ALL HANDS ON DECK
Conference

CEU & WEU Program Highlights
CEU
Best Cases
Examples of Program Success
**Activity Description**

- Partner with Grutto home delivery platform
- Online orders with national distribution
- Main focus on sustainable consumption
- Launch campaign for Alaska Keta salmon
- Selling boxes with different Keta cuts / parts
- Advertised in online and broadcast media
- Ads directly linked to the sales platform
Grutto Home—Delivery Promotion

Campaign in Numbers

- Four weeks of continuous advertisement
- Digital reach of more than 4.3 million users
- 639,519 registered clicks through ads
- ASMI investment of US$ 11,000
- Retail value US$ 780,000
- Return on Invest: 7,091%
Great Salmon - Retail Run

**Activity Description**

Roll out generic Alaska salmon campaign

Partner with retail chains Rewe & Edeka

Implement in-store events across Germany

Focus on their private label Sockeye items

Conduct tastings of different products

Host information counters with trained staff

Floorstickers guiding shoppers to AK shelves
Great Salmon - Retail Run

Campaign in Numbers

180 days of POS promotion activities

Two largest German retailers as partners

Hand out 56,434 tasting samples

Sales increase during promo: 26%

ASMI investment of US$ 20,000

Retail sales value of US$ 518,000

Return on Invest: 2,590%
Activity Description

Idea is to highlight Alaska in new ways

Approach consumers in unexpected moments

Logo and origin placements in public venues

Strengthen awareness & origin recognition

Individual activities over several months

All efforts supporting common goal

Principle: *Unusual equals Memorable*
Campaign in Numbers

Two new program partners in Poland
Nine individual projects over six months
Seven public communication platforms
Support eight different AK seafood items
Reach 6+ million consumers in public
Address 4 million shoppers through media
What’s Happening Central Europe?

ASMI supports the Friedrichs brand for their relaunch end of 2023. Cooperation includes a number of showcase events and media ads. ASMI logo on 1.2 million packages until January (approx. 2.5 million in 2024).

New partners equal logo placements on 3 million packs (salmon & pollock).

ASMI attends the Fischwirtschaftsgipfel on November 6th & 7th.

ASMI exhibits at Fisch International Bremen on February 24th & 25th.
WEU
Best Cases
Examples of Program Success
Activity Description

Work with French company Gimbert Ocean

Campaign focuses on retailer Gel2000

Freezer centers as part of Gimbert Surgelés

Benefit from streamlined distribution chain

Promote through catalogue, website, SM

Advertised as product of the month specials

Focus on Pink salmon and Alaska pollock
**Campaign in Numbers**

In total four months of promotion in 2023

- 480,000+ contacts through catalogue
- 584,000 social media contacts
- 2.3 million website users per month
- 96mt of pink & 62mt of Alaska pollock

Retail value of roughly US$ 2.6 million

ASMI invest of US$ 15,000

ROI: 17,333.3%
Highlight the Origin - - WEU Retail

Activity Description

Counter lack in origin visibility in WEU retail

Run in-store LED screen advertisement

Install on shelf signs and posters

Showcase product and origin

Connect item & Alaska in consumer’s minds

Add information directly to packaging

Increase overall visibility of Alaska at POS
Highlight the Origin - - WEU Retail

Campaign in Numbers

- Run Alaska campaign for six weeks
- Place shelf hangers in 240 supermarkets
- Screen LED advertisements in 60 stores
- Add Alaska info & QR code to 180,000 cans
- Include three different retail chains
- Address approx. 7.4 million shoppers
What’s Happening Western Europe?

ASMI negotiated a collaboration with the Maitres de Cuisine France
Making AK key seafood partner for the most important chef association
Opening doors to network of chefs and gastronomes in WEU markets

ASMI will visit the HoReCa Expo Ghent in Belgium on November 20th and 21st

ASMI will be part of the Journées Francophones de Nutrition (JFN) in December
WASM
2023
Program Success in WEU & CEU Markets
Wild Alaska Seafood Month
CEU - WEU

Activity Description
Multilevel consumer communication
Combine print & digital channels
Feature AK through broadcast media
Collaborate with apps for higher visibility
Approach customers directly in stores
Include HRI with McDonalds partnership

Campaign in Numbers
Generate media reach of 29.7 million
Connect with 885,000 influencer followers
50,000 engagements around AK content
Alaska visible in 3,200 supermarkets
Address 5.8 million guests at McDonalds
Increase ASMI website traffic by 82%
Scholle aus Alaska

Menge, Beschreibung...

GEWINNSPIEL


WWW.ALASKASEAFOOD.EU

AKTIV MIT ALASKA SEAFOOD

LEBEN LÄSSEN, LEBERT LEBEN, WECHSELWÄRMER.

FLEURY MiCHON

S'ENGAGE POUR LA POISSON DURABLE.

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Thank You for Your Attention!