

ALASKA SEAFOOD MARKETING INSTITUTE

# PROGRAM RECAP

2024 - 2025 CEU

PRESENTED BY **mk<sup>2</sup> gmbh**



Wild, Natürlich & Nachhaltig®

# TRADE UPDATE USA / EUROPE

- On July 27th, an agreement was announced
- Details are yet to come but tariffs seemed to be avoided
- Potential for free trade for AK goods to Europe
  - Will affect certain agricultural commodities
  - For now, plan with status quo re. tariffs
  - Hopes are up for 0% duties in the future
- EU member states have to agree to deal
- Details are up for discussion in upcoming weeks / months
- Counter measures would have affected AK
  - At least 10 AK product on list of optional items
  - Up to 30% tariffs for goods like H&G salmon or cod
- Main challenge was uncertainty and volatility of situation
- Negative impact on U.S. brand – not affecting Alaska
- Trade feedback remains positive – no cancelled orders



# RECAP 24/25: SALES PROMOTIONS

- Total of 19 Alaska market activations
- Projects realized in all five CEU markets
- Involving 11 retail and discount chains
- Working with 14 EU industry partners
- Promoting 16 brands and private labels
- Advertising eight Alaska species

- ✓ Sockeye salmon (smoked & frozen)
- ✓ Keta Salmon (smoked, frozen fillets & roe)
- ✓ Pink Salmon (smoked & frozen fillets)
- ✓ Coho Salmon (smoked)
- ✓ Flatfish – Rock Sole (frozen filets)
- ✓ Pollock (frozen fillets & Surimi)
- ✓ Cod (frozen filets & loins)
- ✓ Black Cod (H&G & frozen filets)

**Retail sales value**

→ just below \$ 6.4 mio

**Return on investment**

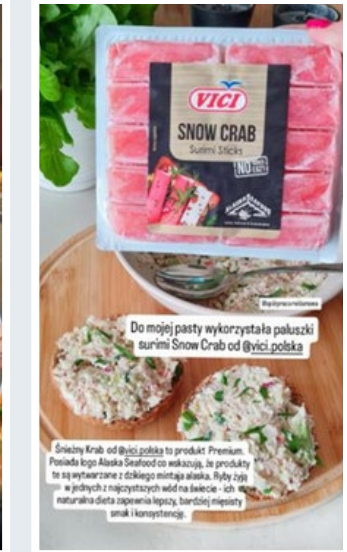
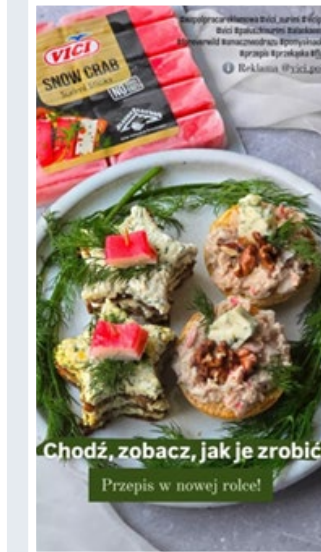
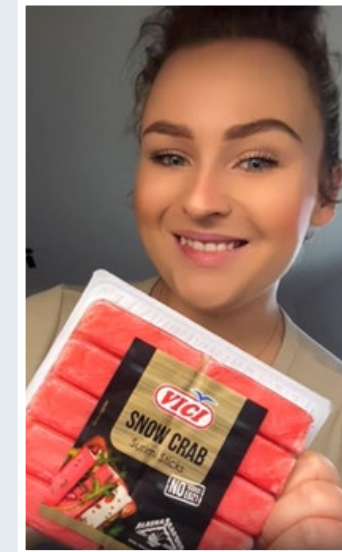
→ 2.119,2 %



# SALES PROMOTIONS - HIGHLIGHTS

## SURIMI CAMPAIGN WITH VICI IN PL

- Combine media, public, and online ads
- Designed to address young shoppers
  - Promote core messages of ASMI
  - Quality, Nutritional Value, Taste

