Wild, Natural & Sustainable®

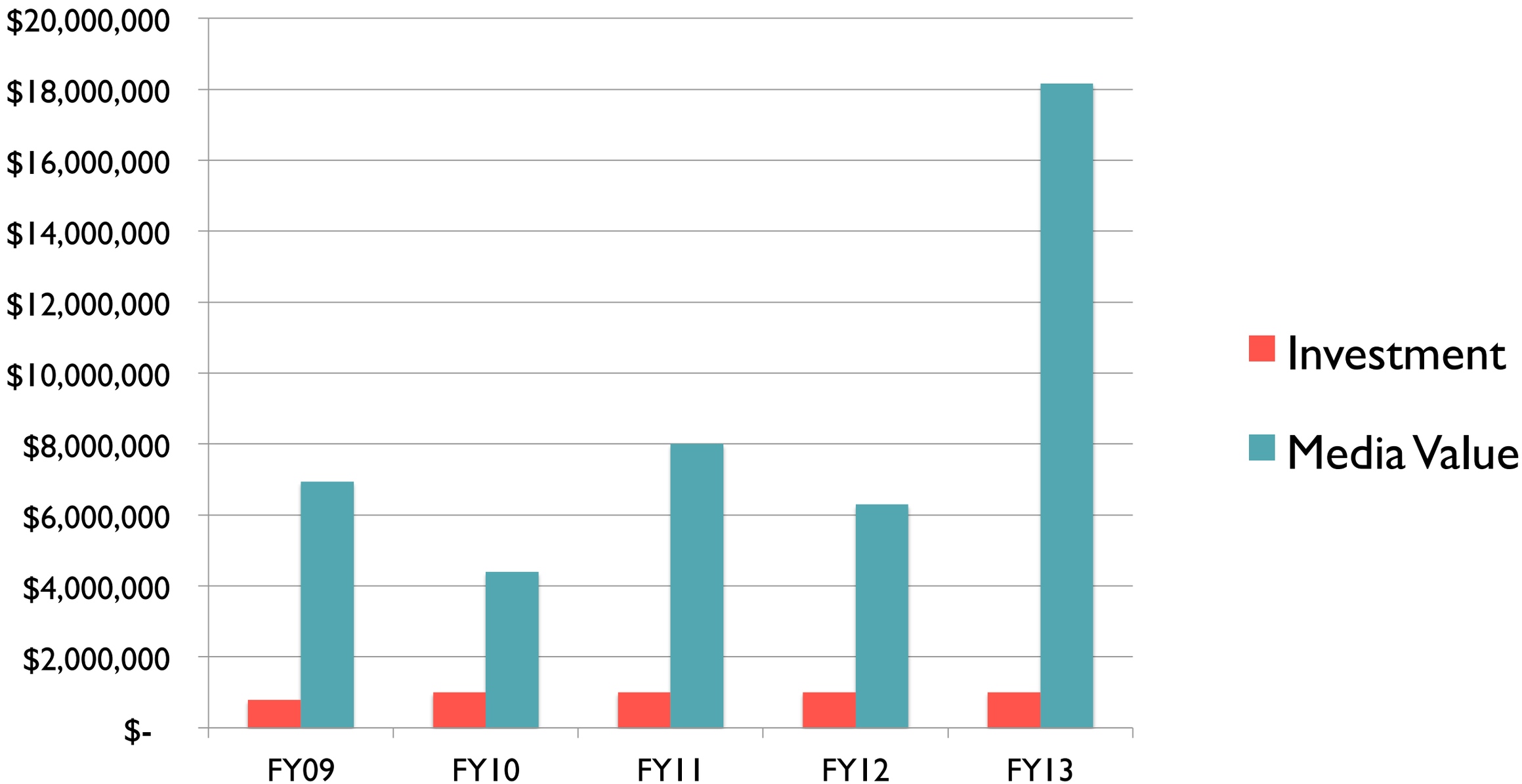
# ASMI Consumer Public Relations FY13 Recap & FY14 Q1 Highlights

