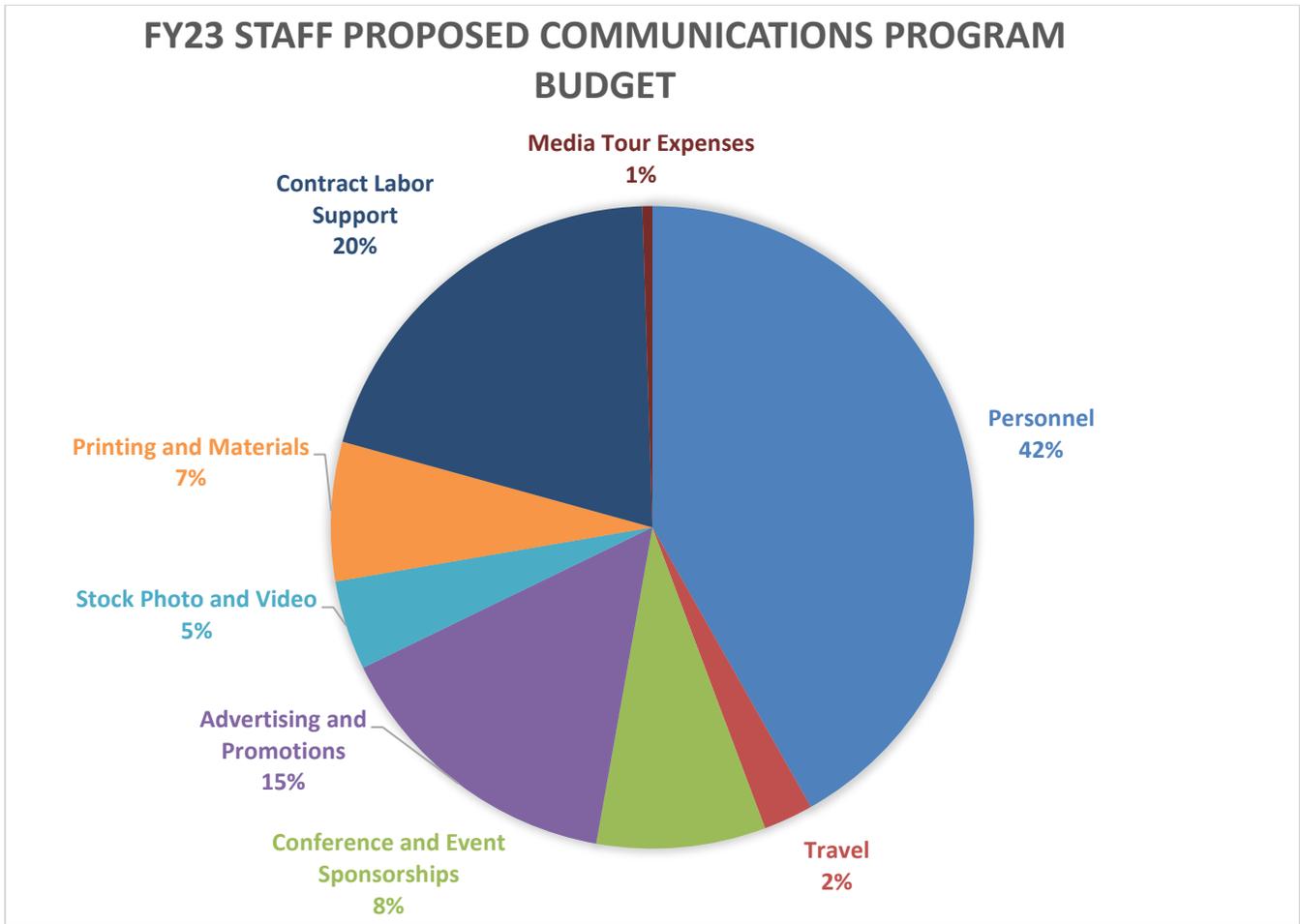
*Note: The FY21 budget was revised and approved by the ASMI board in Sept/Oct 2020 due to pandemic related changes.*

*\*Includes shift of additional PCN from Domestic Program (Digital Marketing Coordinator, Dec 2019 – June 2020)*

*\*\*Includes shift of Marketing Specialist to Marketing Specialist/Coordinator flex position.*

*\*\*\*Does not include \$59,000 in incremental ARPA funds for in state and industry-facing Alaska Seafood Hacks campaign awarded mid-year. Total FY22 budget including ARPA was \$921,000.*

## Communications Program Budget Summary and Activity Overview



### Activity Code/Budget Section Overview:

#### **PROGRAM OPERATIONS**

*Total Budget \$443,000, 44% of total budget*

**Personal Services:** \$418,000 *Increased 9% from FY22 budget* – Funds one full-time director, one full-time Communications and Marketing Specialist/Coordinator and one Digital Marketing Manager. The Communications Program once funded 1/2 and 2/3 of the director and specialist positions respectively as both positions previously shared funding from the international program. The Communications Program began fulling funding both positions in FY18.

