



**DATE:** October 11, 2023  
**TO:** ASMI Board of Directors and Committee Members  
**FROM:** Greg Smith, ASMI Communications Director  
**RE:** FY2023 Communications Program Activity Highlights;  
October 2022 - September 2023

In FY2023, the communications program wrapped up production on the multi year collection of photo and video assets; aided in the launch of the new Alaska Seafood Online Marketplace and the associated Buy Alaska Seafood page; and launched an in-state awareness campaign about the importance of the commercial seafood industry to Alaskans.

The communications program prioritizes communicating with stakeholders about the resources ASMI provides to grow the Alaska Seafood brand, including broad support for communicating with a variety of audiences on a number of topics related to sustainability, fisheries management of Alaska seafood, and more.

The communications program continues to manage the approximately \$1 million consumer PR contract which saw a record year of direct-to-consumer engagement and media coverage in FY2023. The consumer PR program contributes significantly to the overall achievements of ASMI, and supports ASMI across consumer and trade channels highlighting the importance of asking for Alaska seafood. This year, influencer partnerships and new connected commerce promotions have helped expand the level of engagement with consumers.

#### 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:

- Increased positive awareness of ASMI and the Alaska Seafood brand among the following key audiences:
  - Consumers

- Fishermen/industry
- Government leadership
- Alaskans
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
  - Produce content to be used across all programs
  - Serve as ASMI's spokesperson
  - Supervise crisis monitoring and messaging
- Long-term proactive marketing planning
- Focused education, research and advocacy efforts among industry issues
  - Coordinate industry economic value research, industry report card survey and other seafood market research as needed
- Prudent, efficient fiscal management

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

## 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.*

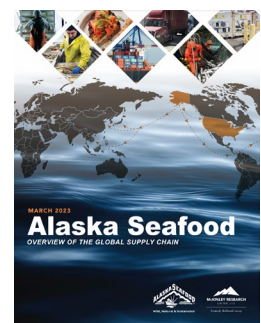
### RESOURCES + PUBLICATIONS

#### Wheel Watch Volume 8 (May 2023)

ASMI delivered the annual newsletter to the fleet in spring 2023, landing in wheelhouses of over 15,500 Alaska commercial harvesters ahead of the busy summer harvest season. The [newsletter](#) informs fishermen of ASMI's work throughout the year to raise the economic value of Alaska's commercial seafood harvest.

#### Alaska Seafood Supply Chain Report (April 2023)

The supply chain pathways of Alaska seafood to U.S. and foreign markets are as varied as the species and products produced. ASMI worked with McKinley Research Group to better understand these complex pathways and identify opportunities and challenges for Alaska seafood. This [report](#) focuses on representative routes taken by common Alaska seafood products over the last five to 10 years, and highlights recent changes to policy or regulations and notable supply chain challenges.



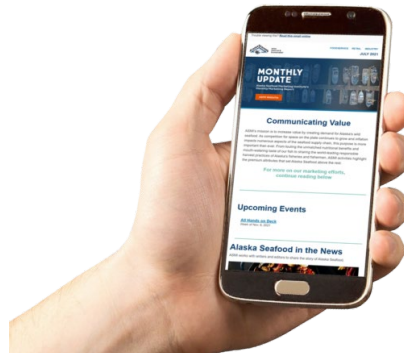
## ONGOING

### Monthly Marketing Updates

The communications program publishes the [monthly marketing newsletter](#) to over 3,500 industry members detailing upcoming events, newly published reports, ASMI activities, highlights from the past month, and the latest resources added to the website and asset library.



**Here, there and everywhere**



### 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 1,500 followers. @ASMINewsAndUpdates provides industry with relevant news, videos, resources and communication of ASMI's work.

### Seafood Information Services

A variety of [market and harvest updates](#) are produced for ASMI by McKinley Research Group, including weekly seasonal Alaska salmon harvest updates, groundfish harvest reports, and species-specific market outlook and summary reports ahead of the season, as well as ongoing topical research. These updates are available on the ASMI website and communication channels.

### Trade Advertising

ASMI connects with the fleet through an ongoing trade advertising campaign with captivating photography and messaging showcasing a different aspect of ASMI's role in promoting the value of Alaska seafood. The print and digital ads rotate through various trade publications, including *Fisherman's News*, *National Fisherman* and *Pacific Fishing*.

