



MEMORANDUM

DATE: April 15, 2021

TO: ASMI Board of Directors

FROM: Ashley Heimbigner, Communications Director

SUBJECT: **Communications and Domestic Consumer PR FY21 Activity Highlights**

This fiscal year saw the communications program taking on the challenges and opportunities of the global pandemic head-on to better connect with our audiences and support our stakeholders and other ASMI programs. COVID-19 and the inability to travel necessarily slowed and scaled back some standard program activities while accelerating and innovating others, resulting in a very busy and productive year for the team. FY21 marked the first full year with the digital marketing manager position in place, a role that has enabled the program to fulfill the goal of facilitating greater cross-program collaboration and efficiencies in addition to providing communications strategy and support to all ASMI programs.

In FY21, the communications program targeted the development and improvement of the tools and platforms utilized by our stakeholders and ASMI programs to promote the Alaska Seafood brand amid the new normal created by the pandemic and beyond. This included the development of a comprehensive brand guide for cross-program use, a massive expansion of visual assets available in the NetX media library, the development of resources and tools for the rising number of direct marketing and direct to consumer sales channels, as well as a research-based overhaul of ASMI's domestic websites – wildalaskaseafood.com and alaskaseafood.org - to accommodate the shift to primarily online communications platforms for consumers and our industry.

ASMI is also improving the ways we communicate with stakeholders and provide resources necessary to grow the Alaska Seafood brand. The ASMI News and Updates Facebook page continues to grow in participation, and our refreshed Monthly Industry Newsletters and Fisherman Ambassador program allow ASMI to engage and connect with key audiences. Virtual regional industry and community presentations provided fishermen, industry members and ASMI staff the opportunity to interact and build relationships over the last fiscal year.

The communications program continues to be the primary manager of the \$1 million consumer PR contract, which contributes significantly to the overall achievements of ASMI, as well as preparedness for new and continued crisis issues. New content approaches in the consumer space focused on simple home cooking ideas, sustainability, nutrition and sharing authentic fishermen stories, as well as collaborative efforts with the domestic marketing program have resulted in significant increases to both reach and engagement.

The ASMI Communications Committee continues to grow in its effectiveness and direction with the establishment of subject-area subcommittees so that ASMI staff may further improve our ability to serve the Alaska seafood industry.

Communications Program Core Values:

- Grow and Know Our Audience(s)
- Return on Relationships
- Develop Content That Supports the Alaska Seafood Brand
- Share Our Successes

Communications Program Objectives:

1. Increase positive awareness of ASMI and the Alaska Seafood brand among the following key audiences:
 - o Consumers
 - o Fishermen/industry
 - o Government leadership
 - o Alaskans (added Spring 2019)
2. Create collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry:
 - o Produce content to be used across all programs
 - o Serve as ASMI's spokesperson
 - o Supervise crisis monitoring and messaging
- Long-term proactive marketing planning;
- Focused education, research, and advocacy efforts among industry issues;
 - o Coordinate industry economic value research, industry report card survey and other seafood market research as needed
- Prudent, efficient fiscal management

FY21 COMMUNICATION PROGRAM HIGHLIGHTS

Objective 1: Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences (consumers, fishermen/fleet/industry, government leadership, Alaskans).

Audience: Alaska Fishermen/Fleet/Industry

Message: ASMI brings value to Alaska fishermen and the seafood industry by raising the value of the Alaska Seafood brand.

Direct Marketer Toolkit

In response to the consumer trend of local food and transparency, as well as an uptick in direct marketing, ASMI held a survey for direct marketers to learn about their needs. After analyzing the responses, ASMI created a toolkit to better equip direct marketers with accurate messaging and resources to reach their customers. The Direct Marketer Toolkit launched in March with a refresh of the direct marketer webpage and a quarterly roundup newsletter, and will be rolling out other resources in the coming months.

Direct Marketer Resources



TRAIN YOUR STAFF
Brush up on your Alaska seafood knowledge with Seafood University



READ THE RESEARCH
Get the latest research on consumers and brand loyalty



LEVERAGE THE LOGO
The Alaska Seafood brand is a proven sales driver - email us for use!



GET THE MATERIALS
Review the catalog of printed materials, then order online.

New Trade Ads (March 2021)

ASMI added four new ads to its long-running trade ads with captivating new photography, further showcasing a different aspect of ASMI’s role in promoting the value of Alaska seafood. The ads will rotate through various trade publications, including Fisherman’s News, National Fisherman and Pacific Fishing.

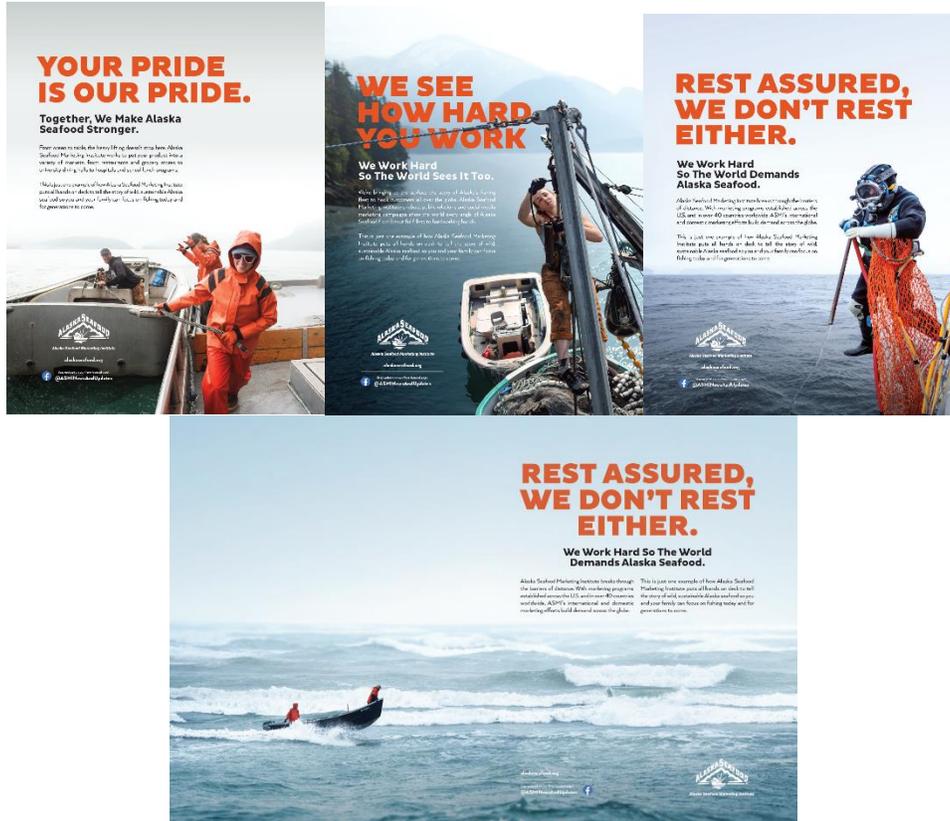


Photo Contest (April 2021)

The annual Commercial Fishing Photo Contest launched in March and will be accepting entries through April 30, 2021. This year’s contest includes eight categories with classics such as “Best Boat,” “Best Action” and “Best Scenic,” as well as a couple of new categories including “Alaska Lifestyle,” to capture Alaska life both on and off the boat. The photo contest aims to add compelling imagery to the ASMI media library while engaging the fleet.



