

A fishing boat is visible in the distance on the ocean, with a red buoy floating nearby. The sky is overcast and the water is dark with small waves.

# SEAFOOD SUSTAINS ALASKA

Ashley Heimbigner, Communications Director  
Alaska Seafood Marketing Institute

## Objective:

- Help Alaskans better value and understand their relationship to Alaska seafood industry.
- Reduce misconceptions about Alaska seafood and increase industry support among both consumers and state government



# Industry Insights



## Priority Messaging:

- Alaska commercial fishing/seafood industry benefits ALL Alaskans
  - Statewide Economic Impact (seafood feeds AK economy)
- Alaska seafood connects/supports families, communities and industries across the state
- Alaska's fisheries are responsibly and sustainably managed
- Pride of place and resource

## Regional Focus:

Southcentral/Interior Focus (Anchorage specially)

# Consumer Insights



**Alaskans are proud of Alaska seafood and agree that the industry is good for Alaska**

- **87-88%** feel proud when they see Alaska seafood in grocery stores and restaurants; see it as enhancing Alaska's reputation around the world.
- **83-85%** agree that Alaska's seafood industry is a significant economic driver and vital supporting Alaska's families and communities.

**Alaskans want more information about Alaska's commercial fisheries.**



## Distribution:

- **Broadcast TV.** News and sports events in ANC + FBX
  - 86% household reach in these regions; 122 spots
- **Connected TV.** DirectTV, Peacock, YouTube, etc.
  - Over 55,000 views on YouTube to date
- **Digital Video Advertising.** Contextually relevant geotargeted online video advertising.
- **Broadcast Radio.** Top 11 stations in ANC, Kenai Pen, FBX
- **Streaming Audio.** Spotify, Pandora, podcast platforms, geotargeted
- **Social Media.** @alaskaseafood channels + fellow industry shares



## Other Resources:



# SEAFOOD SUSTAINS ALASKA

—AND ALASKANS SUPPORT ALASKA'S SEAFOOD INDUSTRY



### Alaskans are proud of Alaska's seafood industry

**87%** feel proud when they see Alaska seafood in grocery stores and restaurants

**88%** view commercially-caught Alaska seafood as enhancing Alaska's reputation around the world



### Alaska's seafood industry is good for Alaska

**85%** of Alaskans agree that Alaska's seafood industry is a significant economic driver in the state

**83%** agree that it is vital to supporting Alaska's families and communities

**78%** agree that it provides good-paying jobs for Alaskans



# SEAFOOD SUSTAINS ALASKA

# Other Resources: Landing Page

[SeafoodSustainsAlaska.org](https://SeafoodSustainsAlaska.org)

The screenshot shows the website's landing page. At the top left is the Alaska Seafood logo with the tagline "Wild, Natural & Sustainable". The top navigation bar includes links for FOODSERVICE, RETAIL, INDUSTRY, INTERNATIONAL, MEDIA, RFM CERTIFICATION, and social media icons. Below this are links for RECIPES, HEALTH & NUTRITION, ALASKA SEAFOOD 101, and SUSTAINABILITY, along with a search icon. The main header features a large image of salmon fillets with the text "SEAFOOD SUSTAINS ALASKA" and a breadcrumb "Home / SeaFood Sustains Alaska". The main content area includes a boat icon, the "SEAFOOD SUSTAINS ALASKA" logo, a paragraph about the commercial seafood industry's role in Alaska's economy, a paragraph describing ecosystem-based sustainability practices, and the hashtag #SeafoodSustainsAlaska. At the bottom, there is a video player thumbnail for "Seafood Sustains Alaska: Economic Development" with a "Share" button.

ALASKA SEAFOOD  
Wild, Natural & Sustainable®

FOODSERVICE RETAIL INDUSTRY INTERNATIONAL MEDIA RFM CERTIFICATION

RECIPES HEALTH & NUTRITION ALASKA SEAFOOD 101 SUSTAINABILITY

Home / SeaFood Sustains Alaska

# SEAFOOD SUSTAINS ALASKA

Alaska's commercial seafood industry sustains Alaska's economy in many ways.

Discover how a thriving commercial seafood industry based on responsive, ecosystem-based sustainability practices support and sustain families, businesses and communities across the state.

