

# COMMUNICATIONS PROGRAM UPDATE

An aerial photograph of two fishing boats in the ocean. The larger boat is in the center, and the smaller boat is to its left. A large, circular net is visible in the water, extending from the larger boat. The water is a deep blue color.

November 6, 2025

[Alaskaseafood.org](http://Alaskaseafood.org)

# Communications Program Highlighted Roles

- Oversee domestic consumer public relations contract (Edelman)
  - Including crisis monitoring and messaging
  - Consumer-facing social and influencer program
- ASMI media relations lead
- Maintain and improve ASMI's centralized marketing services (website, asset library NetX, collateral clearinghouse KP)
  - Manage and acquire new photo and video assets
- Stakeholder communications (fleet, industry, government leadership)
- Promote benefits of ASMI and the seafood industry within Alaska





# Consumer PR



An aerial photograph of a harbor or dock area. Several fishing boats of various sizes are moored at wooden piers. The water is a deep blue-green color. The boats are equipped with various gear and equipment, typical of commercial fishing vessels. The overall scene is busy and organized.

## OBJECTIVE

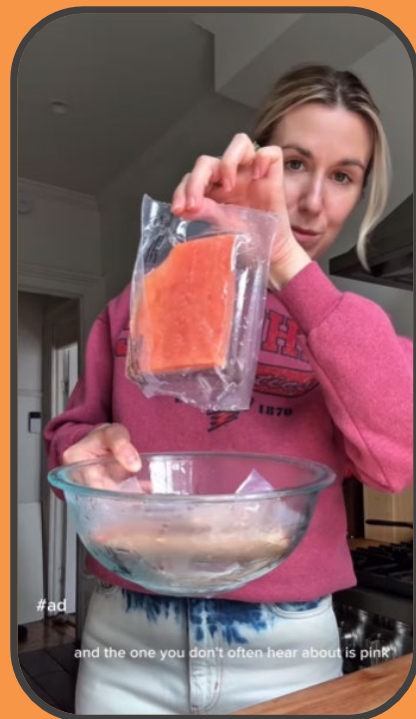
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**Increase awareness and consideration of Alaska seafood as the gold standard – wild-caught, responsibly sourced, and undeniably delicious.**

# FY25 Consumer PR & Social at a Glance

Influencer Partnerships Delivered High Engagement at Scale

**38** **78K** **5.51M** **3%**  
 Placements Engagements Impressions Engagement Rate



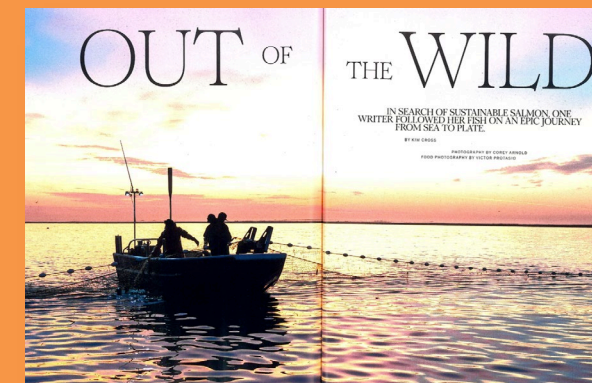
The Shift to Engaging, Creator Led & Community Focused Content Fueled Social Success

**11%** **104K** **17.7M** **7%**  
 Increase in IG Follower Growth Engagements Impressions Engagement Rate



Earned Media Coverage Drove the Majority of Reach

**237** **7.14B**  
 Placements Engagements



**GRUB STREET**

Salmon Roe Is the Perfect Ingredient For This Moment  
*These eggs are both luxurious and affordable.*



# SEWARD FAM



78

Total Social Posts

2.9M

Social Reach

19

FAM Placements



An aerial photograph showing several fishing boats docked at a wooden pier. The water is a deep blue-green color, and the boats are white with various equipment on deck. The scene is viewed from a high angle, looking down at the boats and the pier.

## WHAT'S AHEAD

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**Looking ahead, October's Alaska Seafood Month is spotlighting the harvesters and species that make our industry thrive. The upcoming holiday campaign and Pink Salmon season will keep Alaska seafood top-of-mind for entertaining. And early in 2026, our Lent activations will again position pollock and cod as the affordable, sustainable protein of choice. These initiatives ensure Alaska seafood remains at the heart of cultural moments year-round.**

**Whether it's a holiday table, a school lunch, or a weeknight dinner, Alaska seafood is there — wild, sustainable, and trusted.**

