The Western European Market
**Market Overview**

**Economic Situation**
- Region’s GDP close to USD 2.6 trillion (France holding 85%)
- Solid economic development in past five years

**Consumer / Retail Market**
- 50% of customers between 15 and 55 years old
- Consolidated retail and HRI sector

**Food Trend**
- Health is a dominant driver in the WEU food sector
- Especially in France, food safety is a hot topic
- Sustainability is of growing interest for consumers and traders

**Constraints**
- USA leaving the Paris agreement for environmental protection
- Trade conflict with unpredictable results
Seafood Market

- Strong seafood market with high consumption
- Volume of seafood sales declined while value increased
- Alaska seafood imports recorded increasing figures
- Salmon showed the strongest growth of all AK species in WEU
- Groundfish did well in France (VAPs still strong in the market)
- Belgium followed decreasing CEU trend for groundfish

- Forecasts are optimistic for seafood in general
- Especially in France, there is resistance against fish farming
- Trade supports Alaska while the restaurant sector remains tough
- Limited cod supply from Alaska affects French market
Program Highlights

French Retail Promotions

- Cooperate with leading retailers in France
  - Picard / Auchan / Carrefour / E.Leclerc
- Run close to 300 days of POS promotion
- Install information counters in seafood section
- Implement tastings and consumer surveys
- Shelve hangers to identify Alaska products
  → Pink (whole), Keta (steaks), Pollock (breaded)
- Combined with customer competition
- Focus on “How to identify Alaska products”

- Reported sales value of more than USD 1.1 million
- Total ASMI contribution of USD 70,000
  → Return on investment of 1 : 1.571
- High visibility of the Alaska origin in the stores
  - ASMI logo featured on packaging
Program Highlights

New Influencer Cooperation

• New Media approach in December 17 & March 18
• Respond to the booming online communication
• Take advantage of new influencers in WEU
• Work with leading bloggers, vloggers & journalists
  → Implement education workshop about Alaska
  → Run cooking competition with AK products
• Use Keta salmon and Alaska pollock
  → Highlight FAO 67 to identify product in retail
• Convince influencers and turn into promoters
• Benefit from reach of new media spokespersons
• Combined, participants count over 10 million followers
• Inform about available species and product forms
• Educate about Alaska and sustainable fishing
• Highlight culinary potential and nutritional benefits
Program Highlights

French Restaurant Campaign

- Cooperate with integrated restaurant chain Flunch
- Highlight Alaska seafood portfolio
  - Flunch Christmas Alaska menu
- Be present in 250 affiliates for 31 days (7,750 total)
- Introduce Keta salmon as holiday special
- Promotion supported through Alaska image video

- Sales value of USD 2 million
- ASMI contribution of USD 15,000
  → Return on Investment of 1 : 14,666
- ASMI logo as sign of origin on menu
Program Highlights

Doctor Office Campaign

- Promotion ran from March through May 2018
- Core topics were nutrition and health benefits
- Inform how to find and recognize Alaska in retail
- Provide tips for easy preparation of AK seafood
- Connect Alaska with the concept of an active lifestyle
- Establish Alaska as healthy food in consumer’s minds

- Simultaneously in France, Poland and Germany
- WEU distribution in 2,500 doctor’s waiting rooms
- Reported reach of 1.5 million patients in three months
- Targeted all customer (ages /cultural backgrounds)

- Built the foundation for campaigns in WEU & CEU
New Activities

Picard Origin Campaign

• Cooperate with French retailer Picard
• Leading specialist for frozen food products
• Develop image film about Alaska origin
• Promotion clip will be featured in 950 affiliates
• Combined with POS information materials
• Highlight Alaska origin and FAO 67
• Showcase versatility of Alaska fisheries
• Focus on “wild” and natural character
• Spread through social media channels (own and Picard)

• Educate consumers about available products
• Inform how to identify Alaska in the store
• Focus on wild and sustainable origin
• Enthuse customers about Alaska products
• Promotion is planned for November and December
New Activities

Retail Promotion Campaign

• Cooperate with Auchan, E-Leclerc and Carrefour
• Run Alaska promotion in pre-Christmas season
• Products in focus frozen and smoked salmon
• Use new salmon brochure for POS activities
• Inform consumers about products from Alaska
• Promotion will run for 40 days

• Highlight sustainable and wild attributes
• Prominent use of FAO 67 to increase awareness
• Influence buying decision of consumers
• Promotion is planned for November and December
New Activities

Cooking School / Chef Outreach

- Cooperation with L’ atelier de chefs
- Conduct 96 education classes across France
- Produce Alaska cooking video lessons
  → Featured in “school on demand” online library
- Spread ASMI content through social media
- Work with established platform ChefsTalk
- Global social media network for gastronomy
  - 170,000 registered users in France
- Have professionals transport ASMI message
- Target chefs and food interested consumers
- Perfect platform for culinary promotion
- Highlight species available in WEU market
- Focus on origin and sustainability
- Cooking classes start in February 2019
New Activities

Sustainable Development Week

• Run themed promotion week in French retail
• Campaign to put focus on sustainable products
• Trade responds to increasing consumer demand
• Outline products from sustainable sources

• Perfect platform to push awareness of Alaska
• Highlight all products available in retail
• Benefit from broad range of promotion

• Combines media and POS advertisement
• Multilevel approach on consumers
• Matches ASMI message wild, natural, sustainable
**ATP Proposal**

**Consumer Program**
- Contract a Social Media Ambassador
- Work with new influencer in WEU markets
- Communication channel for young consumers

**Trade Program**
- Develop “Find Your Supplier” System
- Connect WEU buyers and AK suppliers
- Fasten way to respond to trade requests
- Matchmaking between AK and WEU

**HRI Program**
- Create customized Online Chef Tutorials
- Target most challenging audience in WEU
- Use for education section on website
- Provide to cooking schools and seminar hosts
Thank You!