### Direct Marketer Toolkit Email and Resources

FY2023 saw the continuation of ASMI's service to direct marketers through the quarterly digital Direct Marketing Toolkit Newsletter, with the addition of 63 new users since July 2022. Two new toolkits highlighted topics such as the Seafood Sustains Alaska campaign, recently released sales and marketing materials, consumer research, social media shareables, new photo and video assets, seasonal harvest updates, and relevant industry reports. All toolkits are available at <https://www.alaskaseafood.org/resources/?keyword=direct+marketer+toolkit>.

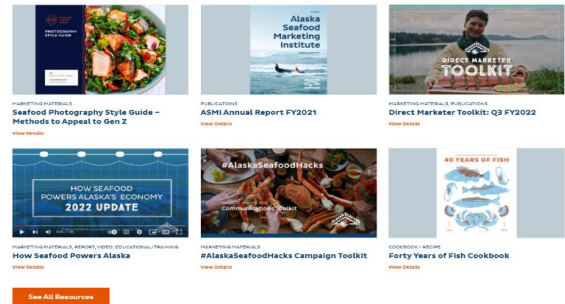
## Northern Lights for *National Fisherman*

The communications program coordinates submission to *National Fisherman* for their Northern Lights column for both their always-on digital platform and quarterly print issues. FY2023 topics included ASMI's new digital tools, and recent collaborations with the Alaska cruise line industry. The columns are available for viewing in the News section of [ASMI's website](#).

## Updated Industry Content on [Alaskaseafood.org](#)

Keeping the recently redesigned website relevant and high in SEO ranking remains a priority. New recipes, events, reports and publications are continually added. New campaign landing pages for [Make the Wild Choice](#) and [Seafood Sustains Alaska](#) were added in the past fiscal year, and upcoming projects include the new [Alaska Seafood Culinary Alliance](#). Now consumers can connect directly and quickly with Alaska Seafood sellers via ASMI's main website on the [Buy Alaska Seafood](#) page with our integration of Alaska Seafood Marketplace listings.

### Newest Resources



The team also conducts regular audits, reports on web performance analytics, and gathers feedback to improve user experience and inform relevant activities.

## EVENTS + SPONSORSHIPS

ASMI sponsors and attends various industry events throughout the year to highlight to the industry and fleet how ASMI's work increases the value of Alaska seafood.

- Local Catch Seafood Summit, Girdwood (October 2022)
- Pacific Marine Expo, Seattle (November 2022)
- ComFish, Kodiak (March 2023)

## Great American Seafood Cook-Off (August 2023)

Anchorage chef Nathan Bentley took second place at the 19th annual Great American Seafood Cook-Off, held in New Orleans. Bentley, who owns and operates the Anchorage restaurant Altura Bistro, and his sous chef Chris Whissell prepared a prosciutto-wrapped mosaic of Alaska king crab, with a carrot-saffron foam, crab shell nage, burnt citrus, herb oil, and mustard microgreens. The dish earned the Alaska team second in a field of 12 of the nation's best seafood chefs.

## PRESENTATIONS

### Pacific Marine Expo (November 2022)

ASMI exhibited and presented at the 2022 Pacific Marine Expo in Seattle Nov. 17-19, 2022. The event welcomed thousands of exhibitors, industry partners and attendees from around the world for networking and information sharing. ASMI staff, board of directors and committee members

attended ASMI's booth to meet visitors and distribute resources, recipe cards and Alaska Seafood materials. Additionally, ASMI and McKinley Research Group provided an Alaska seafood market and resources update to the audience on opening day.

### **ComFish Alaska (March 2023)**

ASMI was a sponsor and exhibitor at ComFish Alaska, an annual commercial fishing trade show held in Kodiak. Communications director Ashley Heimbigner presented on Alaska Seafood Market Updates and Opportunities with support from ASMI Global Food Aid Program Director Bruce Schactler and Sam Friedman of McKinley Research Group.