#SeafoodSustainsAlaska

Seafood Sustains Alaska: Economic Development

Share



# Other Resources: Social + Campaign Toolkits

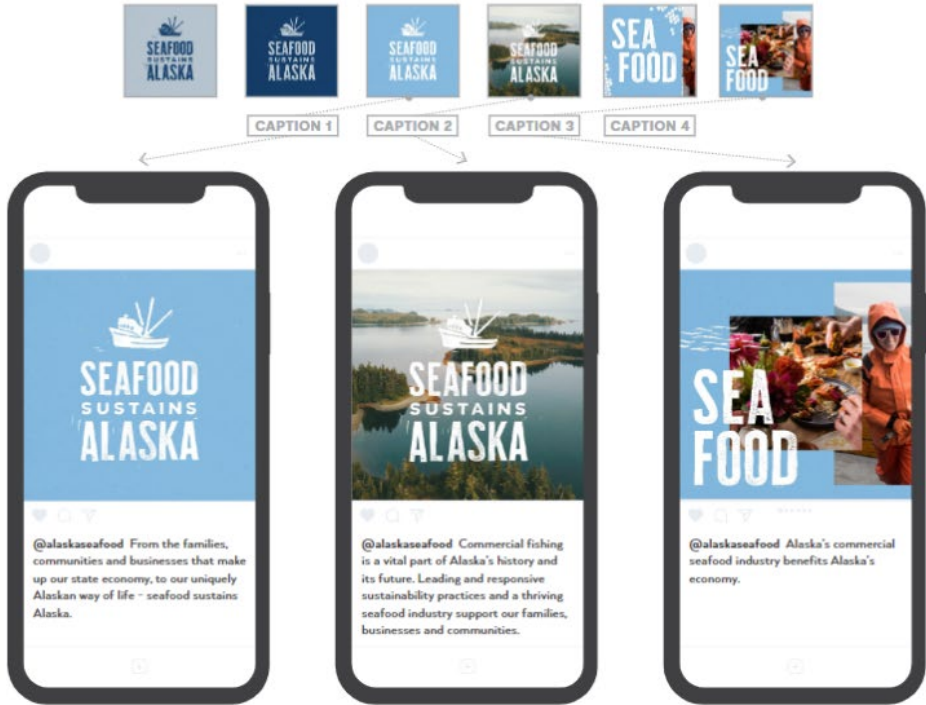
## USAGE

Mix and match!

Single and carousel social graphics from the key campaign section may be paired and posted with any of the provided key campaign captions.

When using a carousel post, be sure to include the entirety of the graphics in their intended order—careful not to exclude or rearrange pieces. Avoid using individual pieces of a carousel post as standalone single graphics.

Please refer to the following series of example posts for additional guidance on usage.



## Other Resources: Editorial

### Opinions

# OPINION: This winter, we're thankful for Alaska seafood

By Raquel Edelen and Laile Fairbairn

Updated: January 16, 2023

Published: January 16, 2023



# What's Next:



PHASE 1	PHASE 2*
Jan – April	May– Sept
Economic Impact	Families and Communities
Editorial Program Jan 2022 – July 2023	

**Fish Alaska**  
MAGAZINE



# What's Next

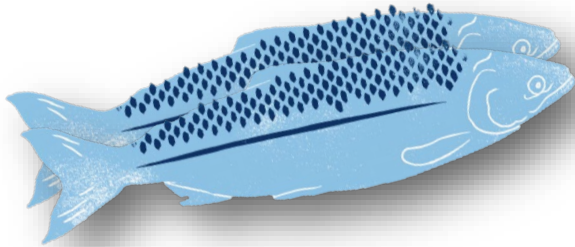
- Video, Radio, Streaming, Digital and Social Content 2.0
- On the ground engagement with consumers, customers, restaurants, etc...



# SEAFOOD SUSTAINS ALASKA

# What's Next

- Engage industry and allies to expand reach, share their stories
- Alaska Ambassador Program (Let us send you stuff!)





# SEAFOOD SUSTAINS ALASKA

[SEAFOODSUSTAINALASKA.ORG](http://SEAFOODSUSTAINALASKA.ORG)



Thank you