Anchorage Chamber of Commerce “Make it Monday” (October 2020)

ASMI and McKinley Research Group (then McDowell Group) gave a virtual presentation on the global trends of Alaska Seafood to the Anchorage Chamber of Commerce as part of their “Make it Monday” series. These luncheons are meant to provide its members with educational opportunities on topics that affect Alaskans.

Pacific Marine Expo (November 2020)

Originally scheduled to be held live in Seattle, the Pacific Marine Expo was held virtually Nov. 17-19. ASMI sponsored the expo and held a virtual booth which included new resources, materials and contact information.

Kodiak ComFish (September 2020)

Originally scheduled to be held in Kodiak in March, the Kodiak Chamber of Commerce held its annual ComFish virtually Sept. 17 – 18. ASMI staff presented on the value of Alaska seafood, and discussed both consumer and economic trends due to coronavirus. ASMI looks forward to Kodiak ComFish each year as a way to communicate its work to the fishing industry, government and Alaskans, and the virtual conference again attracted a wide audience.

Alaska Sea Grant direct marketers meeting

ASMI Communications Director Ashley Heimbigner joined Alaska Sea Grant on Dec. 4 as a presenter for their fall course, “Introduction to Starting and Operating a Seafood Direct Marketing Business.” As a part of the multi-session course, Heimbigner provided a market update for Alaska seafood, discussed consumer trends and provided an overview of ASMI resources available to both established and new direct marketers.

Kodiak ComFish (March 2021)

On Mar. 30 and 31, ASMI held a booth at Kodiak’s virtual ComFish expo, put on by the Kodiak Chamber of Commerce. ASMI gave a presentation with McKinley Group on the market challenges and opportunities for Alaska seafood. A recording of the presentation can be found [here](#).

ASMI Sponsors 2021 Alaska Fisheries Society - Alaska Chapter Conference

Communications sponsored the Alaska Fisheries Society’s annual conference to support the important discussion and scientific research conducted by its members. The [virtual conference](#) was held March 22-25, 2021

Seafood Information Services

A variety of market updates are produced for ASMI by McKinley Research, including weekly Alaska Salmon Harvest Updates, and species-specific outlook and summary reports ahead of the season. These updates are shared on the ASMI website and communication channels.

Northern Lights for *National Fisherman* (Monthly)

ASMI coordinates the monthly Northern Lights column in National Fisherman magazine, curating topics and submissions from industry partners that help support ASMI’s mission. Topics included impacts on seafood processing labor of the global pandemic, the new U.S. Dietary Guidelines for Americans, building global connections through Alaska seafood, seafood and gender equality, the Eat Seafood, America! campaign, direct marketing challenges and opportunities, new consumer research examining consumer behavior at retail and more. ASMI also supplies a quarterly marketing update for

the magazine's website. National Fisherman has over 23,000 magazine subscribers and over 62,000 average monthly page views.

October 2, 2020

Northern Lights: Eat Seafood, America!

in Alaska, News, Current Issue - November

Guest Author: Andrea Albersheim

SHARE [f](#) [t](#) [in](#) [e](#)



The Seafood Nutrition Program supports U.S. fishing jobs and better health. ASMI image.

February 5, 2021

Northern Lights: New diet guidelines recommend fish for infants, toddlers

by Guest Author in News, Viewpoints, Current Issue - March, National & International

Guest Author: Nina Schlossman

SHARE [f](#) [t](#) [in](#) [e](#)



Monthly Marketing Updates: New Look for 2021

Every month, the ASMI communications team publishes the monthly marketing update, which is sent to over 2,500 industry personnel and includes highlights, news and upcoming events. In 2021 the newsletter continues to be enhanced with streamlined content and a brand-aligned look.

Wheel Watch - Volume 6 (May 2021)

The sixth edition of Wheel Watch, ASMI's annual printed newsletter to the fleet, will go out later in the spring, and is mailed to nearly 20,000 commercial fishermen in Alaska and other states each year.

Alaska Fisherman Ambassador Program

With over 450 enrollees, the Fisherman Ambassador Program offers ASMI a qualified source of fishermen who – armed with messaging and promotional tools - are advocates of ASMI among the fleet. Emails to the Fishermen Ambassadors include topics such as the Choose Alaska campaign launch and shareable toolkit, CARES Act funding resources, COVID resources webpage, ASMI committee application reminder, direct marketer resources survey and toolkit, proactive messaging and talking points, quality harvest and handling video resources and more.

ASMI News and Updates Facebook Page

ASMI continues to see strong growth and community participation on the ASMI News and Updates Facebook page with over 1,200 followers.

[@ASMINewsAndUpdates](#) provides industry with relevant news, videos, resources, and communication of our work, and has proven an effective tool for communicating time-sensitive and important topics with the fleet throughout the COVID-19 crisis.



Thanks for joining us as an Alaska Seafood Fisherman Ambassador!

In this email you will get access to resources, the ability to share your story, membership in an engaged community, and of course swag. Thanks for being a part of it!

Have questions about the Fisherman Ambassador Program?

SEND US A NOTE

Postponed/Cancelled/Virtual Events FY21

- September 2020 Kodiak ComFish Booth Exhibition, Town Hall and Presentation - *Virtual*
- Anchorage Chamber Make it Monday Presentation - *Virtual*
- Bristol Bay Fish Expo, Town Hall and Presentation - *Cancelled*
- Petersburg Town Hall - *Cancelled*
- Juneau Maritime Festival - *Cancelled*
- Annual Alaska Seafood Culinary Retreat (FAM) – Cordova - *Cancelled*
- Symphony of Seafood – *Postponed*
- Presentation at ATIA Annual Convention – *Postponed to 2021*
- Pacific Marine Expo – *Virtual*
- March 2021 Kodiak ComFish Booth Exhibition, Town Hall and Presentation - *Virtual*

ASMI 40th Anniversary

The ASMI communications program is developing materials and activities to commemorate the 40th anniversary of the Alaska Seafood Marketing Institute in the FY22 fiscal year. Activities will be designed to show appreciation of industry support and recognize ASMI contributions in the four decades since its inception.