## **Audience: Government Leadership**

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

### **Legislative Outreach (January 2023)**

The communications program assists the ASMI executive director with legislative outreach during both the legislative session and the interim. The communications team sent welcome letters to all members of the Alaska Legislature in 2023, reminding them of ASMI's mission and resources available. Legislators received printed copies of the updated Economic Value of Alaska's Seafood Industry Report, Seafood Sustains Alaska overview of recent in-state survey findings, and a concise overview of how ASMI's work increases the value of Alaska's seafood, as well as posters featuring the Seafood Sustains Alaska campaign artwork. The communications program also supported the executive director through the drafting of presentation slides and support materials for requested testimony and letters of support.

### **Alaska Legislature Presentation: Alaska Seafood Economic Value (March 2023)**

Last winter ASMI executive director Jeremy Woodrow testified multiple times on behalf of Alaska's seafood industry to the Alaska State Legislature, including giving a presentation to the [House Fisheries Committee](#) on Feb. 9, 2023.

### **FY2022 ASMI Annual Report (April 2023)**

ASMI published the [FY2022 Annual Report](#) in April. The report provides an overview of FY2022 activities, challenges and opportunities as well as a financial report and fiscal narrative. Digital versions of the report were shared with the governor and all members of the legislature. Printed copies are available by contacting the ASMI office.



### **Symphony of Seafood Juneau Event (February 2023)**

ASMI sponsored and staffed the 2023 Symphony of Seafood, an annual competition for new value-added products made from Alaska seafood. The popular event was well attended by Alaska State Legislators, industry members, media and the public. This year the grand prize winner was wild caught Alaska salmon with ribbon kelp chimichurri.

## PRESENTATIONS

ASMI staff presents throughout the year on the value of Alaska's seafood industry and ASMI's work to a variety of regional organizations.

- Southeast Conference, Ketchikan (September 2022)
- Alaska Travel Industry Association (October 2022)
- Anchorage Chamber of Commerce Make It Monday (March 2023)
- Southwest Alaska Municipal Conference, Anchorage (March 2023)

## Audience: Alaskans

**Message:** *Alaska's seafood industry is an essential part of Alaska's economy, families and communities.*

### Seafood Sustains Alaska Campaign

In January, the communications program launched the Seafood Sustains Alaska campaign to help Alaskans better value and reduce misconceptions about the Alaska seafood industry, and to increase support for the industry among Alaska consumers and government leadership. This campaign has consisted of two distinct phases: the first phase emphasized the economic impact of Alaska's commercial seafood industry on the state's economy. The second phase featured the importance of Alaska's seafood industry to communities and fishing families.

Regionally focused on Southcentral and Interior residents, the campaign is informed by data that captured point-in-time attitudes of Alaskans about the seafood industry.

#### Phase 1: Economic Impact ( Jan-June 2023)

- video and graphic content shared via broadcast and connected TV
- digital video advertising
- broadcast radio and streaming audio
- social media
- webpage
- stakeholder toolkits
- swag distribution

#### Phase 2: Families & Communities (July-Oct 2023)

- display ads
- video and graphic content shared via broadcast and connected TV
- digital video advertising
- streaming audio



- social media
- webpage
- swag distribution

The subsequent stages of the campaign will be guided and assessed based on additional data, which will provide insights into the current attitudes of Alaskans regarding the seafood industry, building upon the completion of both Phase I and Phase II.

The campaign also featured a targeted public opinion component, whereby a series of op-eds were developed and published in major media in the target region, focusing on topics such as the economic importance of sustainable fisheries and the role of hatcheries in bolstering Alaska's economy across various sectors from a Homer charter boat captain, to the importance of adaptive fisheries management in the face of climate change from various young fisheries leaders.

## **OPINION: Alaska's fisheries must continue adapting to stay ahead of climate change and other threats**

By Lena (Aloysius) Hoblet and Willow Hetrick  
Updated: August 29, 2023

## **ADVERTISING**

### **Airport Video Ads Expanded: Anchorage, Juneau, Fairbanks**

This year, the communications program expanded its video advertising program beyond those shown at the Ted Stevens Anchorage International Airport year-round, to include the Juneau International Airport during the first two months of the legislative session, as well as the Fairbanks International Airport during the peak of the visitor season. The video ads communicate the economic importance of Alaska's seafood industry to Alaskans.

### **Fish Alaska Magazine**

By sharing recipes, cooking tips and education regarding the economic value of Alaska's seafood industry through the print and digital platforms offered by Fish Alaska magazine, the communications program is encouraging Alaska-based and visiting anglers to look for Alaska seafood beyond their own catch and to their local grocer or restaurant.