# COMMUNICATIONS PROGRAM HIGHLIGHTS



# CRISIS COMMS & MESSAGING



# ALASKA SEAFOOD STORYTELLING



# HARVESTERS & SUSTAINABILITY

## KODIAK VIDEOS



WHY WE FISH

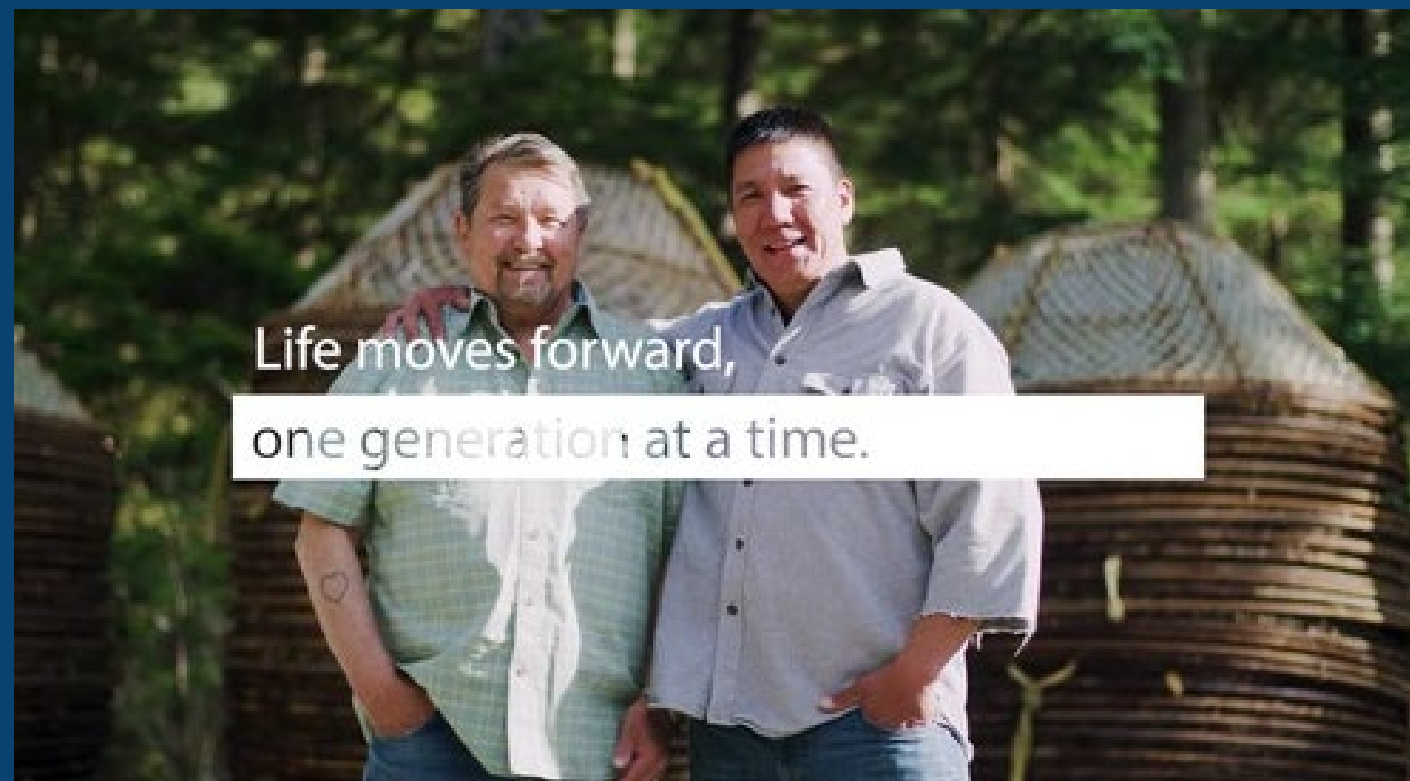
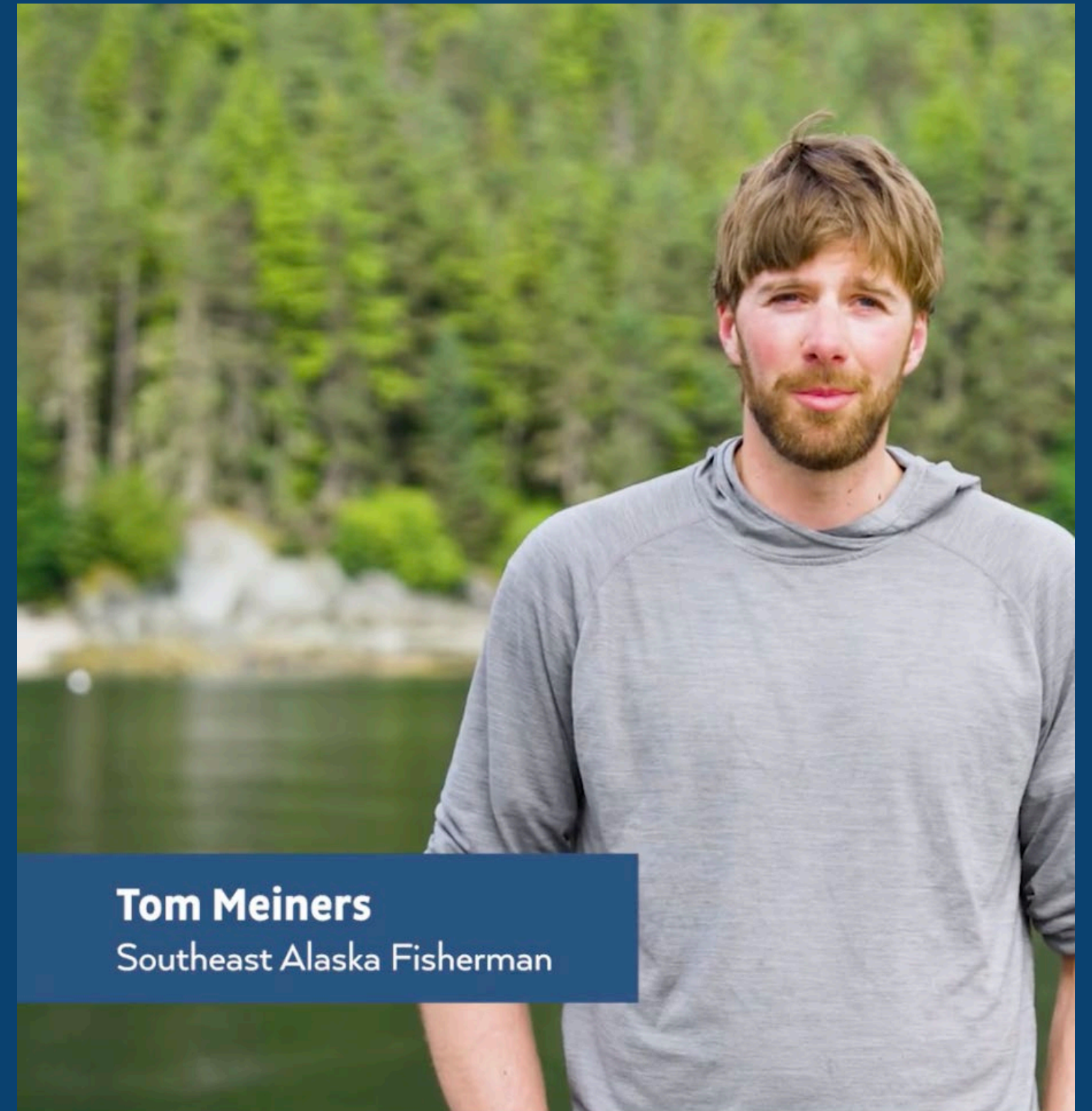
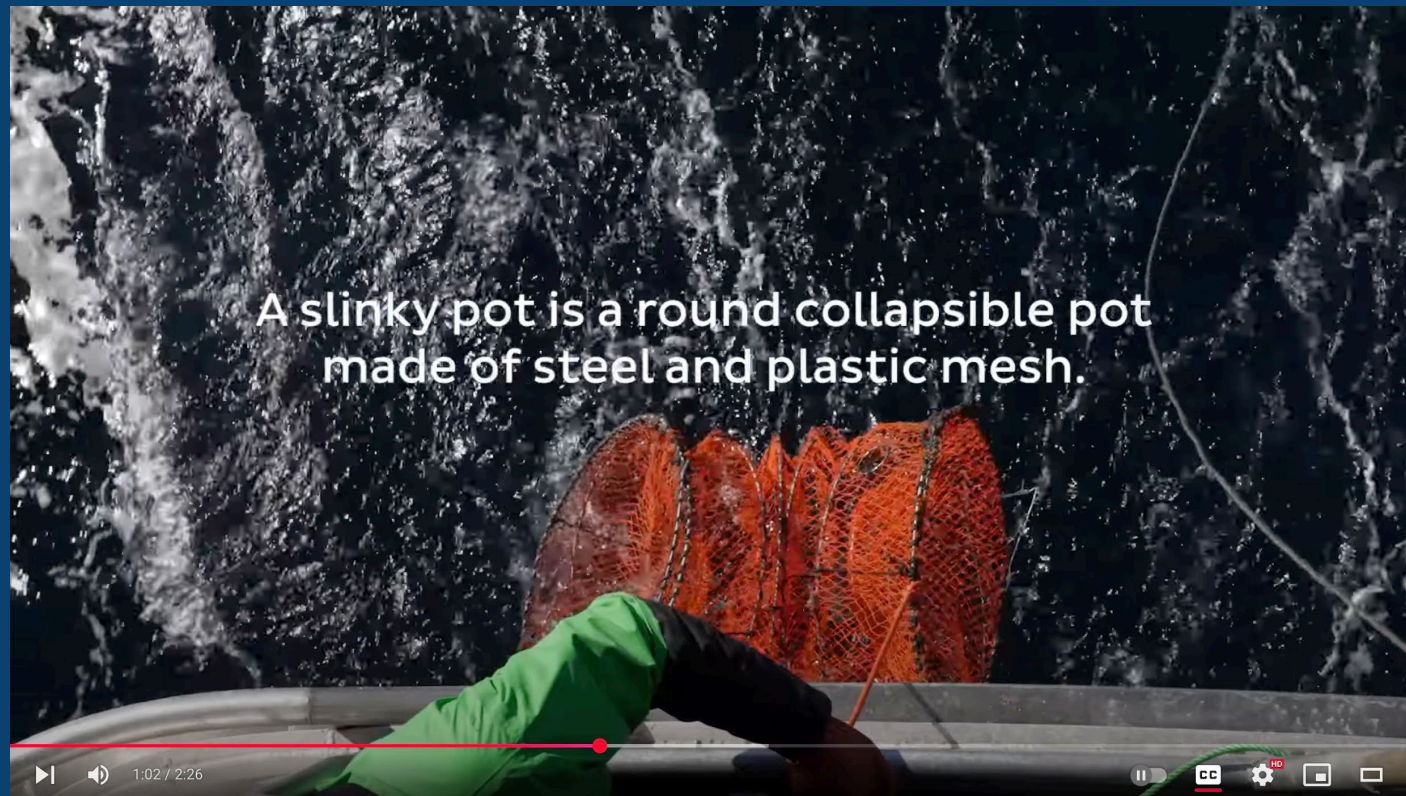


