Integrated program motivates audiences to #AskForAlaska driving 4.6 billion media impressions. Watch the 2020-2021 results video here.

Consumer + Domestic Media Relations

Earned 4.6 billion media impressions, 3x more than in FY19.

Influencer Relations

Reached 1 million fans and followers through eight partnerships.

Owned + PAID Social / Digital

Drove 11.5 social media impressions and 200K clicks to ASMI websites.
Our Objective

Position Alaska seafood as the ideal, trusted choice for new and existing seafood eaters, motivating them to #AskForAlaska.
Strategic Approach

• Drive trust via a campaign-driven approach centered on three core elements – culinary, wellness benefits and sustainability – that differentiate Alaska seafood from competitors.

• Leverage third-party advocates, expert credible voices and new platforms to drive broader awareness to instill confidence.

• Continue to leverage our CTA, stressing #AskForAlaska as the easy guarantee for delicious, wild, sustainable seafood year-round.
Target Audiences

FREQUENT SEAFOOD EATERS

CORE AUDIENCE

Overview:
Men and women, 35 years or older, primarily based in coastal areas. Make up 77% of ASMI social followers.

Other Audience Takeaways:
• Nearly half of people (49%) are motivated to choose seafood instead of other protein sources because seafood is 100% natural. That percentage also increased among Gen X (56%).
• 55% shared that they choose seafood more frequently than other proteins as they prefer the taste of seafood.

NEW SEAFOOD EATERS

HIGH POTENTIAL AUDIENCE – MILLENNIALS AND GEN Z

Overview:
Young, affluent and experiential home cooks who want more social action and sustainable foods.

Other Audience Takeaways:
• Alaska salmon is by far the most purchased seafood, with 68% of millennials having purchased the species to eat at home.
• The two leading sources for millennials to get information on the seafood they buy is from a fish monger (50%) and the internet (47%).
• 83% of Gen Z prefer the taste of seafood over other proteins.

FOODSERVICE AND RETAIL

SECONDARY AUDIENCE

Overview:
Retail and Foodservice (commercial + non-commercial) domestic trade media as a conduit to decision makers across industries.

Consumer – 95% (split evenly across both audiences)
#AskForAlaska Programming

Year-long #AskForAlaska integrated plan designed to drive preference among key audiences through three campaigns centered around the key differentiators.

<table>
<thead>
<tr>
<th>Differentiators</th>
<th>Nutrition/Wellness</th>
<th>Culinary</th>
<th>Origin/Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>A nutrient-rich, wild and natural protein that not only tastes great, but benefits your holistic lifestyle.</td>
<td>High-quality, delicious, easy to prepare for any occasion with new, surprising techniques to make preparation simple.</td>
<td>Alaska is the gold standard for sustainable seafood, responsible fisheries management and a guarantee for wild.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Alaska Seafood: Natural, Wild Wellness</th>
<th>#AlaskaSeafoodHacks</th>
<th>Alaska: The Sustainable Seafood Source</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>August - October</td>
<td>December - March</td>
<td>April - June</td>
</tr>
</tbody>
</table>
ALASKA SEAFOOD: NATURAL, Wild Wellness

August - October

Show how to make nutritious meals where Alaska seafood is center of plate, as voiced by health experts.
How it comes to life.

RD Social Influencer

Partnered with Gal Shua-Haim to create and promote an Alaska cod recipe via IGTV and TikTok reaching more than 315K followers.

Earned + Paid Media RD

Engaging network of RDs to build media buzz for health benefits of Alaska seafood.

Earned Media

Securing consumer and domestic press coverage highlighting various species and health benefits of Alaska seafood.

Owned Social

Designed and distributed a content series on ASMI’s social channels that combined mouthwatering recipes alongside nutrition facts.

“We can get vitamin D from fatty fish like Alaska salmon and Alaska halibut, which are wild-caught, sustainable and also provide essential omega-3 fatty acids.”

“Opt for wild-caught Alaskan pollock.”

“We can get vitamin D from fatty fish like Alaska salmon and Alaska halibut, which are wild-caught, sustainable and also provide essential omega-3 fatty acids.”

“Opt for wild-caught Alaskan pollock.”
#Alaskaseafoodhacks
January - March

UNCOVER, SHOW and SHARE unique, delicious, simple and SURPRISING ALASKA SEAFOOD Hacks TO INSPIRE HOME COOKING AND DRIVE BRAND AWARENESS.
How it comes to life.

