



ASMI/Edelman Consumer Public Relations Program - FY'16 Recommendations

April 28, 2015 - Joint Committee Meeting



Wild, Natural & Sustainable®



FY'16: Objectives

- Drive increased brand recognition and preference for Alaska Seafood through media relations and social media programs that illustrate the Alaska story.
- Further showcase the Alaska Seafood taste experience through culinary media and influencers.
- Educate consumers with articles, programs and events focused on nutrition, sustainability, frozen vs. fresh debunking, and the business of Alaska Seafood.
- Support ASMI's mission to increase the economic value of Alaska seafood.

FY'16: Insights

- Dietary Guidelines for Americans (DGAC) suggest adults should eat eight ounces of seafood per week – about double what most get. New dietary guidelines will be released in late 2015 presenting an opportunity to stress the benefits of seafood. Early findings from DGAC indicate: “To supply enough seafood to support meeting dietary recommendations, both farm-raised and wild caught seafood will be needed” which will make nutrition a larger focus for farm-raised supporters as well.
- Frozen seafood is one of the fastest-growing retail seafood categories. 84% of consumers are likely to purchase frozen seafood (Alaskaseafood.org). Americans spend only 30 minutes per day on average cooking (Organization for Economic Cooperation and Development) making the 15-minute COOK IT FROZEN!® technique an ideal method.
- Demand for wild-caught fish, especially salmon, remains high. This often leads to mislabeling because retail outlets know that consumers are more likely to want to buy wild and often sell farmed Atlantic salmon as wild king or sockeye (New York Times) . With 90-95% of wild salmon in the U.S. coming from Alaska, there is an opportunity to educate consumers that asking for “Alaska” is an easy way to guarantee they are eating “wild.”
- While wild seafood is often referenced in recipes, the region is regularly omitted. There is an ongoing opportunity to educate chefs, food writers and bloggers to include the Alaska name.
- Sustainable seafood appeared on the National Restaurant Association’s annual report on Food Trends for 2015. The “What’s Hot Culinary Forecast” revealed “locally sourced meat and seafood” as the number one trend, “environmental sustainability” as number three, and “sustainable seafood” as number eight.

FY'16: Strategies

- Nutrition: Preempt the release of the DGAC guidelines with nutritional messaging.
- Frozen: Leverage convenience and affordability data to initiate new momentum for frozen product and COOK IT FROZEN!® techniques.
- Wild: Hammer hard on the powerful, unspoiled imagery of Alaska seafood and fisheries to make Alaska synonymous with “wild” and illuminate the Alaska story.
- Culinary: Place Alaska Seafood at the center of the modern food movement by showcasing the product at regional events nationwide.
- Sustainability: Exploit superior product positioning of Alaska Seafood to lead and innovate the sustainability discussion.

AUDIENCE: FY'16

MILLENIALS, XERS (18-36)
**Driver: Healthy lifestyle,
foodie mentality**

75 Million
Intrigue of Alaska
Adventurous eaters and culinary supporters
Motivated to do what's best
Sustainable practices important
Looking for value; smart purchase
Aspiring, home chefs

BABY BOOMERS (50+)
Driver: Long life, good looks

75 Million
Intrigue of Alaska
Taste is important
Red meat alternative
Right for the environment
I look good when I serve to others

Seafood lovers seeking tasteful, healthy proteins

Younger audiences want healthy, yet responsible food adventures, they are cooking more, and they rely on digital and social media for information

Boomers eating healthy want to stay that way, look good, extend life



Program Recommendations: Tactics

ONGOING MEDIA RELATIONS/NEWS ENGINE:

- Create eye catching/informative press materials to educate media about the Alaska seafood bounty, nutritional facts, species information and recipe ideas.
- Further tell the Alaska story through captivating spokespeople – fisherman, biologists and chefs.
- Stress nutritional information year round to get ahead of DGAC and collaborate with Seafood Nutrition Partnership for nutrition study/press push timed with National Seafood Month in October.
- Release new consumer data regularly to drive coverage – e.g. frozen stats, seafood consumption, nutrition.
- Conduct outreach surrounding frozen seafood and frozen techniques with new recipes and chef interviews.
- Continue to pitch hundreds of media nationwide tied to Alaska seafood milestones, holidays and trends:
 - **July – August 2015:** Salmon harvest season; Summer entertaining and grilling
 - **September – October 2015:** National seafood month outreach; nutritional information; Back to school easy dinner recipes; fall favorites and comfort foods including seafood chowders
 - **November – December 2015:** Holiday entertaining
 - **January – February 2016:** Healthy seafood recipes for New Years resolutions; seafood nutrition; Lent
 - **March – April 2016:** Lent; Easter and spring favorites; halibut and black cod harvesting season begins
 - **May – June 2016:** Summer entertaining and grilling; salmon harvest season begins