The Digital Marketing Coordinator/Manager PCN was added to the Communications Program in mid FY20 and supports all ASMI programs.

The Communications and Marketing Specialist/Coordinator PCN was adjusted to a flex position to allow for growth within the role and to recognize greater responsibilities performed by the position.

**Travel:** \$25,000 *Increased 14% from FY22 budget* – includes all staff travel for the director and any support staff working on a communications program project. Increase reflects cautious optimism for in-state and conference-related staff travel in FY23.

## **CONFERENCES AND EVENT SPONSORSHIPS**

*Total Budget \$85,000, 8.5% of total (0.0% change from FY22)*

- Trade Shows, Conferences and Events: ASMI will sponsor and participate at a number of regional and statewide and virtual conferences. We expect relevant opportunities to increase over the course of FY23, but not return to pre pandemic levels or to shift to more cost-effective digital experiences.

Sample of events that ASMI will participate in include:

- Symphony of Seafood
- Pacific Marine Expo in Seattle
- ComFish in Kodiak
- Bristol Bay Fish Expo
- Alaska Federation of Natives conference
- Alaska Marine Gala fundraiser for the Seward SeaLife Center
- Southeast Conference
- Southwest Alaska Municipal Conference
- Alaska Food Policy Conference
- Alaska Tourism Industry Annual Conference
- Alaska Fisheries Society
- Alaska ProStart Program
- Local Catch Seafood Summit
- Great American Seafood Cookoff
- In-state Sportsman's Show
- Farmer's Markets and other new in-state opportunities

## **FLEET, SEAFOOD INDUSTRY, AND IN-STATE ADVERTISING, AND PROMOTIONS**

*Total Budget \$150,000, 15% of total (50% increase from FY22)*

- This includes underwriting sponsorship of Alaska Fisheries Report and other public radio sponsorships.
- Advertising: The communications program will continue to focus on fishing industry publications such as National Fisherman, Pacific Fishing, Fishermen's News, in addition to building out relevant in-state advertising opportunities like Edible Alaska, Fish Alaska Magazine, targeted paid social advertising, visitor industry channels and more.
- Also includes on-screen advertising at the Anchorage and Juneau International Airports.
- Program to continue pursuing relevant opportunities to shift to digital advertising to promote ASMI's new digital resources, including the Alaska Seafood Marketplace and recipe database.
- FY22 digital advertising included:
  - National Fisherman
  - Pacific Fishing
  - Edible Alaska
  - Targeted Paid Social Ads

## **ALASKA STOCK PHOTO, VIDEO, AND PROFILES**

*Total Budget \$45,000, 4.5% of total budget (50% increase from FY22)*

- This category includes photographer and videographer contracting as well as usage agreements to expand the available library of photos and videos (produced and b roll) available for all programs and members. These photos will include some pictures of specific harvest methods not already on file as well as scenery, species, and people shots and video storytelling.

- Budget includes an increase to accommodate video production needs, but remains mostly static compared to pre-FY20 budgets to reflect significant content acquisition projects in FY21 and FY22 which are expected to have long-lasting use and value.

### **PRINTING, MATERIALS, AND SWAG**

*Total Budget \$70,000, 7% of total budget (8% increase from FY22)*

- Printing of recipe cards and books, branded materials, and clothing for events and promotional opportunities; also includes printed direct marketer and direct-to-consumer support materials.
- Increase reflects investment of new collateral materials generated from above mentioned asset collection project, new ASMI brand guide and items created to connect with in state and fleet audiences.
- We expect some continued cost savings by shifting relevant design activities from outside designers to internal Digital Marketing Marketer, and shifting complex printed pieces to digital-only materials.
- Includes development of digital-only tools to enhance new ASMI website.