### **FisheWear**

ASMI is also working with popular Alaska-based sport fishing brand FisheWear to create co-branded swag, and include more commercial fishermen in the influential brand's marketing and communications.

## **COLLABORATING WITH THE VISITOR INDUSTRY**

The communications program is working closely with ASMI's domestic and international programs, as well as board and industry members, to share Alaska seafood marketing messaging and assets with

visitors traveling to the state. They are also focused on building Alaska seafood ambassadors in visitor industry members.

### **ATIA – Travel Alaska**

The communications program partnered with the Alaska Travel Industry Association on a consumer-facing social campaign inviting consumers to “Make the Wild Choice,” which includes the chance to win a trip to Alaska.

ASMI communications director Ashley Heimbigner also participated in a social marketing panel at ATIA’s annual convention in Sitka in October 2022. The event provided opportunities to connect Alaska seafood messaging with the Alaska travel industry.

### **Fishermen Talks on Royal Caribbean Cruise Line**

A multi-program ASMI effort (International, Sustainability, Communications, and Domestic) organized and placed industry members on Royal Caribbean ships in the 2023 summer cruise season for a “Fishermen Talks” program. The goal was to introduce RCCL’s customers to Alaska seafood and create an experience connecting passengers with Alaska fishermen and industry members to inspire visitors to eat Alaska seafood. In total, eight guest speakers went on eight unique sailings, and each speaker delivered three one-hour presentations during the course of the cruise. The presentations were: Alaska’s Sustainability Story; Alaska’s Families and Communities; and Alaska Seafood Species and Nutrition.

## **EVENTS + SPONSORSHIPS**



### **Juneau Maritime Festival (May 2023)**

The communications program sponsored the 2023 Juneau Maritime Festival again in May. ASMI hosted a booth at the event with promotional materials highlighting the importance of Alaska seafood to Alaska, as well as fun recipe inspiration.

### **Alaska SeaLife Center**

ASMI partnered with the Alaska SeaLife Center to produce a life-sized standing bear feature with “Seafood Sustains Alaska” messaging for guests from Alaska and beyond to pose and take photos with, as part of their ongoing display about Alaska Seafood.

### **Great Alaska Sportsman Show, Anchorage (April 2023)**

ASMI supplied Seafood Sustains Alaska swag which was distributed by our marketing partner, FisheWear, at this show.

### **Fairbanks Outdoor Show (April 2023)**

ASMI exhibited at the annual Fairbanks Outdoor Show alongside Catch 49, a community supported fishery program of the Alaska Marine Conservation Council that supplies Alaskans with seafood harvested from small-boat Alaska fishermen. The three-day event welcomed over 6,600 visitors, many of whom shared their enthusiasm for Alaska seafood and were happy to receive Alaska Seafood branded products, infographics and recipe cards.

### **ANNUAL ACTIVITIES & SPONSORSHIPS**

ASMI sponsors many events and organizations across Alaska year-round to remain an integral and visible partner in sharing ASMI's mission and successes with Alaskans and relevant industry partners.

- Annual Alaska Wild Salmon Day celebration
- Six Alaska Seafood videos displayed at the Ted Stevens Anchorage International Airport
- Alaska Federation of Natives Convention
- Alaska Food Policy Council Annual Alaska Food Festival and Conference
- Juneau Maritime Festival
- Young Fishermen's Summit
- Symphony of Seafood
- Southeast Conference
- Anchorage Chamber of Commerce
- Sitka Chamber of Commerce
- Southwest Alaska Municipal Conference
- ATIA Annual Conference Presentation

**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**

#### **Digital Media Library Management (NetX)**

The communications program maintains the ASMI Media Library digital asset management system at <https://netx.alaskaseafood.org>. The team manages accounts for over 1,053 users and growing with the addition of 220 new users in the past fiscal year, and maintains the growing collection of over 13,000 assets including photos, illustrations, documents and video, adding over 1,000 assets in the last year alone. ASMI continues to survey industry users to improve usability and expand access to relevant assets.

#### **Social Media Campaign Toolkits**

As social media campaigns roll out, ASMI creates and shares industry toolkits to make it easier than ever for industry partners to participate on their own social channels, complete with talking points,

social media graphics, reels, captions, and guidance on timing and engagement to maximize the reach of each campaign.