## Alaska Seafood Marketing Institute Board of Directors Meeting

October 28-30, 2013
Anchorage, Alaska

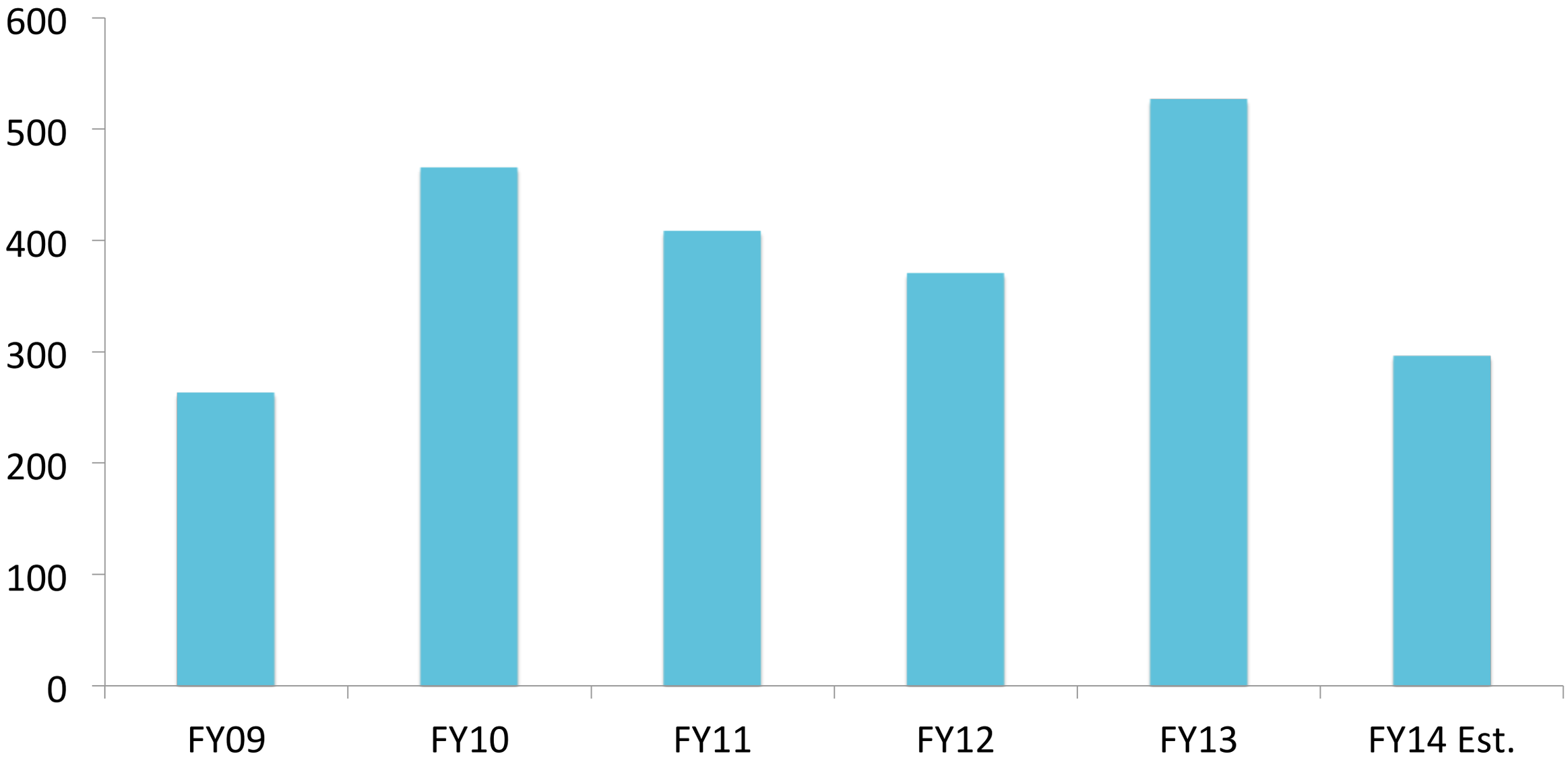
Schiedermayer
INTEGRATING STORY & STRATEGY