### **CONTRACT LABOR SUPPORT**

*Total Budget \$202,000, 20% of total budget (16% increase from FY22 original budget, 13% decrease from FY22 budget inclusive of ARPA funding of \$59,000 for in-state consumer/industry Alaska Seafood Hacks campaign)*

- Sometimes called program operations by other ASMI programs, this contract labor support and expenses for instate PR work, domestic PR coordination, international program coordination, graphic design, event planning, FAM hosting support and creative special projects.
- This contract labor support has helped tremendously to provide consistent in-state and industry communications during the past year of departmental transition and pandemic-driven unknowns. The continued support is needed with the new and expanded communications efforts to both fleet and in-state audiences, as well as additional anticipated inbound media visits.
- Graphic design, sponsorship management, product ordering, content development, event participation and other responsibilities have and will continue to shift to ASMI staff over the course of FY22/FY23.
- We look forward to working with this team to expand the instate messaging efforts and momentum established by the FY22 Alaska Seafood Hacks campaign.

### **MEDIA TOUR EXPENSES**

*Total Budget \$5000, less than 1% of total budget*

- This budget line covers expenses for the Alaska portion of media tours and special press opportunities. In FY23, ASMI anticipates an increased interest in Alaska visits from high-value media due to pent up demand following the pandemic.

## FY23 Domestic Consumer PR Budget Overview and Key Changes

The ASMI team is recommending a FY23 Domestic Consumer PR program budget range of \$900,000 to \$1,350,000. The Consumer and Trade PR contract is currently under RFP, and the final budget would be dependent on the awarded proposal.

The FY22 and previous budgets are included below for board reference. ASMI does not anticipate a significant shift in scope for this contract in FY23.

### **Comparison of FY19, FY20, FY21 and FY22 Domestic Consumer Public Relations Program Budgets:**

<b>Domestic Consumer and Trade PR Program</b>	<b>FY19 Budget</b>	<b>FY20 Budget</b>	<b>FY21 Budget</b>	<b>FY22 Budget</b>
Program Operations: Monthly Consumer PR and Social Digital (Fees)	\$720,000.00	\$720,000.00	\$720,000.00	\$720,000.00
Domestic Trade PR (Fees)	-	\$60,000.00	\$60,000.00	\$60,000.00
<b>TOTAL FEES</b>	<b>\$720,000.00</b>	<b>\$780,000.00</b>	<b>\$780,000.00</b>	<b>\$780,000.00</b>
Sample Product and Misc. Media	\$8,000.00	\$7,000.00	\$7,000.00	\$10,000.00
Crisis Management Tools			\$50,000.00	
Paid Digital Social Media Amplification	\$80,000.00	\$60,000.00	\$60,000.00	\$60,000.00
Paid Influencer Program		\$40,000.00	\$40,000.00	\$60,000.00
Paid RD Program		\$20,000.00	\$20,000.00	\$20,000.00
Domestic Event/Sponsorship	\$30,000.00	\$4,000.00	\$4,000.00	\$1,000.00
New York Media Event	\$50,000.00	\$40,000.00	\$67,605.00*	\$20,000.00
FAM Trips	\$60,000.00	\$45,000.00	\$45,000.00	\$33,000.00
Staff Travel	\$12,000.00	\$15,000.00	\$15,000.00	\$8,000.00
Measurement Tools (formerly press materials and assets)	\$10,000.00	\$9,000.00	\$9,000.00	\$8,000.00
<b>TOTAL OOPS</b>	<b>\$250,000.00</b>	<b>\$240,000.00</b>	<b>\$317,605.00*</b>	<b>\$220,000.00</b>
<b>TOTAL BUDGET</b>	<b>\$970,000.00</b>	<b>\$1,020,000.00</b>	<b>\$1,097,605.00</b>	<b>\$1,000,000.00</b>

\*Includes \$27,605 in FY20 rollover event funds for New York and Crisis Communications project added mid-FY21.

*Please note: The information below is from the previous year and provided as an example. We do not anticipate a significant shift in the scope of work for FY23.*

*FY23 budget detail will be determined following current Consumer PR RFP in May/June 2022.*

---

### **EXAMPLE: FY22 Program Operations – Consumer PR + Domestic Trade (Fees)**

#### **Domestic Consumer PR Program Operations (fees)**

*Total budget \$720,000, 72% of total (same year over year)*

- Monthly Consumer PR and Social Digital Retainer –\$65k month.
- Average 500 hours per month for planning, strategy, consumer media relations, event execution, creative development, social media development, managing social channels, reporting, and attendance at ongoing ASMI staff, board and committee meetings.

#### **Domestic Trade PR Program Operations (fees)**

*Total budget \$60,000, 6% of total (same year over year)*

- Monthly Trade PR Retainer –\$5k month.
- Includes planning, strategy, trade media relations, International Food Editorial Council (IFEC) planning and coordination, and attendance at foodservice, retail and related board and committee meetings.
- The Consumer and Domestic program operations work in tandem to create efficiencies that support strategic efforts across both audiences via media relations and social media alignment.