Audience: Government Leadership

Message: *An investment in ASMI supports the Alaska economy.*

Legislative Outreach (January 2021)

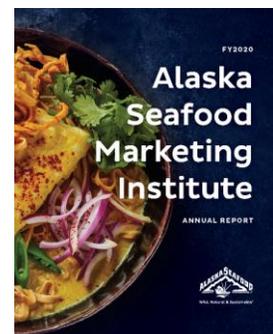
The communications program assists the ASMI executive director with legislative outreach both during legislative session and the interim. The communications team sent welcome letters to new members of the Alaska Legislature in 2021, informing them of ASMI's mission and resources available, specifically as they related to pandemic impacts on Alaska's seafood industry. The communications program also supported the executive director through the drafting of presentation and support materials for requested testimony and letters of support.

Presentation to Alaska Legislature: Alaska Seafood Economic Value (February 2021)

ASMI Executive Director Jeremy Woodrow presented an update to the Senate Finance Committee which included a brief overview about ASMI, the economic value of the Alaska seafood industry and the return on investment for Alaskans in the context of the many changes, challenges and opportunities presented by the pandemic.

FY2020 ASMI Annual Report (April 2021)

The FY2020 annual report was published in April 2021. This year's report features a vertical layout optimized for [online viewing](#) and a more brand-aligned design. The report covers challenges and opportunities facing ASMI and the Alaska seafood industry, highlights ASMI marketing activities, and provides a year-end review of ASMI finances. The report will be available online and print copies can be mailed upon request.



COVID-19 Impact Reports (August 2020 - Present)

Beginning in August of 2020, ASMI contracted with McKinley Research to produce regular COVID-19 impact reports detailing the depth and breadth of the ongoing impacts of the global pandemic to Alaska's seafood industry. The near-monthly updates are available at alaskaseafood.org/covid19. An additional two-page briefing paper highlighting these impacts was also published in February 2021 and distributed to the Alaska legislature.



Figure 1: Bering Sea '16' Season Pollock Harvest Volume, by Week, 2020 and 2021 (thousands of metric tons)

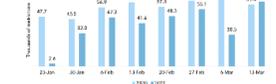


Figure 2: Unleashed Near Price Data for Alaska Pollock PWS (thousands of metric tons)



COVID-19 Impacts Seafood Industry Study (April 2021)

As part of ongoing efforts to track and report on the impacts of the pandemic to Alaska's seafood industry, ASMI commissioned McKinley Research to conduct a survey examining the impacts of the pandemic on Alaska's harvesting and processing sectors. McKinley Research will produce the final data in April 2021 to help quantify what kind of impact COVID-19 has had on our industry.

Symphony of Seafood - Postponed

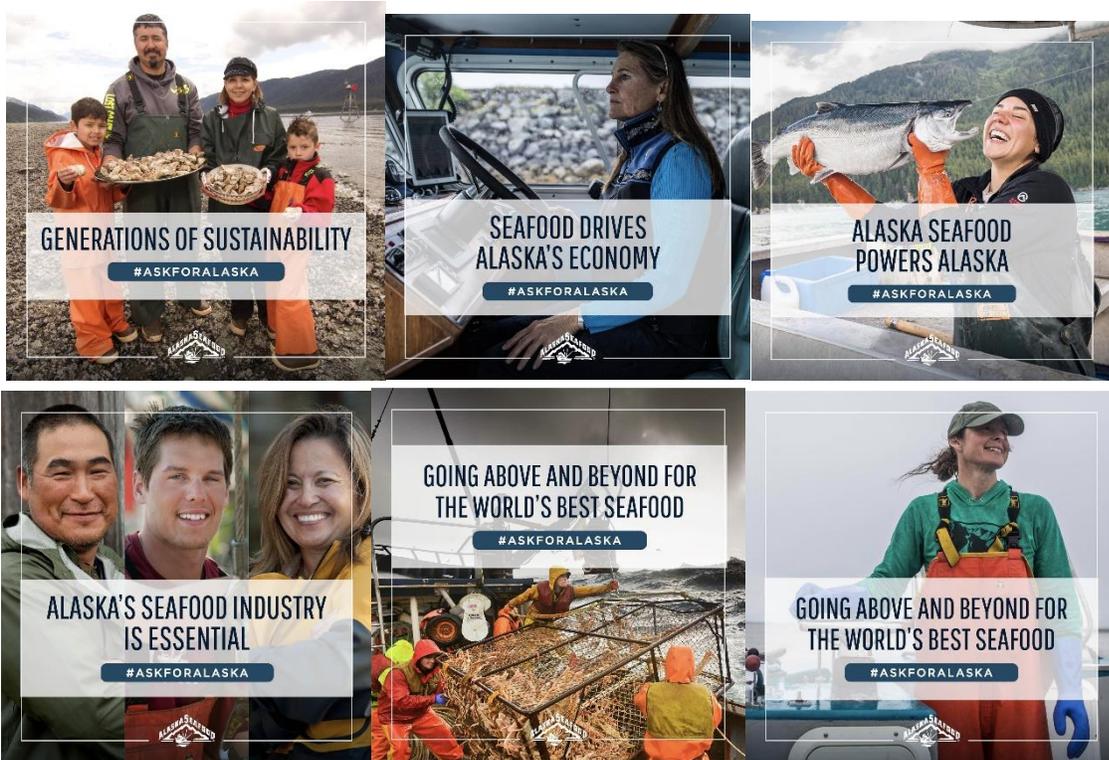
While the Symphony of Seafood event was cancelled in FY21 and rescheduled to fall 2021, ASMI's communications and domestic programs continued to provide guidance and support as members of the Symphony of Seafood Committee.

Audience: Alaskans

Message: Alaska's seafood industry is an essential part of Alaska's economy.