# Consumer PR Media Value



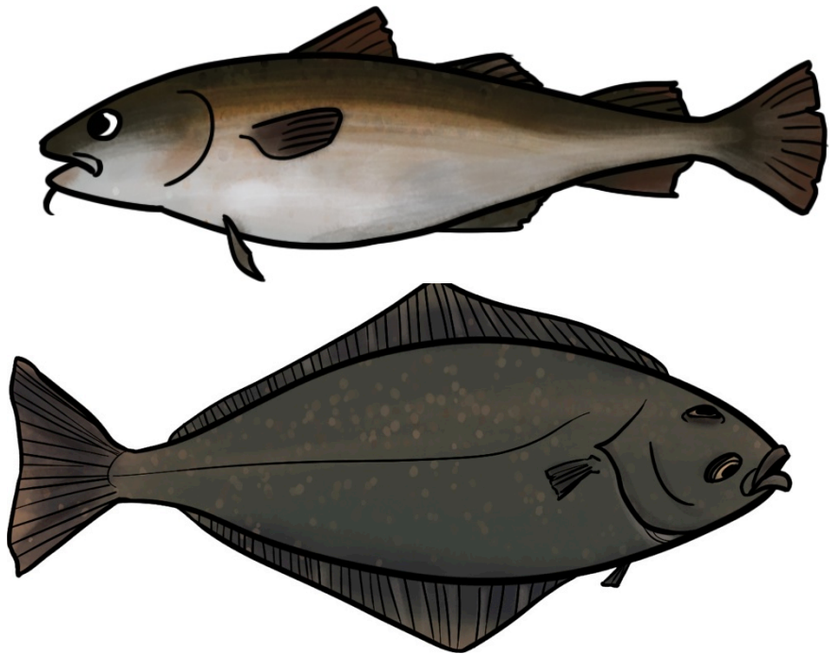

FY13 Media Value: $18,160,000

# Consumer PR Audience Impressions

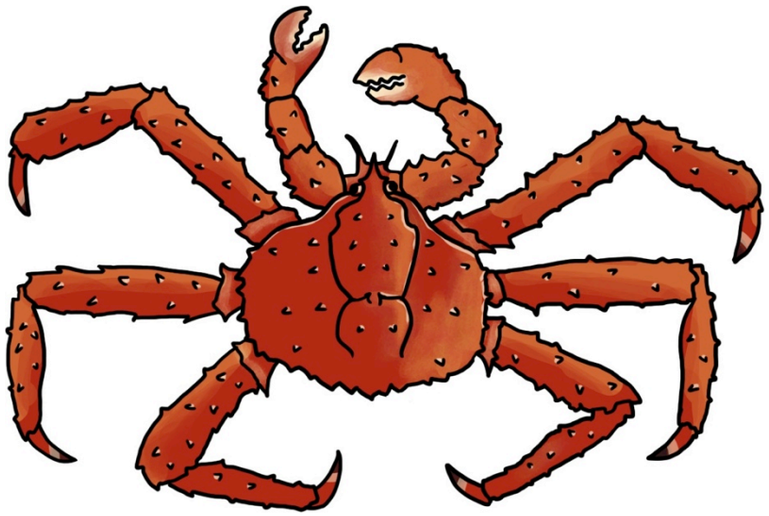



FY13 Audience Impressions: 526,000,000

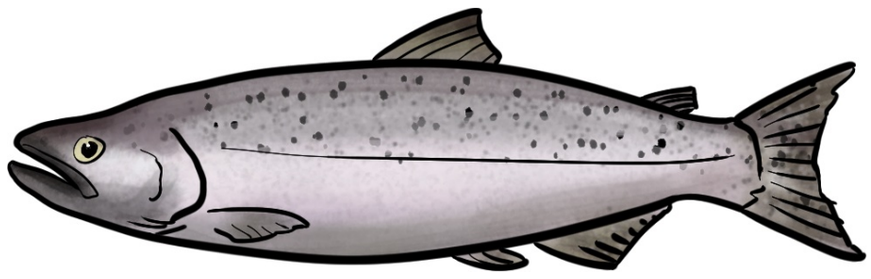
# ASMI Consumer PR Program



- Goal: The Consumer PR program is designed to **maintain the highest possible value perception for Alaska Seafood** among American consumers.