FAVORITE WAYS TO  
COOK



VOICES OF THE  
OCEAN

# HARVESTERS & SUSTAINABILITY



# ASSETS AND CONTENT

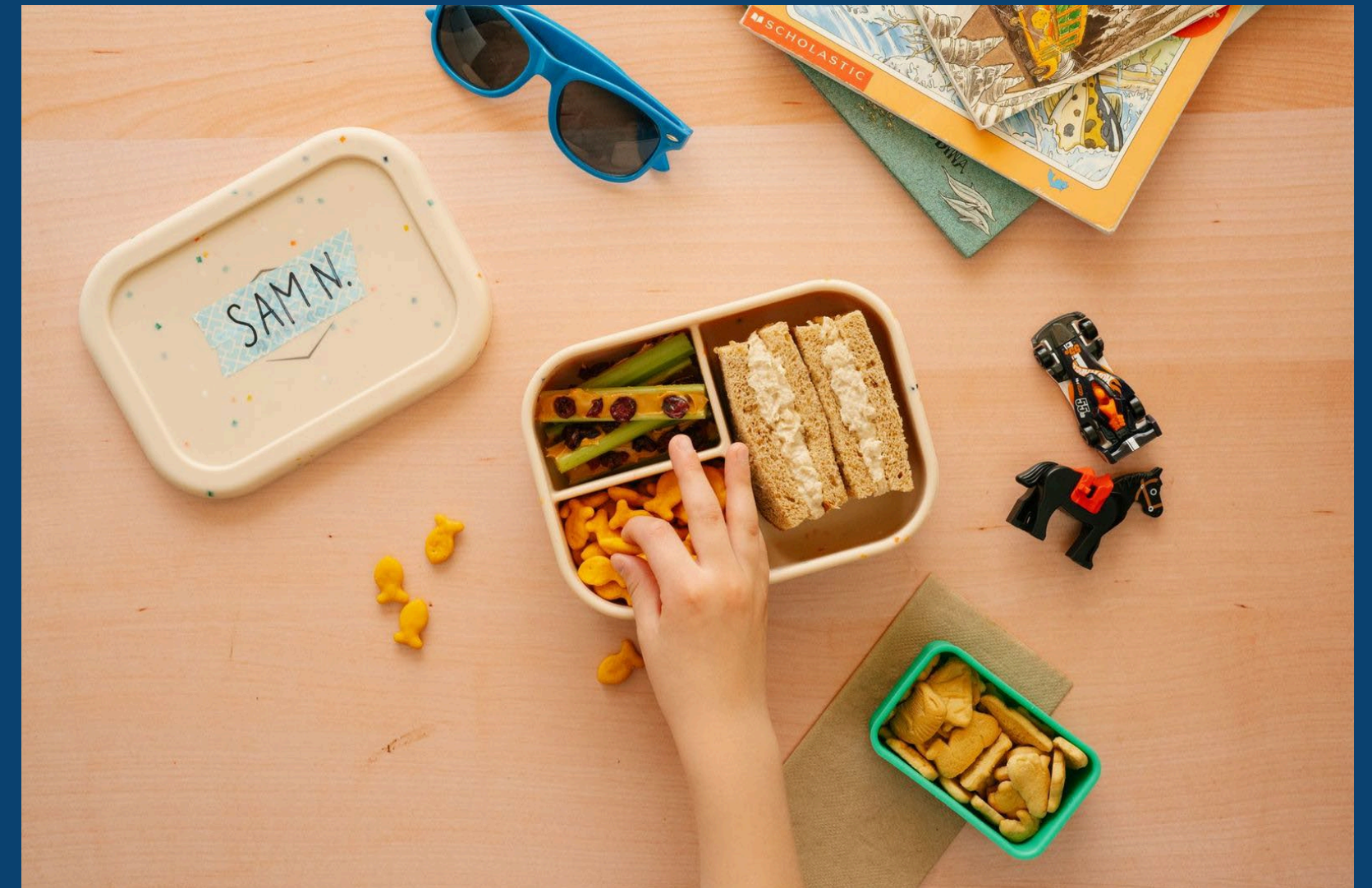


# ASSETS AND CONTENT CONT'D



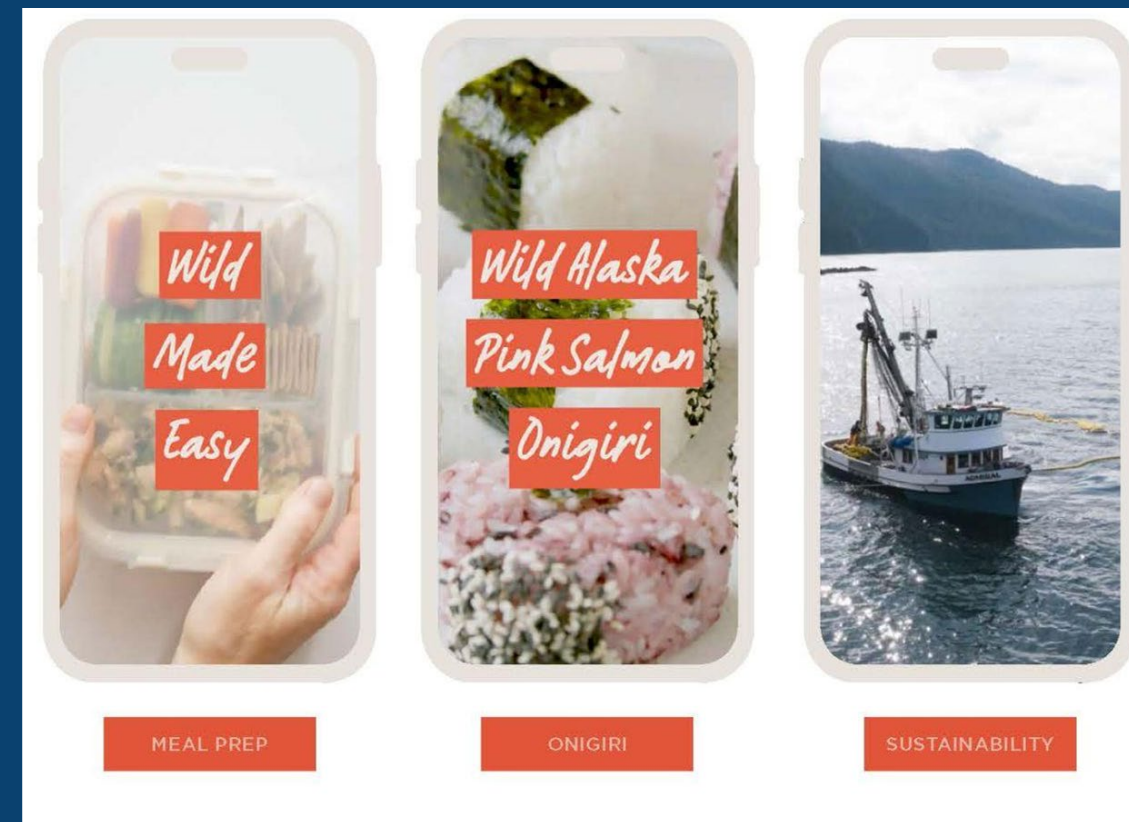
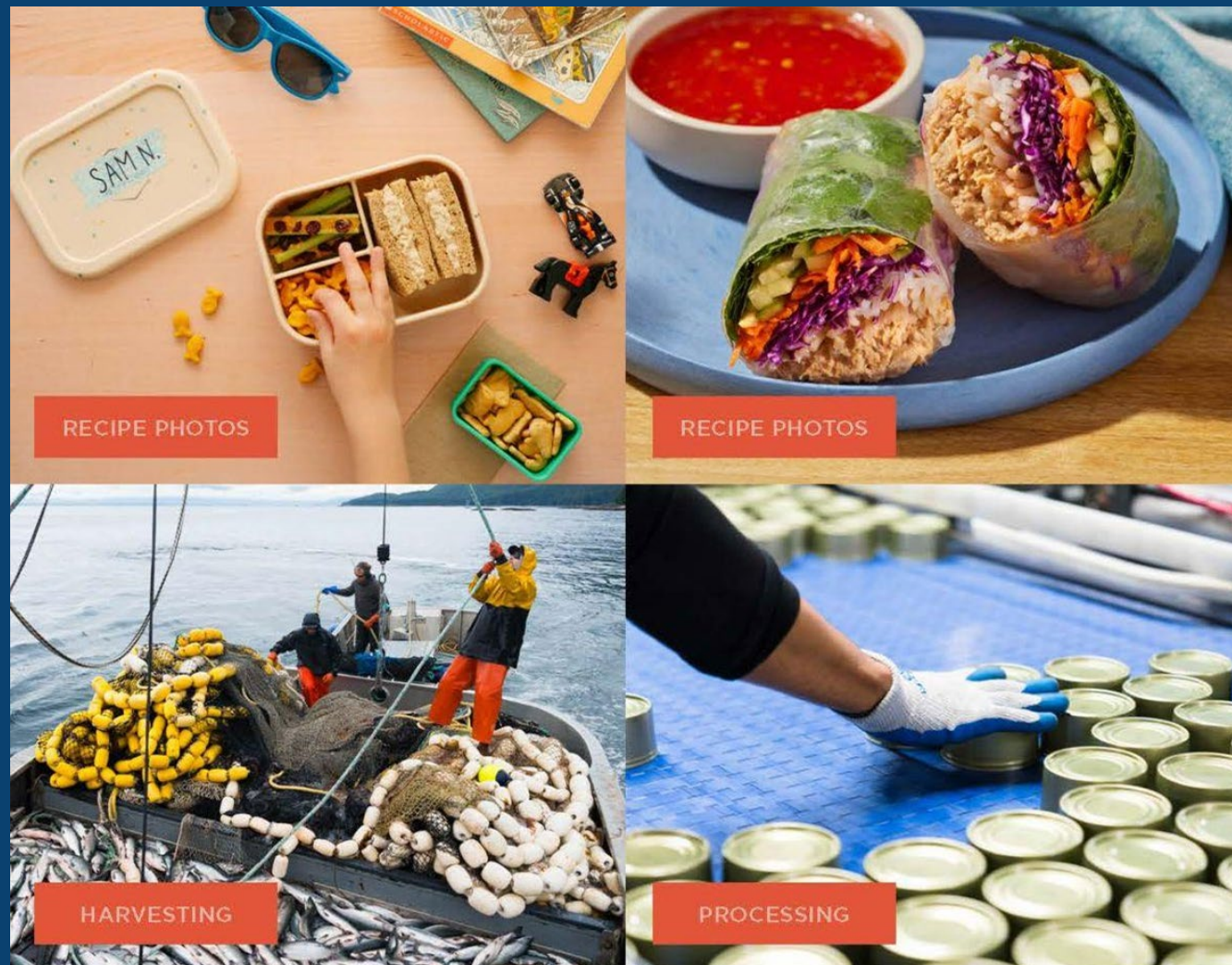
# ALASKA PINK SALMON PACKAGE

*Alaska  
Pink Salmon*  
WILD MADE EASY



x *Alaska  
Pink Salmon*  
WILD MADE EASY

# ALASKA PINK SALMON PACKAGE



- VALUE
- VERSATILE
- CONVENIENT
- HEALTHY

# STAKEHOLDER OUTREACH



# VALUE OF ASMI & ASMI ROI

**ALASKA SEAFOOD**  
Alaska Seafood Marketing Institute

## ASMI MISSION: Maximizing Value

**THE ALASKA SEAFOOD MARKETING INSTITUTE is Alaska's official seafood marketing arm**  
— composed of —  
**INTERNATIONAL MARKETING,  
DOMESTIC MARKETING,  
COMMUNICATIONS, TECHNICAL,  
& GLOBAL FOOD AID PROGRAMS.**

ASMI's mission is to **MAXIMIZE the ECONOMIC VALUE of the Alaska seafood resource** by:

- Developing and expanding markets
- Building and protecting the Alaska Seafood brand
- Working directly with the seafood industry
- Promoting and marketing Alaska seafood around the world

**ASMI WORKS HARD** to position Alaska seafood in a **competitive, market-driven** food industry through product quality improvements, global market development and retail and foodservice promotions.