Choose Alaska Campaign (August 2020)

ASMI launched a new campaign promoting the importance of selecting Alaska seafood, now more than ever. The [Choose Alaska campaign](#) reminds Alaskans and customers that choosing wild, delicious and healthy Alaska seafood supports the generations of sustainable fishing communities working hard to safely and responsibly harvest the world's best seafood, as well as the broader Alaska and U.S. economies. The campaign includes a [webpage](#), online and print advertising, social media content and a [toolkit for Alaskans and industry members](#) to share and show their support for Alaska's fishing communities.



ASMI Celebrates Alaska Wild Salmon Day (August 2020)

ASMI created digital artwork promoting Alaska Wild Salmon Day, which was then shared by Alaska Senator Lisa Murkowski and others via their social channels.

Alaska Food Policy Council Annual Conference Sponsorship & Panel

ASMI Communications sponsored the 2020 Alaska Food Policy Council Annual Conference, a virtual event held in November 2020. Through the relationship, Executive Director Jeremy Woodrow was invited to participate in a diverse industry panel on Alaska fisheries marketing.

ASMI Sponsors ProStart Culinary Education Program in Anchorage

Communications sponsored the Alaska ProStart program (<https://www.alaskaprostart.org/>) this spring. Because the annual ProStart Invitational competition was cancelled, ASMI provided support through the purchase of Alaska seafood product for practical use by Alaska's future chefs and foodservice leaders in the classroom once Anchorage schools returned to in-person learning.

ASMI + SNP Facilitate Alaska Seafood Panel for AKAND Annual Conference

ASMI Communications partnered with the Seafood Nutrition Partnership to coordinate a panel discussion and presentation for the 2021 Alaska Academy of Nutrition and Dietetics Annual Conference. The virtual event will be held May 4, 2021 and include Alaska nutritionists and harvesters highlighting the importance, value and convenience of including Alaska seafood in one's diet.

Collaborating with Other Alaska Organizations

In FY2020, ASMI coordinated with Alaska agencies to expand the reach of our messaging to shared audiences. ASMI is a participating member of the [BuyAlaska](#) initiative created by the Alaska Small Business Development Council to amplify Alaska businesses and build long-term economic resilience for Alaska as we emerge stronger together.

ASMI has also been partnering with the Alaska Travel Industry Association on collaborative Alaska seafood content for their large social media audiences looking for a taste of Alaska while they are not able to travel to the state, as well as supporting collaborative media opportunities with Visit Anchorage.

Objective 2. Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry

Producing content to be used across all programs

ASMI Website Management and Redesign

The Communications Digital Marketing Manager continues to lead collaboration across all ASMI programs and contractors to consistently update and refine content and user experience across both ASMI websites (alaskaseafood.org and wildalaskaseafood.com). This critical work, especially important with the shift to digital platforms during the pandemic, improves functionality, performance, and effectiveness in support of the Alaska Seafood brand and delivers maximum value to the Alaska seafood industry.

Per ASMI Board budget approval in September 2020 and following a rigorous RFP process, the communications program is facilitating the redesign and development of ASMI's two domestic websites (alaskaseafood.org and wildalaskaseafood.com) to meet the changing technological needs of ASMI's audiences and stakeholders.

Generic Product Form Photo Series Replacement

The communications program is planning and organizing a photo production project to replace the product photography that is broadly used by all sectors of the seafood industry. These photographs are often referred to as "parchment shots," as they are typically fillets, portions, or other serving sizes of seafood on parchment paper. Planning a COVID-19 safe shoot with over 20 species requires detailed logistical planning, which is underway.

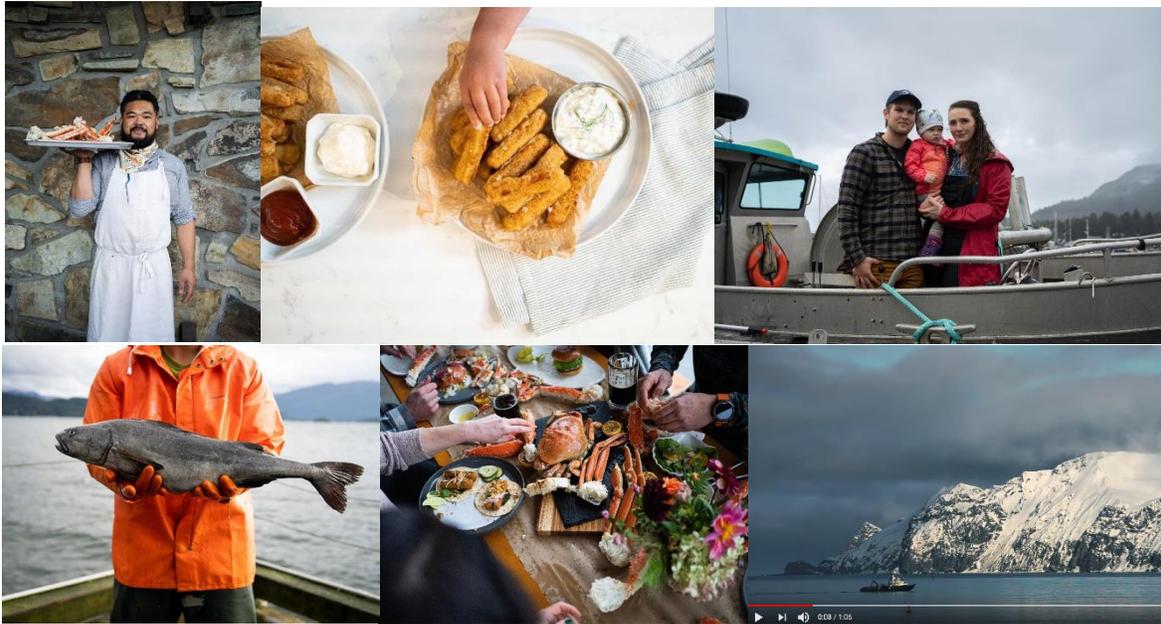
NetX Online Media Library Management

ASMI continues to make improvements to the Alaska Seafood Media Library by improving usability through new categories, tagging, a new user guide, expanding the asset collection, and onboarding hundreds of new users. In addition, ASMI updated the look of the site and moved to a cloud-based format, all improvements to provide a better user experience.

New Photo and Video Asset Development, Acquisition

The communications program kicked off a multi-year photo and video asset development project in the winter of 2020. Funded by the USDA's Agricultural Trade Promotion program, the project will be executed in partnership with all ASMI marketing programs, and with input and guidance from key industry members. To date, two photo and video shoots have been conducted (Kodiak in March 2020 and Juneau in October 2021), new photography has been added to the ASMI Media Library, and two videos have been completed (Alaska brand video and Alaska pollock species bio video) with additional videos in production. Another video shoot is planned for May 2021. Key deliverables will include a series of 20+ videos highlighting the Alaska Seafood brand, sustainability and product portfolio with corresponding high res photos.