**LauNCH + Toolkit**

Multi-channel kick-off featuring creative assets and a toolkit with CTA for home cooks, chefs, Alaskans and industry to share their simple hacks; announce across all channels using the Cook It Frozen! technique as inspiration.

**Influencer Partners**

Partner with culinary and social media influencers to encourage participation among their engaged followers, create their own hacks and share highlights from consumers.

**Alaska audiences**

Reach and engage Alaska residents and seafood industry who cook with Alaska seafood the most to share their trusted hacks via digital and media activations.
How it comes to life.

**Owned + PAID Social**

Amplify #AlaskaSeafoodHacks content across ASMI’s social channels inspiring people to cook more.

Use paid social promotion to reach people outside our current followers.

**SPONSORED CONTENT**

**FOOD52**

The Salmon Rice Bowl That Everyone Is Talking About (& Eating)

Partner with culinary focused media outlet Food52 to develop #AlaskaSeafoodHacks content and shoppable recipes inspiring people to prepare more seafood.

**PR + Event**

Share influencer and user generated hacks with media through proactive outreach and a virtual media event to drive storytelling.
Alaska: The Sustainable Seafood Source

Show the dedication to sustainability and create a deeper connection to the origin of wild Alaska seafood, as voiced by industry spokespeople.
How it comes to life.

**Influencer**
Bring an influencer to Alaska to produce a content series that provides transparency into the Alaska seafood industry.

**Owned Social**
Feature voices from the industry to authentically educate consumer audiences about Alaska as the sustainable seafood source.

**Earned Media**
Secure media interviews and profiles featuring various members of the Alaska seafood industry.

**SPONSORED CONTENT**
Partner with Food52 to educate readers on sustainable food shopping and why to always #AskForAlaska.
Implement always-on cross channel programming to maintain and build awareness for Alaska seafood while staying top of mind for key stakeholders and building trust.
Always-On Programming

**CONSUMER MEDIA**

Consumer media relations and storytelling year-round pegged to cultural trends and key moments.

**Domestic Media**

Domestic media relations targeting foodservice and retail trades, leveraging partners and data.

**Owned social**

Content creation, post publishing, paid optimization and community management across ASMI’s social channels, plus social listening.

**FAM Trips**

Familiarization (FAM) trips to Alaska to build relationships with media and generate in-depth media articles, content and authentic stories.

(Travel permitting in Spring 2022)
Discussion
# Mapping Activities to Outcomes and Insights: KPIs by Tactics

We track activities by tactics so we can derive YOY insights on what types of content and campaigns generate awareness and consideration.

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>QUANTITY MEASURES</th>
<th>QUALITY MEASURES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFLUENCER</strong></td>
<td>Impressions Clicks Engagement</td>
<td>CTR % Engagement Rate % Content Authenticity Ratio % Saves &amp; Shares Ratio %</td>
</tr>
<tr>
<td><strong>RDs (SOCIAL AND EARNED MEDIA)</strong></td>
<td>Impressions Number of Placements Engagement Clicks Number of Relationships</td>
<td>CTR % Engagement Rate % % Message Pull-Through % Coverage in Top-Tier Outlets</td>
</tr>
<tr>
<td><strong>EARNED</strong></td>
<td>Impressions Mailers New Relationships</td>
<td>% Message Pull-Through % Coverage in Top-Tier Outlets % Features, Mentions &amp; Recipes</td>
</tr>
<tr>
<td><strong>EXPERIENCES (EVENTS)</strong></td>
<td>Attendance / Interactions Resulting Articles + Social Posts</td>
<td>% Coverage from Event Attendees % Message Pull-Through</td>
</tr>
<tr>
<td><strong>SOCIAL (OWNED, PAID)</strong></td>
<td>Clicks Engagement Impressions* Clicks</td>
<td>CTR %/CPC Engagement Rate % Saves &amp; Shares Ratio % CPM$</td>
</tr>
<tr>
<td><strong>PARTICIPATION (ALASKA SEAFOOD HACKS CAMPAIGN)</strong></td>
<td>Number of #AlaskaSeafoodHacks Hashtag Usage</td>
<td></td>
</tr>
</tbody>
</table>