- Make The Wild Choice Industry Toolkit (October 2022)
- Seafood Sustains Alaska Toolkit (January 2023)
- Cook Wild Toolkit (September 2023)

## ASSET DEVELOPMENT, ACQUISITION

The communications program continues to lead a multi-year photo and video asset development project, which began in 2020. Executed in partnership with all ASMI marketing programs and with input and guidance from key industry members, deliverables include a series of 20+ videos highlighting the Alaska Seafood brand, sustainability and product portfolio with corresponding high resolution photos. To date, the communications program has produced video and photo shoots in several communities across Alaska at various points and at sea over the years to gather footage and has completed several video series, with more currently in development.

### **Asset Development: Photo and Video Acquisition**

Over the course of this multi-year project the communications team has produced several photo and video shoots across Alaska to obtain various harvesting, processing, species, lifestyle, retail, foodservice and management related assets for industry use.

### **Asset Development: Alaska Species Bio Videos Series**

Using the video footage captured over the past several years, the communications program has worked with Channel Films to create video [species bios](#) for a variety of key Alaska seafood species. This multi-year video project will be wrapping up in fiscal year 2023.

### **Asset Development: Sustainability Pillars Videos Series**

The communications team, in collaboration with Channel Films and ASMI's sustainability experts, has finalized a video series detailing each of Alaska's five pillars of sustainability:

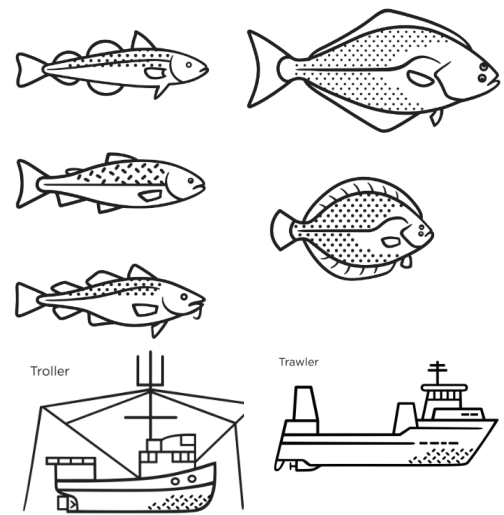
- Alaska's Sustainability Story – An Overview
- Families & Communities
- Resource Utilization
- Certification
- Social Responsibility

## ● Fisheries Management

### **Asset Development: Alaska Species Graphics Design Series**

Over the course of the year, the communications program has been working with Channel Films to create graphics of key Alaska species. The graphics will be used across ASMI, particularly in educational videos and materials, and will be made available for industry use.

- Species: Alaska pollock, halibut, sablefish, sole, rockfish, Pacific cod, king crab, snow crab, Dungeness and salmon
- Sustainability Pillars: Families & Communities, Resource Utilization, Certification, Social Responsibility, Fisheries Management
- Health & Nutrition
- Processing & Harvesting



### **Asset Development: B-Roll and Photography**

As part of the multi-year media acquisition project, the communications program has also worked to acquire still photography and b-roll video, covering the same set of topics above, which will be organized and shared with Alaska seafood industry on the Digital Media Library platform.

## **PROGRAM SUPPORT**

### **Alaska Seafood Online Marketplace - Direct Marketers**

Now consumers can connect directly and quickly with Alaska Seafood sellers on the [alaskaseafood.org](http://alaskaseafood.org) integrated [Buy Alaska Seafood](#) page, where direct-to-consumer suppliers from the Alaska Seafood Marketplace are listed. Since launch of the Buy Alaska Seafood page on June 1, it has received over 3,000 views and over 7,400 page events (e.g., clicks, scrolls). Meanwhile the Alaska Seafood Marketplace continues to grow, with 60 suppliers publicly listed on the site, and an additional 81 registered buyers. ASMI continues to support supplier onboarding at events and through outreach on various digital channels.