The footage and photos generated from these early shoots is already being used by all ASMI programs and industry members to promote and educate audiences about the Alaska Seafood brand.



ASMI Brand Manual (January 2021)

In collaboration across all ASMI programs, the communications team worked closely with the domestic team to create a comprehensive brand manual for the Alaska Seafood brand. This guide builds on the strength of the Alaska Seafood logomark and trusted brand to fill out the Alaska Seafood brand identity with style guidelines, to be used as a reference tool for ASMI programs and projects to achieve a cohesive voice across projects and programs.

Alaska Seafood Marketing Institute
Brand Identity and Style Guidelines
Updated January 2021

Wild, Natural & Sustainable

Color Palette

Our color palette is a fundamental component of the Alaska Seafood brand. It's used to capture the essence of who we are and sets the tone for how different audiences perceive us.

Our palette is made up of six tones, which are inspired by Alaska's natural environment. The individual tones within the palette have been carefully selected to complement each other and allow for versatility in designs. Above all, the tones support the underpinning values of the Alaska Seafood brand.

The various color numbers shown are for different production processes.

PMS - Pantone color system, used for "one-color" processes.

CMYK - profile is for printing with color and "process" printers.

RGB - is the color profile used for screens and monitors and anything web-related or digital.

HEX - is the color profile used for screens and monitors and anything web-related or digital.

PRIMARY	ACCENT	SUPPORTING
PMS 7694 CMYK 100,80,30,16 RGB 52,44,111 HEX #6A4E3F	PMS 562 CMYK 60,5,34,0 RGB 151,194,175 HEX #A6DAA7	PMS 7050 CMYK 85,48,34,0 RGB 177,148 HEX #D0D5A9
PMS 66 CMYK 5,82,100,0 RGB 233,153,0 HEX #E69D00	PMS 3905 CMYK 42,8,0,0 RGB 161,166,252 HEX #A0C0E6	PMS 5425 CMYK 25,15,11,0 RGB 193,204,203 HEX #BFC0C3

Alaska Seafood Marketing Institute Brand Guidelines VISUAL IDENTITY | 37

Fisherman Photos + Bios

The Alaska Commercial Fishing Photos contest launched in March and will conclude April 30, 2021. The contest is not only a fun way to engage with a key audience (fishermen) but also affords ASMI a renewable trove of commercial fishing photos, which can then be made available for a variety of uses.



Messaging and Project Support

SeafoodU - Domestic

Communications is providing support throughout the process of the domestic program's revamp of SeafoodU. Communications is also coordinating/sharing high quality footage from the Channel Films video shoots to align the look and feel of the Seafood U videos with the refreshed Alaska Seafood brand. This tool will be used to train foodservice and retail professionals.

Suppliers Directory - International

Communications is providing support to the Suppliers Directory by leading the team through the troubleshooting process and creating a communications plan. This tool is important in connecting suppliers and buyers of Alaska seafood.

Functional Nutrition Video - Technical

Communications supporting the technical program in the production of a video highlighting the functional nutrition of Alaska seafood. The communications team will provide guidance and execution regarding audience messaging, targeting and distribution.

Consumer Quality Video - Technical

Communications is coordinating with the technical program to repurpose last year's salmon quality handling video for a consumer and frontline trade audience. The new video will highlight the care and quality handling techniques employed by Alaska's salmon harvesters to instill consumer and buyer confidence in the product.

World's 50 Best Video Content- International/Domestic

Communications is supporting the cross-program promotional partnership with the World's 50 Best Restaurants through video production and editing of several new and updated videos featuring halibut, salmon roe and smoked salmon with the goal of additional use beyond the promotional relationship.

SeafoodSource Social Responsibility Webinar - International/Sustainability/Alaska RFM

Communications sponsored and coordinated the execution of a trade-facing sponsored webinar with the industry news site Seafood Source, the International program and ASMI Sustainability/Certification Adviser. The webinar will take place April 20 and feature industry experts discussing social responsibility in the Alaska seafood industry.

Newsletters

ASMI creates and distributes a series of newsletters with content curated for key audiences:

- Monthly Marketing Update provides a comprehensive update on ASMI activities, resources and events to all industry.
- Direct Marketer newsletter provides a quarterly roundup of resources specifically helpful to direct marketers.
- Fisherman Ambassador email channels messaging to self-selected "ambassadors" to equip with messaging and distill information about current resources and messaging.

Serving as ASMI's spokesperson

Media Interviews

The communications program and staff serve as the primary point of contact for in-state and industry trade media. This will often involve data collection, identifying the best spokesperson (if not the Communications Director), follow-up calls and media monitoring of time-sensitive issues. This was an especially active role in the last year amid pandemic-related crises.

Crisis Communications Manual (March 2021)

ASMI worked with Edelman's in-house crisis response team to analyze known risk areas for ASMI and the Alaska seafood industry, develop a comprehensive and contemporary crisis response manual and several crisis scenario playbooks to serve as a robust framework for analysis, decision-making and response protocols as issues arise. All ASMI programs and several committee and board members participated in the process to create robust tools to support quick responses and establish ASMI's role in a given crisis.

Supervises Crisis Monitoring and Messaging

The communications team often supports other programs by drafting and, if necessary, circulating consistent talking points in response to industry and consumer issues as they arise.

COVID-19 Food Safety Facts and Resources for Industry, Consumers (Ongoing)

ASMI assembled a webpage with resources from public health and industry experts regarding food safety and Alaska seafood for use as a basis for communication with external stakeholders. ASMI continues to monitor the situation and will update the site with additional information and resources as available.

ASMI continues to combat misinformation by working with relevant agencies to monitor scientific advances regarding the spread of the coronavirus and share the most up-to-date resources, including ASMI's statement on this topic on our "Facts about Food Safety and COVID-19" page at alaskaseafood.org.

ASMI Statement: Global Food Safety Experts Affirm Food is Safe, No Evidence COVID-19 is Transmitted through Food (September 2020, updated February 2021)

ASMI posted a statement to affirm that there is no evidence that the virus that causes COVID-19 is transmitted through food, food containers, or food packaging. This statement was in response to [global headlines](#) sharing misleading preliminary research regarding seafood and the transmission of the virus that causes COVID-19.