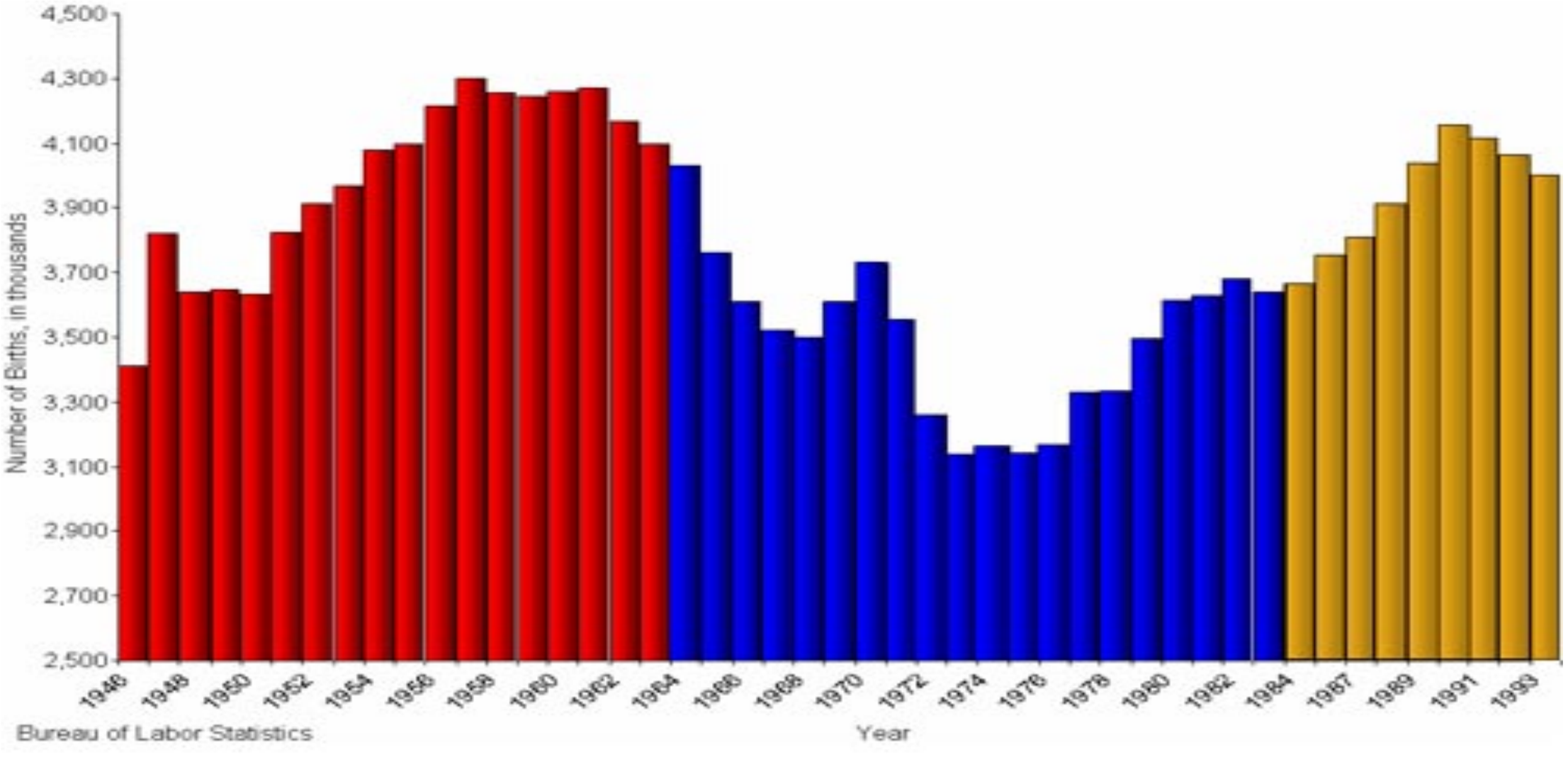
- Objective: Continue to brand and effectively **link** Alaska's unique position: **wild, natural** and **sustainable** seafood with **superior taste** and **texture**.



- Core Principle: ASMI conducts marketing activities that provide the **largest economic benefit** for its industry members.