### **Newsletter Management**

The communications program provides oversight and technical support for the various newsletters that ASMI sends out including:

- ASMI Monthly Marketing Update
- ASMI Weekly Update
- International Trade Leads
- Direct Marketer Toolkit
- Weekly Salmon Harvest Updates

## **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.

## 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.

- Crab closures (Winter 2022)
- King salmon lawsuit (Spring 2023)
- Salmon market conditions (Summer 2023)
- Fukushima wastewater release (Fall 2023)

## Audience: Domestic Consumers

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

## Consumer/Domestic PR Program Management

The communications director manages the domestic public relations program's day-to-day operations to drive awareness, consideration and affinity for Alaska seafood. The program is designed to reach consumer and trade audiences through a year-long #AskForAlaska program activated through consumer and trade (foodservice and retail) media relations, influencer engagement, partnerships, experiences/events and social media (owned, earned and paid) channels and coordinated by ASMI's PR agency, Edelman.

Since All Hands last year, ASMI and Edelman implemented a year-long omnichannel campaign titled "Make the Wild Choice" in addition to ongoing storytelling, that garnered more than **10.6 billion impressions, a 45% increase compared to the previous year.** The program was successful by centering on the key differentiator of Alaska seafood – wild – while also showcasing culinary, wellness and sustainability messaging.

In FY2024, we are executing an annual integrated, omnichannel campaign that is built on the impact and key learnings from FY2022 and FY2023 campaigns that continues to lean into "wild" while also addressing the No. 1 barrier to buying more seafood – how to cook it. Included below is an overview of the FY2024 "Cook Wild Campaign" and recap of the FY2023 "Make the Wild Choice" campaign.

## FY2024 Plan and Campaign Overview – Cook Wild + Always On Storytelling (Sept. 2023 – June 2024)



Data continues to show that 82% of consumers prefer seafood that is wild and sustainable but are still craving more cooking inspiration and clarity on how to ensure the seafood on their plate is the best choice. Consumers are looking for cooking tips, with approximately 2 in 3 (66%) saying cooking guidance, like recipes, cooking techniques and more, would help them enjoy seafood more often. To answer this call and drive more Alaska seafood consumption, ASMI launched the Cook Wild year-long omnichannel campaign on Sept. 26 with content and activities planned all year including:

- Industry Toolkit, Industry Email Blast and ASMI Landing Page: [www.alaskaseafood.org/cookwild](http://www.alaskaseafood.org/cookwild)
- Consumer survey to unveil new seafood consumption data and [press release, supported by ongoing national media outreach.](#)
- Hedley and Bennett Collab: Partnered with Ellen Marie Bennett ([Instagram](#)), renowned chef, author and CEO of kitchen gear brand [Hedley & Bennett](#) ([Instagram](#)) for recipe content ([Ellen's Instagram post](#)) and creation of limited edition Alaska Seafood apron.
- Sweepstakes: A social sweepstakes to win a year's supply of Alaska seafood, the limited-edition seafood apron, and a cooking class with an Alaska chef will encourage consumers nationwide to share how they "Cook Wild." [See details here.](#) To date, 162 have commented for a chance to win and a winner will be announced in early November with additional chances to win later in the year.
- Four Culinary Influencer Partners: Recipe content across Instagram and TikTok via Ahmad Alzhabi (@thegoldenbalance: [Ahmad's Instagram Post](#)), Kena Peay (@kenapeay [Instagram post](#)), Alesandra Ciufo (@flavorsbyale on [TikTok](#) and [Instagram](#)), and Lauren Grant (@zestfulkitchen on [TikTok](#) and [Instagram](#)) developing content now and year-round. **First three social videos have resulted in more than 700,000 views to date.**
- Upcoming Cook Wild activations include: Tasting event for media and influencers in New York (March 2024), ongoing recipe content from influencer partners, two additional sweepstakes, ongoing media relations showcasing Cook Wild recipes and angles.

**FY2024 Ongoing Storytelling and Social:** In addition to the Cook Wild campaign, we'll drive constant coverage and content via consumer and trade media and social media that highlights culinary, health, origin and sustainability messaging and visuals. Highlights include:

- Twice monthly pitches to consumer and trade outlets showcasing relevant Alaska seafood data, recipes, and information while offering interviews with fishermen, industry experts and chefs.
- Social content across Instagram, Facebook and Pinterest with paid amplification to target specific seafood centric audiences.
- Partnerships with registered dietitians to drive nutritional focused articles year-round.
- Presence and meetings at annual International Foodservice Editorial Council trade show to drive coverage in foodservice and retail outlets, while amplifying ASMI's presence at other industry events like Southern Smoke.
- Collaborating with top media outlets on one-off visits to Alaska for deep dive storytelling and articles.
- Seafood shipments to media, chefs and social influencers year-round to drive social coverage and feature stories.