Seaspiracy Industry and Consumer Response (April 2021)

ASMI produced talking points asserting the sustainability of Alaska seafood in response to misinformation stemming from the "Seaspiracy" show on Netflix. These included talking points for consumer and direct marketers. To address potential concerns from domestic consumers, the team created a web page titled "Full Transparen-sea" and a long form social media post outlining Alaska's sustainability story to complement shorter-form sustainability messaging and media pitching. This social post launched an ongoing sustainability series directed at consumers to answer their demand for more in-depth information about the origin of their food.



Audience: Domestic Consumers

Message: Alaska seafood is wild, healthy, delicious and sustainable.

ASMI Serves on SNP Seafood4Health Action Coalition

Communications director Ashley Heimbigner has represented ASMI on the Seafood Nutrition Partnership's Seafood4Health Action Coalition of industry members guiding the organization's "Eat Seafood, America" campaign in response to the U.S. market challenges created by the pandemic. Heimbigner also serves on the group's communications subcommittee.

Sustainability Messaging

Sustainability Webpage

ASMI has launched a newly designed webpage on wildalaskaseafood.com aimed at guiding consumers through the sustainable seafood system in Alaska. ASMI tells the story of the important work Alaska does to manage seafood sustainably using five pillars: families and communities, fisheries management, resource utilization, social responsibility, and certification. Icons representing each pillar allow users to link directly to that pillar to find out more information. The webpage is mobile and desktop friendly for all users. See the page at wildalaskaseafood.com/sustainability.

ALASKA'S 5 PILLARS OF SUSTAINABILITY

Wild seafood is one of Alaska's most precious resources and our state goes to great lengths to ensure its continued abundance. From fishermen and processors to scientists and law enforcement officials, sustainability is not only crucial to Alaskans livelihoods, but a deeply-ingrained tradition. The five pillars of Alaska seafood sustainability tell the story of the important work Alaska does to ensure that sustainable Alaska seafood lands on your plate.



Long form sustainability related content for social media

Communications, together with Edelman PR, is launching a monthly series of social media posts detailing a more in-depth look at the five pillars of Alaska's sustainability story. The first post addressed common misconceptions about sustainable seafood as put forth by the "Seaspiracy" program.

“TODAY” show “Green Week” Segment, Live from Kodiak - April 19, 2021

As a result of the March 2021 virtual media event with Chef Masa Takayaka, “TODAY” show producers invited ASMI to speak about Alaska seafood sustainability and provide experts tips on how to shop for sustainable seafood as part of their “Green Week” series surrounding Earth Day. ASMI fisherman ambassador and committee member Hannah Heimbuch will be interviewed live and remote from Kodiak at 8:30 a.m. Eastern Time on April 19, 2021.

Edelman Consumer and Trade PR and Digital Activity Highlights

The ASMI Communications team is executing a FY21 PR and digital program that is building awareness and consideration for Alaska seafood among consumer and trade audiences through culinary, wellness and origin/sustainability pillars. The objective is to drive Americans to #AskForAlaska and put Alaska seafood at the center of their plates now and post-COVID. The program is integrated across consumer and trade media, influencer and social media (owned, earned and paid) channels and coordinated by ASMI’s PR agency, Edelman.

CAMPAIGN HIGHLIGHTS

This year, the program includes three campaign moments - #SeafoodSunday (July-October), Wild Wellness (January-February) and Sea to Table (March-June). Results and updates follow.

#SeafoodSunday Campaign

July-October 2020

As people continued to cook more at home and adapt to the changing foodservice and retail landscapes, we made Alaska seafood a staple through an integrated #SeafoodSunday campaign. The campaign elevated Alaska seafood culinary messages, promoted all species and featured family-friendly meals through content that was highly engaging across all channels.

- **Social Media:** Drove 6.93M impressions, 104K clicks and 48.2K engagements across ASMI’s owned social channels, reaching new and existing seafood eaters.
 - Achieved a Cost-Per-Click (CPC) that was more efficient than the FY20 CPC average.
 - Pinterest ads delivered more impressions, clicks and engagements than Facebook, solidifying Pinterest as an essential channel for Alaska seafood culinary content moving forward.



Top Instagram Post



Top Facebook &

- **Influencers:** Partnered with five influencers securing 452K impressions and a 4.96% average engagement rate.
 - Drove 43% more impressions during the campaign compared to the entire FY20 influencer program.
 - Secured an average engagement rate that is higher than the 2% industry benchmark.



@JoeSasto, Alaska halibut
158K impressions;



@RachelMansfield, Alaska cod
158K impressions;



@WhatRobinEats, Alaska salmon
9.9K impressions;

- **Media Relations:** Earned 524.6M media impressions via proactive consumer and domestic outreach, a 33% YOY increase during the timeframe.
 - 10% of coverage was a result of sending seafood, which included shipments of Alaska crab, salmon, rockfish, halibut and cod.
 - 32% of placements were from Domestic media.
 - Foodservice coverage stemmed from recipes, while Retail focused on sustainability and frozen.



martha stewart
Does Organic Seafood Exist?



WELL + GOOD
These Deliciously Healthy Crab Cakes
Make the Perfect Easy-but-Fancy Dinner



Wild Wellness Campaign

January-February 2021

Through an integrated campaign that included owned and paid social, influencers and earned and paid media, Alaska seafood was positioned as the complete protein choice to support overall wellness as a wild and sustainable protein with nutrients like Vitamin D and Omega-3s.

- **Social Media:** Delivered over 1.26M social impressions and 13.6K link clicks on wellness content. Targeted audiences via paid social to increase reach to younger audiences (18-44) interested in health and wellness topics.



- **Influencers:** Partnered with two wellness influencers that authentically shared the health benefits of Alaska seafood with their audiences, resulting in a 4.10% average Engagement Rate (ER), surpassing the industry benchmark of 2%.



@TwistofLemons; Alaska salmon
135K impressions; 4.05% ER



@MarisaMoore; Alaska sablefish
31K impressions; 4.34% ER

- **Media Relations – Earned:** Drove nearly 400M impressions by focusing outreach on the new Dietary Guidelines for Americans and leveraging relationships with Registered Dieticians (RDs).
 - 50% of placements were the result of an RD relationship.
 - Coverage touted Alaska seafood’s Omega-3, Vitamin D and protein content, and that it’s wild-caught and sustainable.

REAL SIMPLE
Why Eating More Seafood Is One of the Best Things You Can Do for Your Health

(By the way, the USDA and HHS just released the 2020-2025 Dietary Guidelines for Americans, recommending Americans of all ages—particularly young children and pregnant women—eat seafood at least twice weekly.)