Program Recommendations: Tactics

SEAFOOD EVENTS NATIONWIDE:

- Host an Alaska seafood dinner/tasting event for media and influencers in NYC
- Introduce more media and influencers to Alaska seafood with events in foodie cities nationwide – Los Angeles, Chicago, Charleston/Atlanta, Seattle. **multiple events would require additional budget*
- Hold frozen vs. fresh blind seafood taste test events around the country for media and consumers. Collaborate with new and existing chef partners to deliver frozen messaging and demos. **would require additional budget*
- Secure placement at nutritional focused events like FNCE to reach health editors and RDs; Focus on National Seafood Month as a major news peg for events this fall focused on nutrition.

SPEAKERS BUREAU: Develop a speakers bureau program with experts in nutrition, sustainability and culinary as the voice of seafood nationwide.

- Work with existing RDs and new RDs to tell the Seafood Nutrition story and pitch health focused media; Continue to work with athletes like Ryan and Sara Hall and Kikkan Randall to tell the nutrition/training story.
- Create sustainable panel discussion at Martha Stewart American Made event in NYC in November to include ASMI representatives.

Program Recommendations: Tactics

INFLUENCERS AND CHEF RELATIONSHIPS:

- Identify and work with chefs and influencers appealing to media, millennials and boomers to raise awareness for Alaska seafood.

THE ALASKA STORY – Events, Media Relations and Story Telling:

- Collaborate with in-state team to execute Summer '15 trips and book Summer '16 FAM trips to educate more chefs, media and influencers about Alaska seafood. **travel for media and chefs not included in budget*
- Coordinate with Alaska tourism groups for larger seafood focus at events in New York and California.
- Through media relations efforts, emphasize “what local means to Alaska” through interviews with fisherman and multigenerational fishing families.
- Tell the fishing business story nationwide through infographics highlighting the impact of Alaska on the rest of US businesses.

Program Recommendations: Tactics

ONGOING DIGITAL AND SOCIAL MEDIA EFFORTS:

Strategy-Driven Community Management and Content Creation:

- Develop passionate Facebook, Twitter, Instagram and communities through engaging social content and meaningful fan interactions.

Surprise and Delight:

- Pinpoint existing and potential Alaska seafood lovers on social media and surprise fans on a weekly basis with Alaska Seafood swag.

Blogger/Social Influencer Program

- Partner with influencers to create content that will also be targeted (paid support) to ASMI's key audiences.

Paid Media: **would require additional budget*

- Boost top-performing content that hits pre-established benchmarks to maximize post engagement with the Alaska Seafood social community.
- Roll out an ongoing paid media plan to guarantee social reach, drive targeted fan acquisition and drive website traffic.

Estimated Budget

Recommend \$69,000 monthly retainer/fee to cover consumer and social efforts

Consumer PR and Digital/Social: July '15 – June '16		
PROGRAM	TACTIC	ESTIMATED SUBTOTAL
Monthly PR Retainer	Consumer PR, Digital and Social planning, strategy and execution	\$69,000/month
Press Materials	Design and distribution of new materials	\$15,000
Paid Social Media Programs	Blogger network program; basic social amplification	\$35,000
NYC Event	NYC culinary media event/activities	\$70,000
Speaking Engagement/Trade Shows	Speaker travel, demo costs	\$27,000
Travel	Travel to staff NYC event, speaking engagements and FAM trips	\$25,000
Total Consumer PR OOPs		\$172,000
Total Fees – Consumer PR and Social/Digital – \$69,000/month		\$828,000
		\$1,000,000

**Additional OOP budget required for events outside of NYC, speaking engagements, FAM travel for media/chefs and paid social optimization/management*