ASMI also manages the Alaska Seafood brand and tells the Alaska seafood story through advertising and public relations, helping to increase consumer demand. Through these efforts,  
**ASMI PLAYS A VITAL ROLE IN strengthening Alaska's seafood industry & bolstering the state's economy.**

**82%** of consumers would be "a lot more" or "somewhat more" likely to buy Alaska seafood when the Alaska Seafood logo is displayed.

## ALASKA SEAFOOD MARKETING INSTITUTE: Delivering Strong Returns to Alaska

The value generated by the Alaska Seafood brand over non-branded seafood delivered an additional **\$464 million** in value in 2023.  
→ ASMI's 2023 budget was \$21 million.

ASMI delivers unmatched value, leveraging investments in marketing the Alaska Seafood brand into **measurable returns for Alaska's businesses, fishing families and communities.**

### A STRONG PRICE PREMIUM FOR ALASKA SEAFOOD

Major Alaska species, such as sockeye salmon and Alaska pollock, averaged a 15% price premium over competing products in 2023. The premium for these species, which accounted for 46% of wholesale value, was **\$318 million** in first wholesale value.

**15% PRICE PREMIUM**  
Over Competing Products

**EXAMPLE**

Species	Retail Price
ALASKA SOCKEYE SALMON	\$12.53/LB
ATLANTIC SALMON	\$9.36/LB

### A POWERFUL RETURN ON INVESTMENT

**FOR EVERY \$1 INVESTED BY ASMI**

- Retail promotions led to **\$68** in sales
- Foodservice partners spent **\$55** on advertising

For a 20 year total program **cost of less than \$6 million**, ASMI's global food aid program supported **\$1 billion** in Alaska seafood purchases during that time.

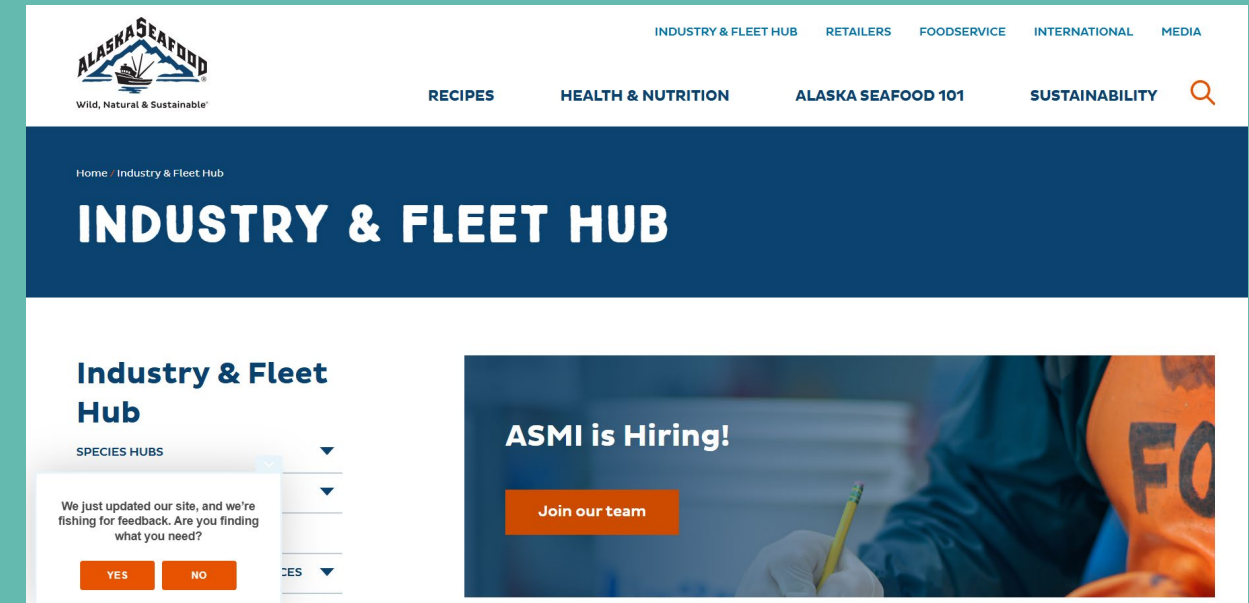
For every \$1 ASMI received from the seafood industry and the State of Alaska, it captured an additional \$0.82 in federal funding.  
**This additional federal funding totaled over \$40 million from FY2020 to FY2024.**

Source: Independent analysis by Wink Research & Consulting for ASMI, 2025

# WEBSITE & OTHER CHANNELS

## INDUSTRY SITE

## MEDIA ASSETS OUTREACH AND UX



## SPECIES HUB



# FISHERMEN TOWN HALLS



## SITKA FISHERMAN'S MUG UP

Thursday, September 18th, 5:00 p.m. - 6:30 p.m.  
Downstairs at the Mean Queen



THE ALASKA SEAFOOD MARKETING INSTITUTE  
INVITES FISHERMAN TO **HAVE A DRINK ON US!**  
ALL MEMBERS OF THE FLEET ARE WELCOME!