### FY2023 Recap: Make the Wild Choice (Oct. 2022 – June 2023)

ASMI and Datassential research showed that 82% of consumers prefer seafood that is wild and sustainable, but are still craving more clarity on how to ensure the seafood on their plate is the best choice. The "Make the Wild Choice" campaign launched in the fall 2022 to drive media and social conversation of Alaska as the premier source of wild and sustainable seafood and why it's important to #AskForAlaska.

#### Alaska Seafood Ambassador Program with Celebrity Chef:

Leveraged trusted voices and built excitement for Alaska seafood by unveiling [Celebrity Chef Melissa King](#), Top-Chef All Star winner and entrepreneur, as an Alaska Seafood Ambassador, along with Alaska fishermen, experts and chef ambassadors. [?]

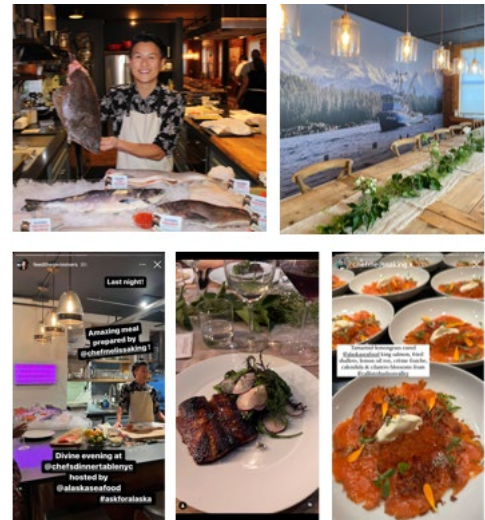
As both a media draw and content creator, ASMI partnered with Chef Melissa to secure press attention in [Yahoo!](#) and [FoodSided](#), and to create and share [Alaska salmon](#) and [Alaska sablefish](#) recipes on Instagram.

#### Alaska Seafood Ambassadors Make The Wild Choice



**Media Experience in New York:** Celebrity Chef Melissa King and an Alaska fisherman ambassador hosted an Alaska seafood tasting event in New York for influential guests to taste and experience wild Alaska seafood first-hand, featuring:

- 20 media, influencer and RD attendees, driving more than 14M real-time social media impressions.
- 13 story/content leads immediately following the event via Food & Wine, Kitchn, Real Simple, The Wall Street Journal and more.
- A well-rounded menu showcasing Alaska salmon, sablefish, cod, halibut and Dungeness crab, as well as an ice display showcasing Alaska surimi, sole, rockfish, and more.



**Custom Alaska Seafood Mailers for Media, Influencers, RDs:** To encourage recipe testing and coverage, we sent mailers providing everything top-tier media and RD contacts need to make a seared Alaska salmon with green olive salsa verde recipe at home resulting in:

- 24 mailers delivered featuring wild Alaska salmon
- 13 total social posts
- 2.3M+ total social real-time impressions



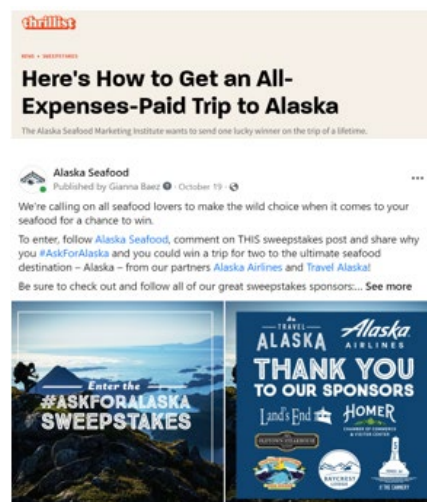
**Trade Media Engagement at the International Foodservice Editorial Council:** Hosted sponsorship and attended conference to refresh and strengthen relationships with foodservice and retail media, featuring:

- Nine meetings with editors representing 11 target publications, including Nation's Restaurant News, Supermarket News, Flavor & the Menu and more.
- Wild Alaska salmon Korean BBQ tacos served to 150 attendees as the center-of-the-plate protein during a sponsored lunch session.