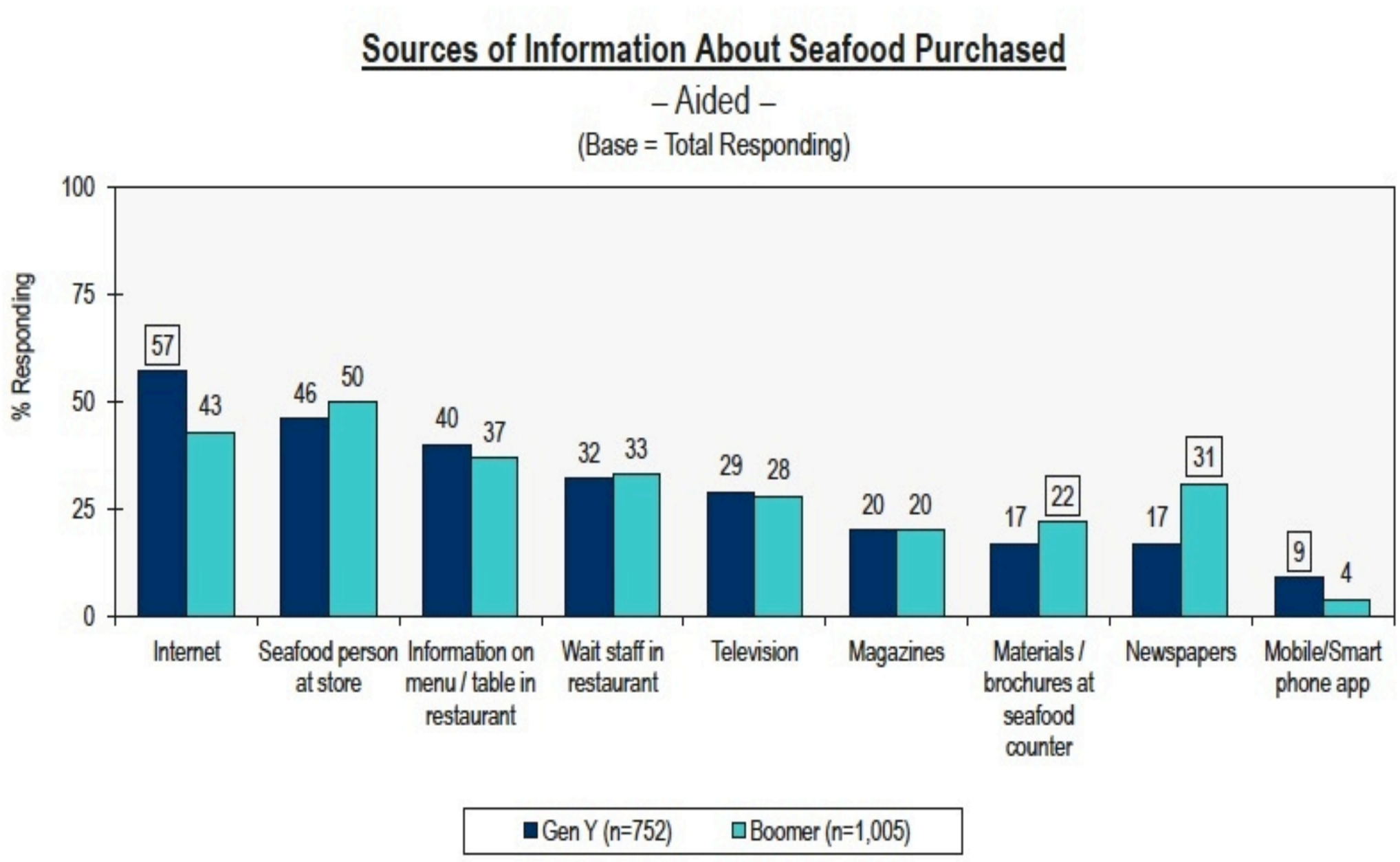
# Strategic Targeting

The Consumer PR program targets both Baby Boomers and Gen Y (also called Millennials), to maximize funds spent and earn the highest return on investment. Due to size, Gen Y will overtake Boomers in spending power by 2017.