Your best options are wild Alaska salmon, halibut, and sablefish, which contain Vitamin D, amino acids such as tryptophan, and the omega-3 fatty acids EPA and DHA, all of which are necessary to supporting mood and cognition, says Gans.

Health

Eating salmon is good for the environment

Salmon is a great choice for the environmentally conscious eater, since eating salmon can do more than boost your own health. “Alaska Salmon is both wild and sustainable, good for the environment and good for us,” Gans says.

EatingWell

26 Heart-Healthy Dinner Recipes for Winter Alaskan Cod Chowder



Progressive GROCER **yahoo!**

Eat This, Not That!

WELL + GOOD

- **Media Relations – SMT:** Educated consumers nationwide about the holistic health benefits of Alaska seafood by partnering with RD and Alaska seafood advocate Frances Largeman-Roth for a Satellite Media Tour (SMT).
 - Participated in 30 interviews across the country driving 741.4M impressions from more than 800 placements.
 - Segments featured Cook It Frozen!, culinary, Omega-3, Vitamin D, #AskForAlaska and Sustainability messages.
 - Alaska salmon (fillets and canned), crab, cod and wild Alaska pollock were featured/on display.



Sea to Table Campaign

March-June 2021

Currently in progress is the Sea to Table campaign, which combines events, media, social and influencer tactics to create awareness for the sustainability of Alaska seafood and to further educate consumers why they should #AskForAlaska as a guarantee for wild, sustainable seafood.

- **New York Media Event (Complete):**

Hosted virtual event for New York media featuring Michelin-star chef Masa Takayama and Alaska fisherman Hannah Heimbuch to discuss and showcase sustainable seafood from Alaska.

- Chef Masa curated and delivered Alaska seafood meals to guests.
 - Species featured included Alaska sockeye salmon, Alaska sockeye salmon roe, Alaska golden king crab, Alaska rockfish and wild Alaska pollock roe.
- Event attended by top-tier media, all exploring editorial opportunities for Alaska seafood:
 - Bon Appetit, Editor in Chief
 - BuzzFeed, Senior Video Producer
 - Food & Wine, Food Editor
 - Food Network, Culinary Editor
 - Freelancer, PopSugar, etc.
 - GMA, Producer
 - Hearst, Chief Food Director
 - Martha Stewart
 - Martha Stewart Living, Editorial Director
 - Serious Eats, Culinary Director
 - TODAY, Senior Producer



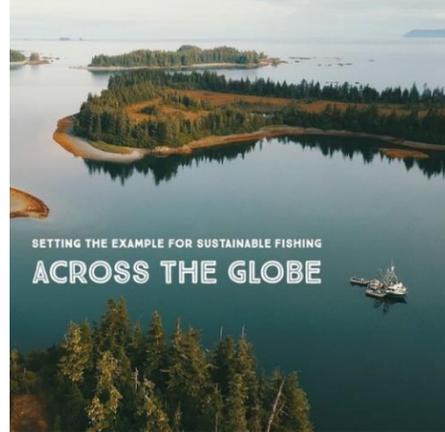
- **Earned Media (In Progress):** Utilizing pitch angles to drive sustainability awareness and conversations by targeting select media and leveraging Alaska spokespeople from across the industry.

FOOD & WINE
Vox

**The
Washington
Post**

- **Social Media (In Progress):** Developing “A Word from the Water” content series featuring new graphics and copy that depict the drama and dedication of daily work within the Alaska seafood industry as well as capture the majesty of Alaska wild scenery.

- Series will be amplified across Facebook and Instagram (organic and paid) as well as Twitter (organic) through June.



- **Influencers (In Progress):** Partnering with culinary and sustainability advocates who can authentically bring the Sea to Table story to life for their followers and share why they #AskForAlaska. Content to go live pegged to Earth Month / Earth Day (April).

- **Tyler Florence:** Food Network Chef and Influencer featuring **Alaska halibut and golden king crab.**
- **Drifter’s Fish:** Alaska fishermen developing recipes using **Alaska salmon and spot prawns.**
- **Jake Cohen:** Alaska seafood advocate developing content featuring **Alaska cod.**



*@TylerFlorence,
Wolf It Down
1.2M combined
followers*



*@DriftersFish
12.1K combined
followers*



*@JakeCohen
327.2K combined
followers*

ALWAYS-ON HIGHLIGHTS

July 2020-February 2021

In addition to the campaign moments, ongoing Alaska seafood storytelling is driven through proactive and reactive media relations and social media content.

Consumer Media Relations Highlights

With earned media as one of the most important factors for people to develop trust in a brand, we drive earned placements through tailored and targeted outreach that secures coverage of key Alaska seafood messages (culinary, wellness and origin).

- Total Consumer Media Relations Results
 - 969.1 million impressions from 74 placements secured – **on-track to surpass impressions and placements results from FY20**
 - 8.3 billion impressions from 1,961 placements earned since FY15 (Feb. 1, 2015 – February 25, 2021).

Culinary Placement	Wellness Placement	Origin Placement
<p>A Feast of Favorites – Roasted Alaska Salmon</p>	<p>25 Seafood Dinner Recipes for the Mediterranean Diet</p>	<p>Wild Halibut Offers Taste of Alaska</p>
		
<p>Martha Stewart Living Reach: 5.14M</p>	<p>EatingWell Reach: 1.56M</p>	<p>Atlanta Journal Constitution Reach: 2.5M</p>

Domestic Trade Media Relations Highlights

As part of the integrated program, foodservice and retail media relations is also conducted to drive preference for Alaska seafood among key industry decision-makers.

- Total Trade Media Relations Results
 - 602.6K impressions from 17 placements to date

Retail Placement Highlight

Sustainable Seafood Offers a Healthy Body and a Healthy Planet



[Progressive Grocer](#)

Reach: 74.6K

Foodservice Placement Highlight

Spicy Smoked Wild Alaska Pollock Dip



[FoodService Director](#)

Reach: 13.1K

PCC Cooks Collaboration Highlight

- Partnered with PCC Community Markets to host two virtual cooking classes featuring Alaska seafood species and key culinary, health and sustainability messages. Class was promoted through earned media (consumer and domestic) and social media content across ASMI's channels.
 - **Summer Seafood (Aug. 27, 2021):** Cookbook author and local fish expert Naomi Tomky demystified seafood by demonstrating an easy Alaska cod taco recipe.
 - Media outreach to promote the event resulted in a feature story via [The Seattle Times](#) noting the sustainability of Alaska seafood. The piece ran online and in print (combined reach: 2.64M).
 - **Celebrate Alaska Seafood (Jan. 6, 2021):** James Beard Award-winning chef Jason Wilson demonstrated two Alaska seafood dishes –one with Alaska sockeye salmon and one with Alaska sablefish – while hitting on key messaging regarding Alaska seafood sustainability, frozen and fresh, nutritional benefits and cooking techniques.
 - Class was attended by nearly 50 people, exceeding PCC's average of 20 participants per class.