**National Social Media Sweepstakes:** To increase reach and engage with consumers directly, we hosted a [social media sweepstakes](#) where people commented why they Make the Wild Choice and #AskForAlaska for a chance to win a trip for two to Alaska, curated in partnership with Alaska Tourism and Industry Association. The sweepstakes surpassed expectations with the following results:

- 2.44M impressions
- 2.6K comments
- 1.2K new followers to Alaska Seafood on social
- 31M earned media impressions via coverage in [Thrillist](#), etc.



**Influencer Partnerships and Amplification:** Partnered with three Millennial and Gen Z influencers to share trendy, delicious and inspiring Alaska sockeye salmon recipes on Instagram and TikTok, while also including a link where followers can directly buy Alaska sockeye salmon from a retailer of choice.

With top-tier partners and amplification via paid social, **the program is ASMI's most productive influencer campaign in history** with:

- 24M impressions and views of content
- 878K engagements
- 113K fans saving the content for repeat viewing



[@Moribyan](#): 18M Views

[@MunchinwithMaddie](#) : 2.6M Views

[@Erinnobrienn](#): 3.7M Views

**Shoppable Links to Drive Purchase:** To drive and measure purchase intent, influencer content and ads on Instagram and TikTok directed traffic to a shoppable link to purchase Alaska sockeye salmon from a retailer of choice. The first-of-its kind feature in an ASMI communications program was a successful trial with:

- 535 cart transfers of shoppers adding wild Alaska sockeye salmon to virtual carts
- \$11K in estimated value from cart transfers
- 20K shoppable link clicks on paid ads



**Annual Familiarization Trip to Alaska:** To experience Alaska firsthand, we brought a select group of top media and influencers to Juneau in June. Guests included:

- Brooke Caison, Food Editor of Delish
- Freelancer and Recipe Developer (Today.com, Kitchn, etc.) Grace Elkus
- Social Media Influencer, Justine Dorian
- Emma Loewe, Sustainability and Health Director of mindbodygreen
- Jenna Helwig, Food Director of Real Simple

The trip resulted in more than 800M media impressions to-date via nine articles, 110 Instagram stories, and 1 sponsored TikTok/Instagram video that drove millions of views.



## FY23 ONGOING MEDIA AND SOCIAL HIGHLIGHTS (July 2022-June 2023)

In addition to the campaign, 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 specifying wild Alaska seafood species and highlighting culinary, nutritional and sustainability benefits.

- Total Consumer Media Relations Results: In FY2023, the domestic communications PR program garnered more than **10.6 billion impressions, a 45% increase compared to the previous year.**
- High results attributed to long-standing press and RD relationships, strategic media outreach and securing publication in top-tier outlets.

 **kitchn**



**martha stewart**

How to Defrost Fish the Right Way. According to a Seafood Expert

Also, why you may prefer cooking fish from frozen rather than defrosting it.

**Eat This, Not That!**

The 12 Healthiest Fish You Should Be Eating- Wild **Alaska** Pollock

**allrecipes!**  
Alaska Salmon Bake

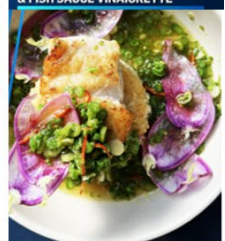


**HUFFPOST**

**Tinned Fish Is Having A Moment, But Is It Actually Good For You?**

An easy way to make sure you're choosing wild-caught (and therefore more nutritious and sustainable) fish is to look for tinned fish sourced from **Alaska**, Michalczyk said.

**ALASKA ROCKFISH**  
WITH CRISPY RICE & GREEN BEAN  
& FISH SAUCE VINAIGRETTE



## Domestic Foodservice and Retail 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 foodservice and retail decision-makers.



- Total Trade Media Relations Results: 23 secured articles across top foodservice and retail trade outlets.

## Social Media Highlights

Social is a key channel to directly interact with our current fans across platforms and build reach among our target audiences with paid ads. We drive interest in seafood from Alaska by generating engagement and link clicks.

- Total Organic and Paid Social Results
  - 7.1M paid and organic impressions, with more than 53K engagements (likes, comments, shares) and 33.5K views.
  - Results lower than in FY2022 given decrease in FY2023 budget by \$100K. FY2022 paid social budget included additional ARPA funding not available in FY2023.