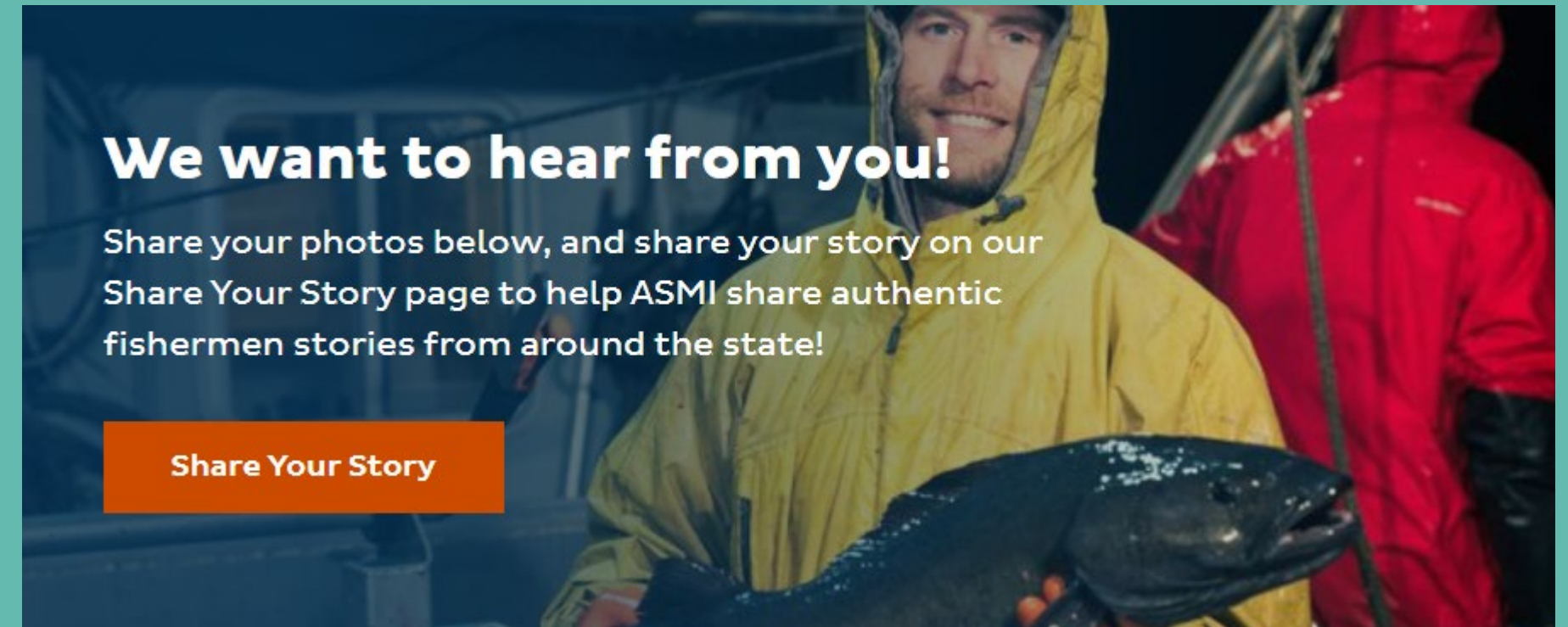
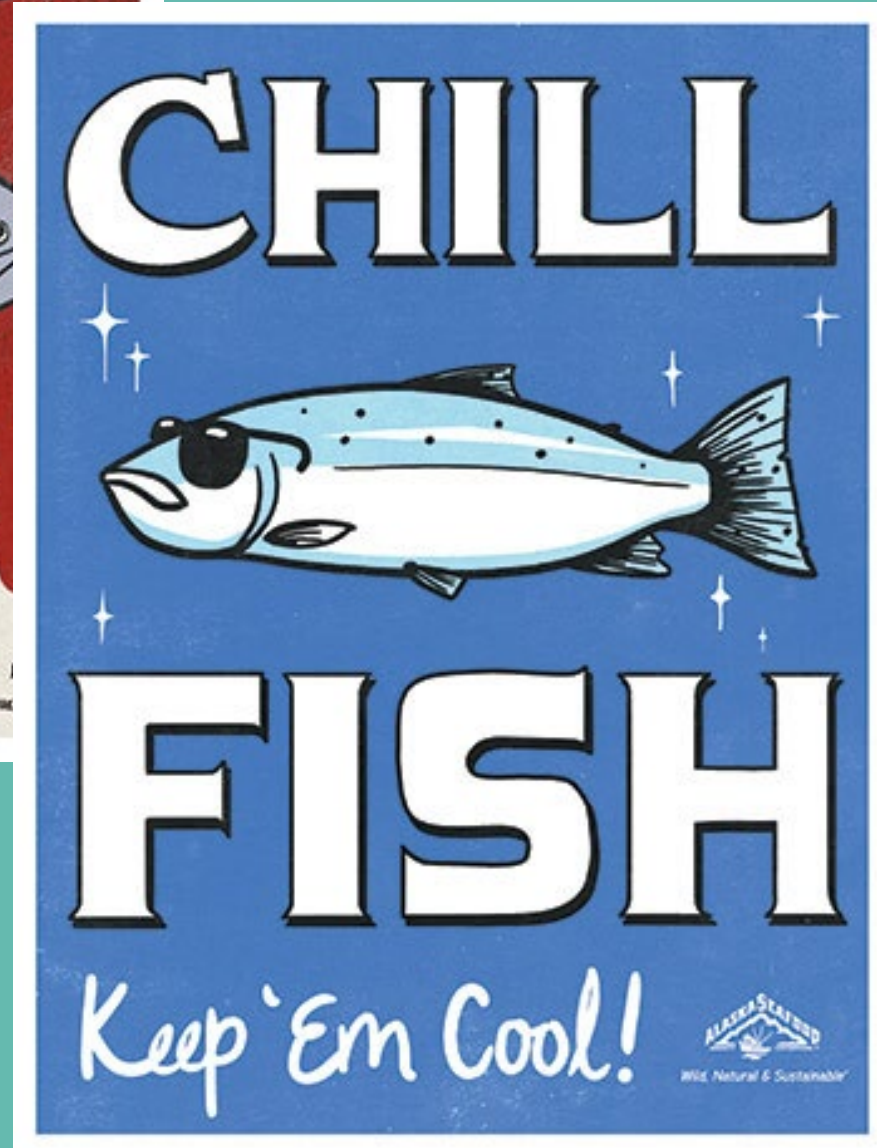
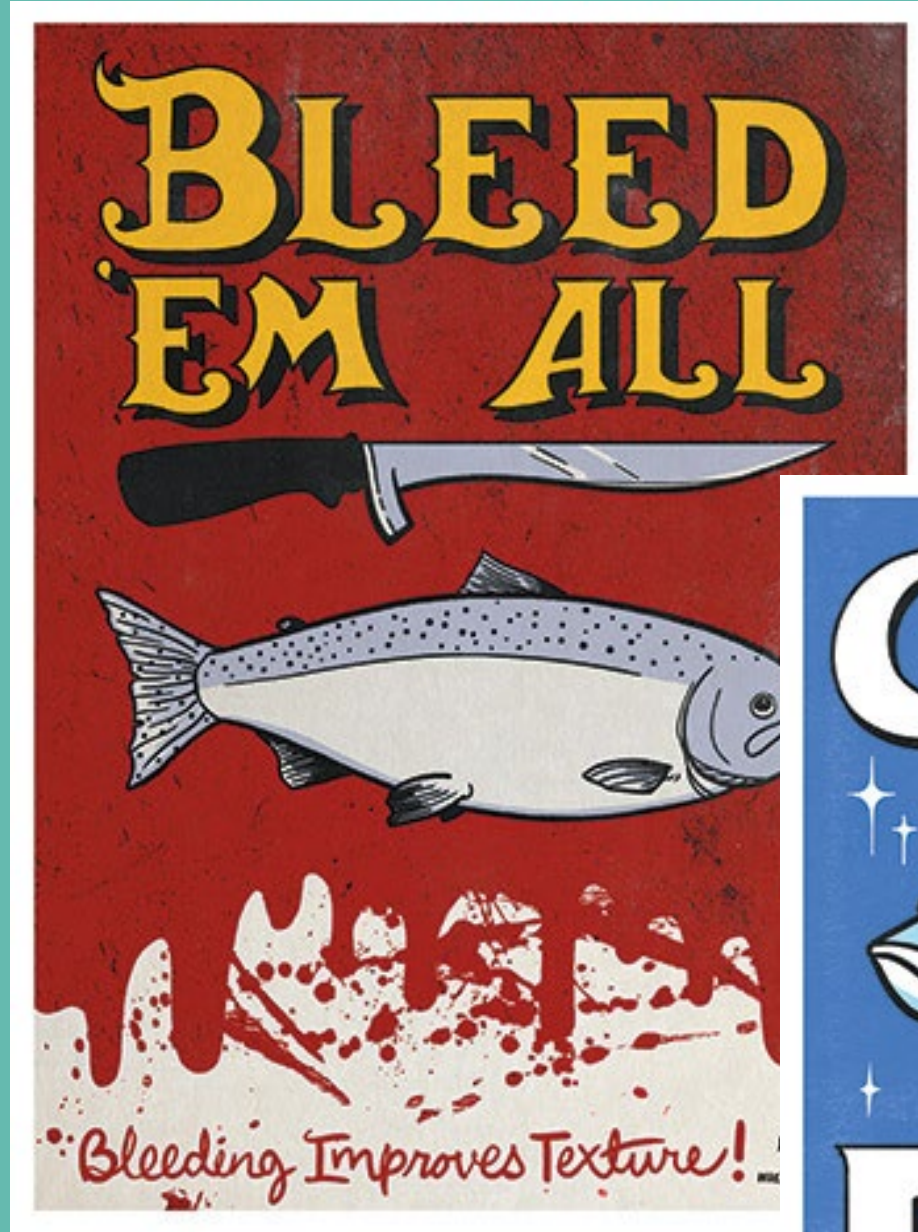