# Consumers Seek Info Online

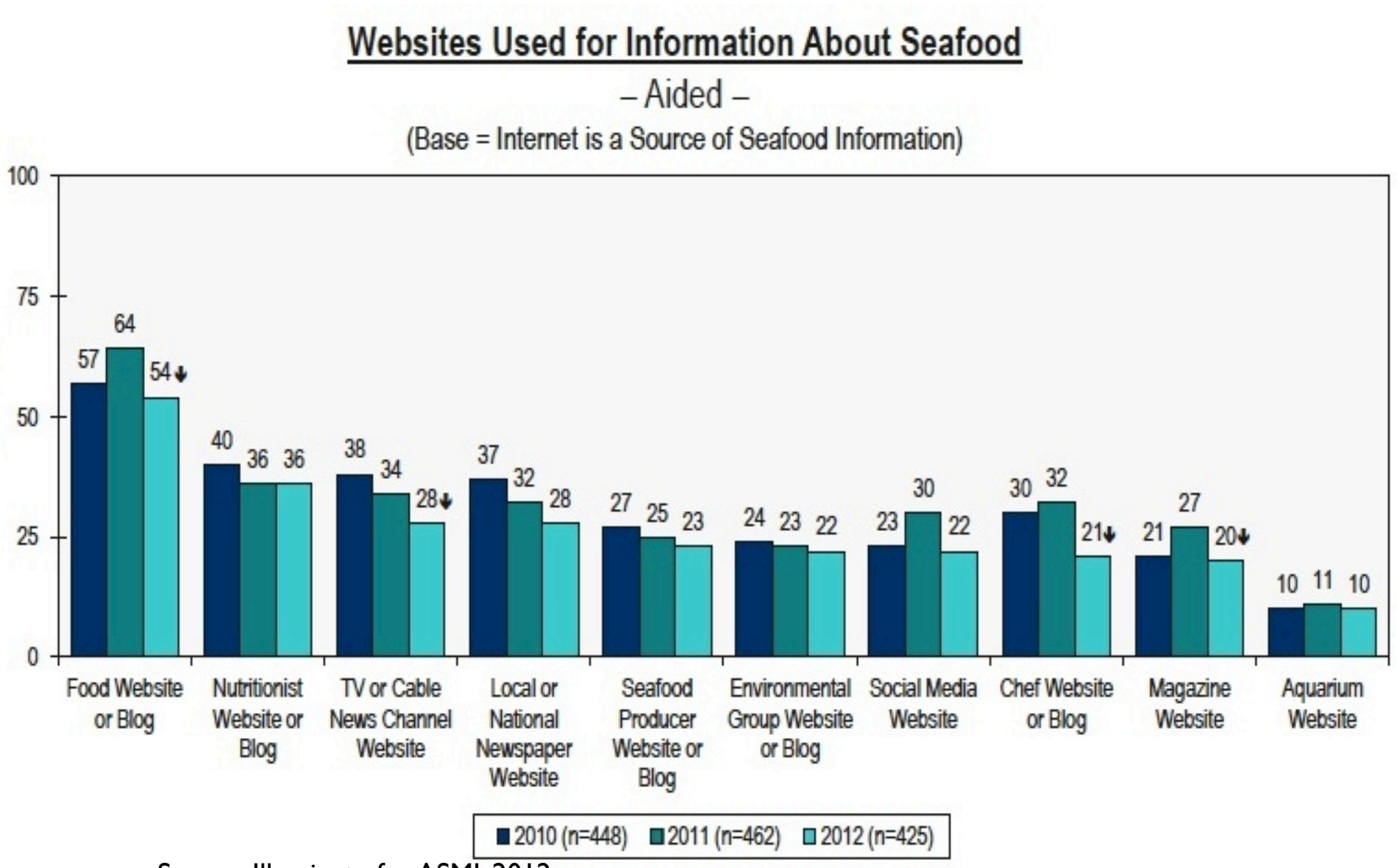
ASMI's consumer research shows **the internet** is the #1 source of information about seafood purchased for Gen Y, and #2 source for Boomers.




Source: Illuminate for ASMI, 2012

# Fish Where The Fish Are

**Food websites or blogs** remain the top website cited by both Gen Y and Boomers as the top online source of seafood information. Thus, a program focus is placed on targeting food bloggers.