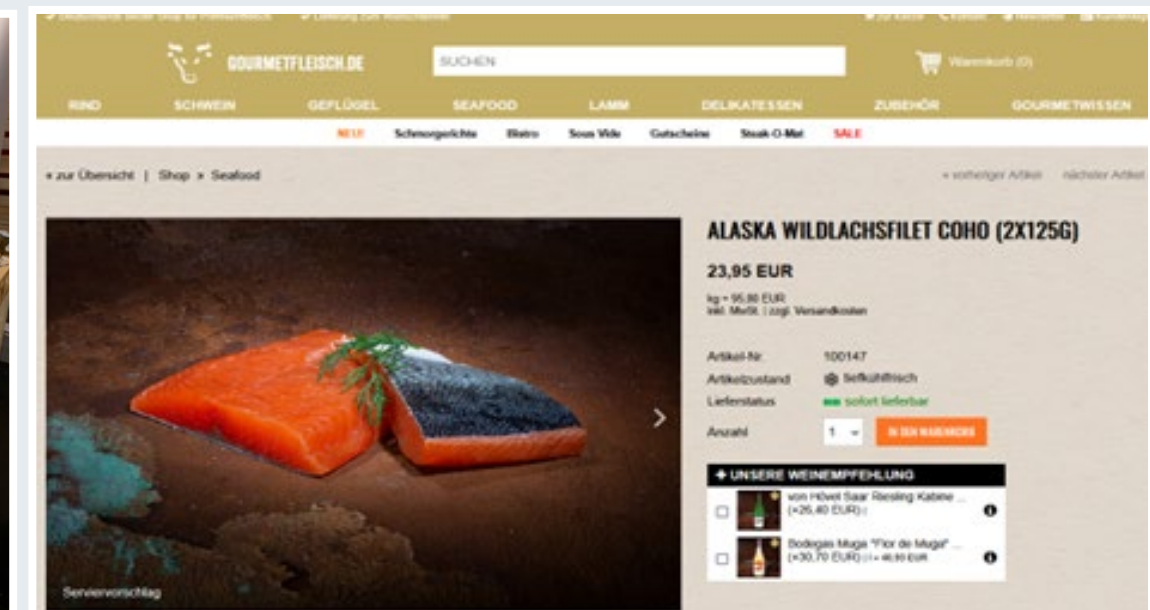
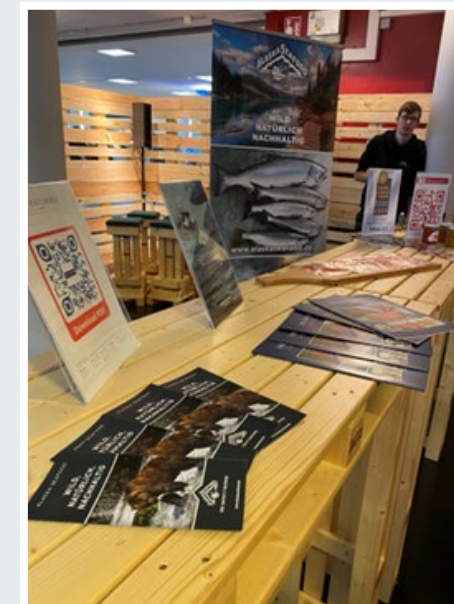


Impressions → 13 million | Views → 5.52 MILLION | Sales increase → 153% | ROI on ASMI funds → 1,360.8%

## SALMON MARKETING COLLABS DIE RÄUCHEREI

- Sales campaigns in AT, GER, CH
- Focusing on smoked and frozen salmon
- Including following B2C formats:
  - ✓ Sales catalogues
  - ✓ Online shop ads
  - ✓ Consumer events
  - ✓ TV sales channels
  - ✓ POS promotions

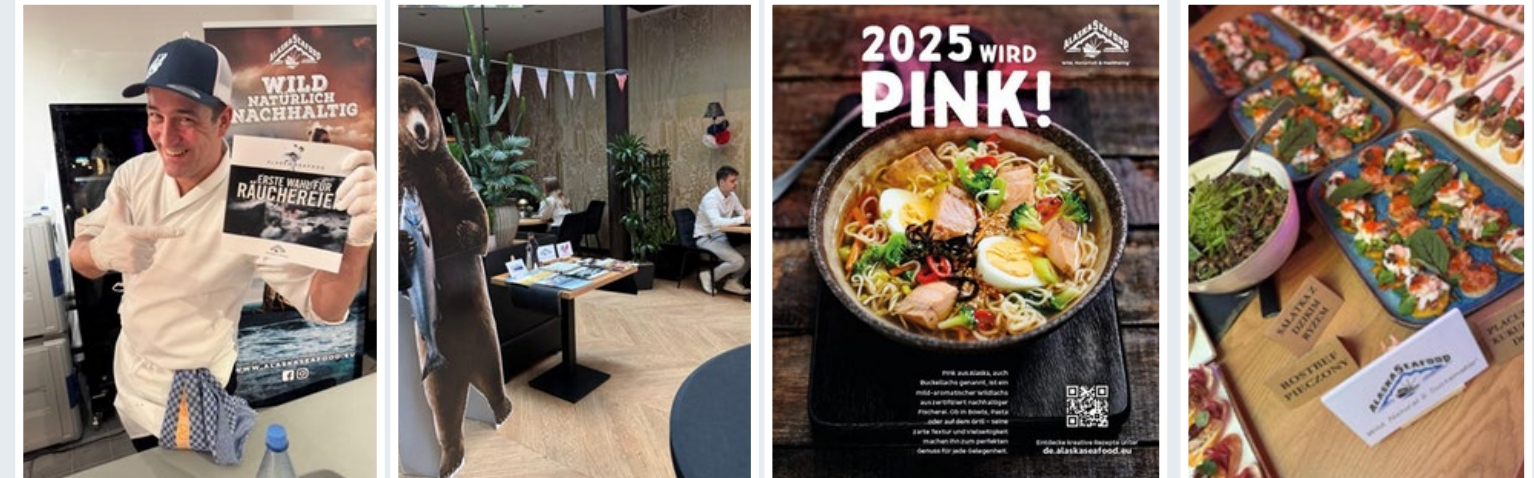
Return on investment on ASMI funds → 1.232,1 %