Retaining the fee structure is imperative to achieving the same or greater level of success across the entire program year-over-year, including executing the below program expenses but especially for generating earned media, content development, digital planning and execution, influencer and RD collaboration and extensive reporting of results. As of February 2021, earned media placements are 13% higher than in FY20. The retainer will allow for continued year-over-year growth and enable Alaska seafood to continue to adapt to shifting media landscapes.

#### **OOP Program Expenses:**

##### **Sample Product and Misc. Media**

*Total budget \$10,000, less than 1% of total (\$3K increase from FY21)*

- Sending seafood to consumer and domestic reporters and partners for recipe and story development, in addition to paid media opportunities when appropriate.
  - As of February 2021, 43% of media and social placements were the result of sending seafood to a contact.

##### **Paid Digital Amplification**

*Total budget \$60,000, 6% of total (remains the same from FY21)*

- Paid amplification of social media content, including Facebook, Instagram and Pinterest, to ensure Alaska Seafood content reaches targeted audiences to drive engagement and awareness.
  - As of February 2021, social programs across Instagram, Facebook and Twitter have outperformed previous years in terms of impressions and link-clicks (11% and 22% respectively). In addition, added Pinterest as a paid media channel in FY21 which has proven to be successful in generating clicks on recipe content, solidifying it as an essential channel for ASMI moving forward in FY22.

## **Paid Influencer Program**

*Total budget \$60,000, 6% of total (\$20K increase from FY21)*

- Partnerships with mid-tier influencers to create social media content, including recipes, photos and videos, that are shared with followers to build affinity and preference for Alaska seafood, while gaining ASMI usage rights to the produced content.
  - The increase in budget allows for Alaska Seafood to partner with high-caliber influencers that have large and engaged networks. This strategy will continue from FY21, which resulted in 43% more impressions by October 2020 than the entire FY20 influencer program combined, in addition to driving a nearly 5% average engagement rate, exceeding the industry benchmark of 2%.

## **Paid RD Program**

*Total budget \$20,000, 2% of total (remains the same from FY21)*

- Collaborations with Registered Dieticians (RDs) to serve as spokespeople for Alaska Seafood, which drives mentions and preference of Alaska within media coverage.
  - During the Wild Wellness campaign in January and February, 60% of media and social placements were the result of a relationship with a Registered Dietician.

## **Domestic Events/Sponsorships**

*Total budget \$1,000, less than 1% of total (\$3K reduction from FY21)*

- Yearly membership and conference fee for the International Foodservice Editorial Council (IFEC), where Edelman connects with reporters to build relationships and drive coverage of Alaska seafood in trade media throughout the year.
- The reduction in budget is accommodated by eliminating support for the Food & Nutrition Conference and Expo (FNCE) as the status of the conference is unknown and Edelman can find efficiencies within the paid RD program to connect with this audience.

## **NYC Media Event**

*Total budget \$20,000, 2% of total (\$47,605 reduction from FY21, including \$26,705 of rollover funds from FY20)*

- Virtual event activation to connect with media in New York, with event costs including a chef partnership/prepared menu delivered to guests featuring Alaska seafood, gift bags, seafood, spokespeople, etc.
  - After the success of hosting a virtual event in March 2021, which attracted 11 top-tier media and is leading to pending feature stories via Bon Appétit, TODAY, Food Network and more, we recommend hosting another virtual event in FY21. Not only is a virtual experience more cost-effective for similar ROI, this allows ASMI to plan and host the event earlier in the fiscal year while abiding by travel and social distancing guidelines that will remain in New York for the foreseeable future.

## **FAM Trips**

*Total budget \$33,000, 3.5% of total (\$12K reduction from FY21)*

- Rather than one large group trip to Alaska, coordinating intimate one-off FAM trips for targeted top-tier media guests (including consumer media and up to one trip for Domestic trade). Cost includes travel and accommodations for 3-5 individual trips to Alaska.
  - Hosting personalized trips rather than a group trip allows the experience to be tailored to the media attendee and their editorial needs, which will result in more in-depth press coverage. In addition, this format allows for flexibility to coordinate travel to Alaska at the most appropriate time.

## **Edelman Travel**

*Total budget \$8,000, less than 1% of total (\$7K reduction from FY21).*

- Travel accommodations as needed for FAM trips and any ASMI in-person meetings (e.g., All Hands, etc.).

### **Measurement Tools**

*Total budget \$8,000, less than 1% of total (\$1K reduction from FY21)*

- Platforms and tools to monitor media coverage and social media conversations, and to analyze and share results reports on an ongoing basis.