Social Media Highlights

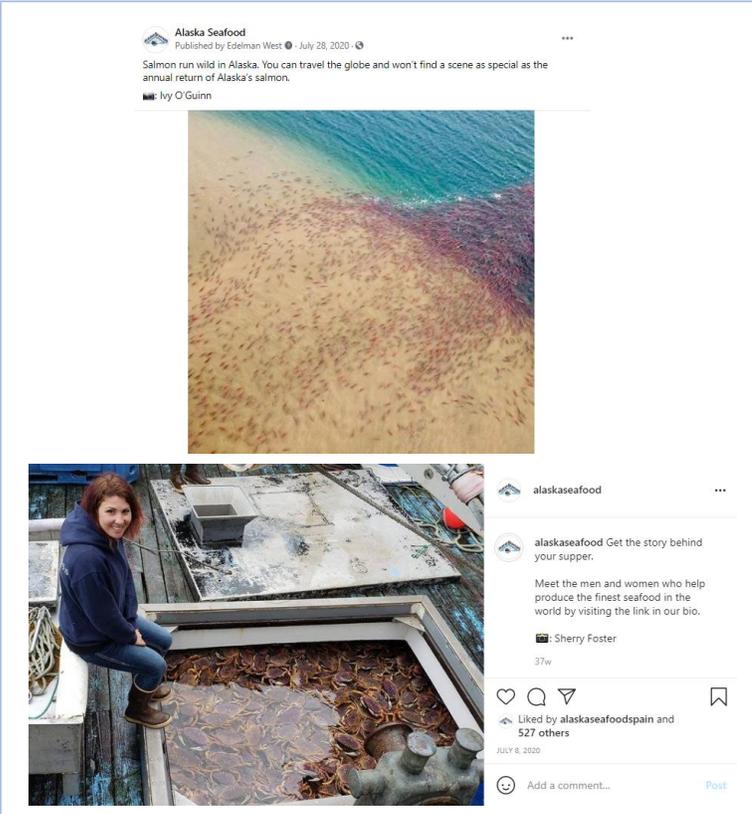
Driving interest in seafood from Alaska by generating engagement and link clicks with organic posts and paid ads across social media channels (Facebook, Instagram, Twitter and Pinterest).

- Total Organic Social Results (July 2020 – February 2021): 894K impressions, 27.8K engagements and 2.85K link clicks.
 - Year over year (YOY), Impressions are up 11% and link clicks are up 22%, while engagements are down 15%.

- Total Paid Social Ads Results (July 2020 – February 2021): 9.8M impressions and 151K clicks.
 - Paid impressions have more than doubled and clicks are up 57% YOY with only a 15% increase in spend.
 - Facebook: 4.2M impressions, 94.5K link clicks, \$0.26 cost-per link click.
 - Pinterest: 5.6M impressions, 56.6K clicks, \$0.33 cost-per click

- **Annual photo contest photography shines on social channels.**

- These photos have been part of some of the top posts for the year.

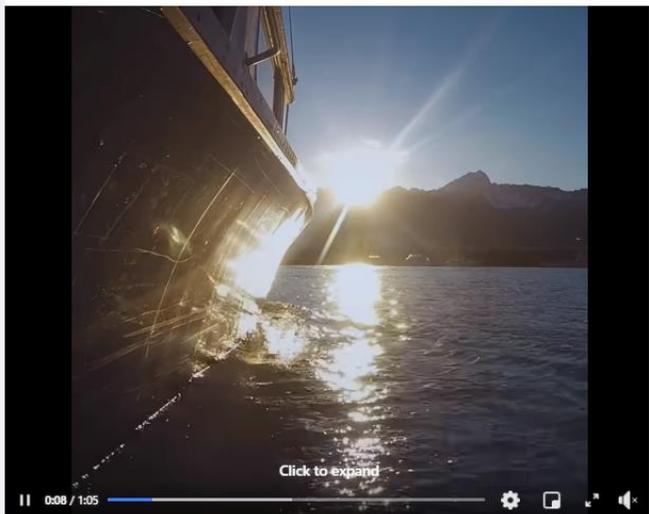


- **Owned content performs well along with media coverage and influencer partnerships.**

- Fans love to get an exclusive look at what makes Alaska seafood stand out.

Alaska Seafood
Published by Clint Jensen · August 11, 2020 ·

In Alaska, fishing is a way of life that's been passed down for generations. Find out more about wild, natural and sustainable Alaska seafood. #AskForAlaska



Click to expand

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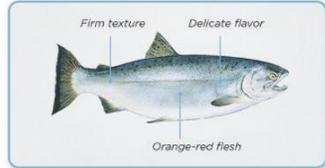
WILDALASKASEAFOOD.COM
#AskForAlaska Seafood

Learn More

AKA Alaska Silver Salmon

COHO SALMON

Oncorhynchus kisutch



Length	Weight	Home
25-35 inches	-12 pounds	Waters of Alaska

The o-fish-al best for grilling.

Available fresh from mid-June through late October and frozen year-round, Alaska coho salmon is an excellent choice for grilling, broiling, sautéing, roasting, poaching, steaming and smoking.

alaskaseafood

alaskaseafood With five species of wild salmon, Alaska's waters help provide the world with the finest seafood. Learn their stats, nicknames, and bios in this collection of digital #AskForAlaska cards.

Which type of Alaska salmon is your favorite?

36w

alaskaseafood #alaskaseafood #alaska #alaskafishing #salmon #cohosalmon #ketasalmon #kingsalmon #pinksalmon #sockeyesalmon #alaskalife #alaskaliving #seafood #wildsalmon #wildsalmonbestsalmon

Liked by alaskaseafoodspain and 331 others

JULY 13, 2020

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alaskaseafood @HealthMagazine recently detailed why you'll want to be eating wild Alaska salmon at least twice per week. 🍷

Get the vital vitamin info through our bio.

1w

alaskaseafood #AskForAlaska #AlaskaSalmon #WildSalmon #EatWild #KetaSalmon

1w Reply

superkellyfragelistic 🍷🍷

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