# RECAP 24/25: COMMUNICATION & BRAND BUILDING

- Goal: improve recognition of Alaska
- Support ASMI / AK as proof of quality
- Realizing marketing activities on various channels
  - ✓ Media: online, print & broadcast
  - ✓ In-person: POS, exhibitions, public advertisement
- Work with 5 industry partners for media collabs
- Cover all aspects of the Alaska message
- Combine inspiration with call to action

- 10 TARGETED influencer partnerships
- 2.2 million views → 41,000 interactions
- 15 publications with → 14 million readers
- 8 B2C & B2B events (GER, PL, AT)
- 4.6 million packs of seafood with ASMI logo



**Alaska Buckellachs**  
**Vielseitige Möglichkeiten für Handel und Gastronomie**

2025 steht Buckellachs, auch als Pink bekannt, verstärkt im Fokus. Mit einer prognostizierten Fangmenge von 29 Millionen Fisches in Alaska bietet er stabile Verfügbarkeit bei einem ausgezeichneten Preis-Leistungs-Verhältnis. Sein mildes Aroma, die vielfältigen Einsatzmöglichkeiten und die zertifizierte Nachhaltigkeit machen ihn zu einer attraktiven Wahl für die Weiterverarbeitung, den Einzelhandel und die Gastronomie.

**Fangmengen**  
 (in Millionen Fischen)

2024: 19 MILLIONEN  
 2025: 29 MILLIONEN\*

**Qualität und Verlässlichkeit aus Alaska**  
 Alaska wird weltweit Maßstäbe für eine vorzuziehende nachhaltige Fischerei. Stringente Gesetze, verantwortungsvolle Fangmethoden und eine lückenlose Rückverfolgbarkeit sorgen für nachhaltige Erntesicherung. Unternehmen, die Wert auf qualitativsten Meeresfrüchten legen, finden in Alaska einen zuverlässigen Partner.

**Potenzial nutzen**  
 Besonders im Bereich der Fischkonsumen eröffnet Buckellachs neue Möglichkeiten. Kommunen zählen zu den gefragtesten Fischspezialitäten in Deutschland – hier kann Buckellachs als kosteneffiziente und nachhaltige Option überzeugen.

Erfahren Sie mehr unter [de.alaskaseafood.eu](http://de.alaskaseafood.eu)

# COMMUNICATION & BRAND BUILDING - HIGHLIGHTS

## SURIMI & ROE PROMO

- Implement three dedicated cooperations
- Resulting in five publications
- Showcase the culinary value and versatility
- Boost image of both underrated goods
- Especially among younger generations



Views of created content → 864,000 | Interactions with activated followers → 3,652

## SCHOOL ADVERTISEMENT ABOUT ALASKA SEAFOOD

- Work with caterer supplying the sector
- Develop materials for kids and parents
  - Excite about Alaska
  - Tell the story of the fish
  - Sensitize for origin recognition



ALASKA DAY in 20 schools | Reach 10,000+ students and connect with families and teachers

# OUTLOOK: RAPP PROGRAM 25/26

- Utilize additional funding for out of the box projects
- Enables ASMI to realize larger stand-alone campaigns
- Allows strong focus on certain species and sales channels
- Meant to open new market segments and support innovation
- Goal is initiate growth in underdeveloped sectors



## EXAMPLE #1: RESEARCH & DEVELOPMENT

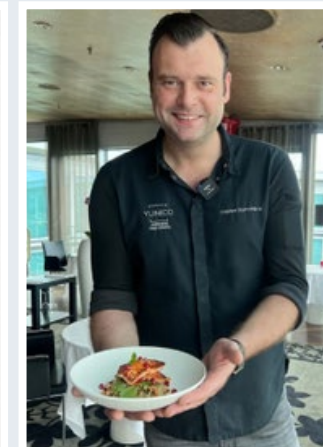
- Cooperate with HAW & independent product developers
- Kick-off innovation program to create new consumer goods
- Feature six AK species to find new raw material utilizations
- Create ten applications with mass-market potential
- Showcase AK goods to manufacturers and traders
- Highlight the versatility of AK seafood in form of VAPs
- Offer to adapt formulations & inspire product development



# OUTLOOK: RAPP PROGRAM 25/26

## EXAMPLE #2: THE ALASKA ROAD SHOW

- Use the ASMI network of chefs and gastronomist
- Build on their reputation as trend-setters
- Bring back the AK food truck as marketing vehicle
- Tour CEU markets visiting culinary partners
- Create signature dishes using various species
- Accompany with film crew to document
- Live stream, final cut video, recipe book
- Create ASMI's own culinary stage
- Present AK seafood as perfect restaurant ingredient



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# THANK YOU!

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