Wild,  
Natural &  
Sustainable

Come for the drinks and the food -  
stay for the fish talk!



# TARGETED OUTREACH



# IN-STATE EFFORTS

## ALASKA SEAFOOD

WILD FLAVOR, IN DEMAND. 



**Alaska diners and visitors crave our legendary seafood, and Alaska's chefs and restaurants showcase it with style! Partner with the Alaska Seafood Marketing Institute for resources to elevate your menu with wild Alaska seafood.**

**Consumers are up to 72% MORE LIKELY** to select a seafood menu item if it is called out as being from Alaska

**42% OF CONSUMERS are willing to pay more** for Alaska seafood

**Alaska Seafood is the #1 MOST TRUSTED** protein brand on menus

Using the Alaska Seafood logo signals that the restaurant cares about serving **high-quality, sustainable seafood.**

Data from Menu Alaska, Technomic 2024 research

**Alaska Seafood Marketing Institute (ASMI)**

Reach out to our marketing team to receive a brand-new window cling and foodservice-oriented recipe book, created just for Alaska restaurants.

Visit [www.alaskaseafood.org/foodservice](http://www.alaskaseafood.org/foodservice) for more information on Alaska's seafood species, recipes, marketing materials, a directory of local suppliers, chef and server training tools and more!

- Seafood U  
*An interactive, web-based training program about Alaska seafood*
- Chef Insights videos
- Menu Alaska
- Sourcing guide and glossary

- Server tips
- Media library
- Foodservice Recipes
- Point of sale order site
- Training and Techniques





**CONTACT INFORMATION**

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# FISHERMEN FOR MEDIA

## ALASKA RETAILER CHEF SERIES

 <https://www.alaskasnewssource.com>

Seafood the Alaskan Way with Chef Joel

Parmesan crusted halibut is a delicious way to take this versatile fish and make a simple meal for any day of the week.

Oct 10th (120 kB) ▾



## OUTDOOR CHANNEL



# NATIONAL FISHERIES INSTITUTE FUTURE LEADERS VISIT