Source: Illuminate for ASMI, 2012

# Media Relations

The media relations portion of the ASMI Consumer PR program focuses on leveraging various media channels to create positive awareness of, and increase consumer demand for, wild Alaska seafood. This is done through:

- Research (Consumer, Media)
- Pitching (Targeted, E-Blasts)
- Product Distribution
- Media Outreach & Corrections and
- Hit Monitoring & Reporting.

# Media Relations: Pitching

In FY13, Alaska Seafood sent over 4,000 pitches to hundreds of media outlets.

# Product Distribution

Our philosophy is that when it comes to Alaska's premium seafood, tasting is believing. We regularly pitch and coordinate shipments of various Alaska seafood, usually in conjunction with seasons or industry needs. In FY13, over **900 pounds** of seafood were shipped to various outlets, such as:

**Broadcast**:
NBC's "Today Show"
Access Hollywood
CBS's "This Morning

**Print**:
Everyday w/ Rachael Ray
Women's Health
EatingWell
Real Simple
New York Times
Food & Wine
Parenthood

**Online**:
Delish
The Kitchn
Craftsy
Joy the Baker
Sippity Sup
Foodie Physician
Fit Bottomed Eats
Noble Pig
Pescetarian Journal
Food For My Family
Hungry Girl
Gluten-Free Girl and the Chef

# Media Outreach and Follow-Up

Connecting writers with trusted ASMI experts and spokespeople to answer questions or correct misinformation in the media is an important PR tactic, which is critical for positioning ASMI as the go-to Alaska seafood industry experts. Often, though, it's about answering all kinds of questions!

"What is the best way to defrost frozen fish and shellfish? "

Sara Moulton, Chef and TV personality

"I was trying (while in AK recently) to locate fresh (unfrozen) chum salmon but could not. I could not even find canned chum. Is that because most of the chum salmon catch is exported?"

Alastair Bland, NPR

"When it comes to frozen fish, is there a good way to freeze and a bad way? Should people look for flash-frozen fish as a gold standard?"

Mandy Oaklander, Prevention Magazine

"What about mercury? Is there a simple way to remember how to avoid those fish with high mercury levels or other potential contaminants?"

Sarah Copeland, Food Director
Real Simple magazine

# Broadcast Hits

***Access Hollywood***
"Border Grill Recipes: Cooking with Tequila"
Audience: 2,800,000

***Today Show***
"Alaskan Cod with Veggies"
Audience: 1,970,707

***Martha Stewart's Cooking School***
"Whole Poached Salmon"
Audience: 1,000,000

# Broadcast Hits

**Splendid Table**
American Public Media
"Seasonal Seafood"
Audience: 680,000

The Splendid Table®
AMERICAN PUBLIC MEDIA

**CBS News This Morning**
"Chef Mary Sue Milliken's Alaska Black Cod Veracruzano"
Audience: 3,108,663

CBS THIS MORNING

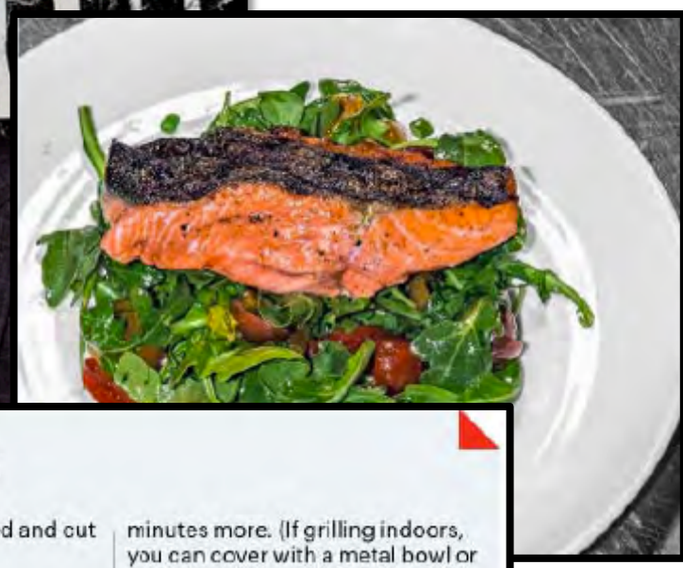
# Print Hits

Circulation:
585,265

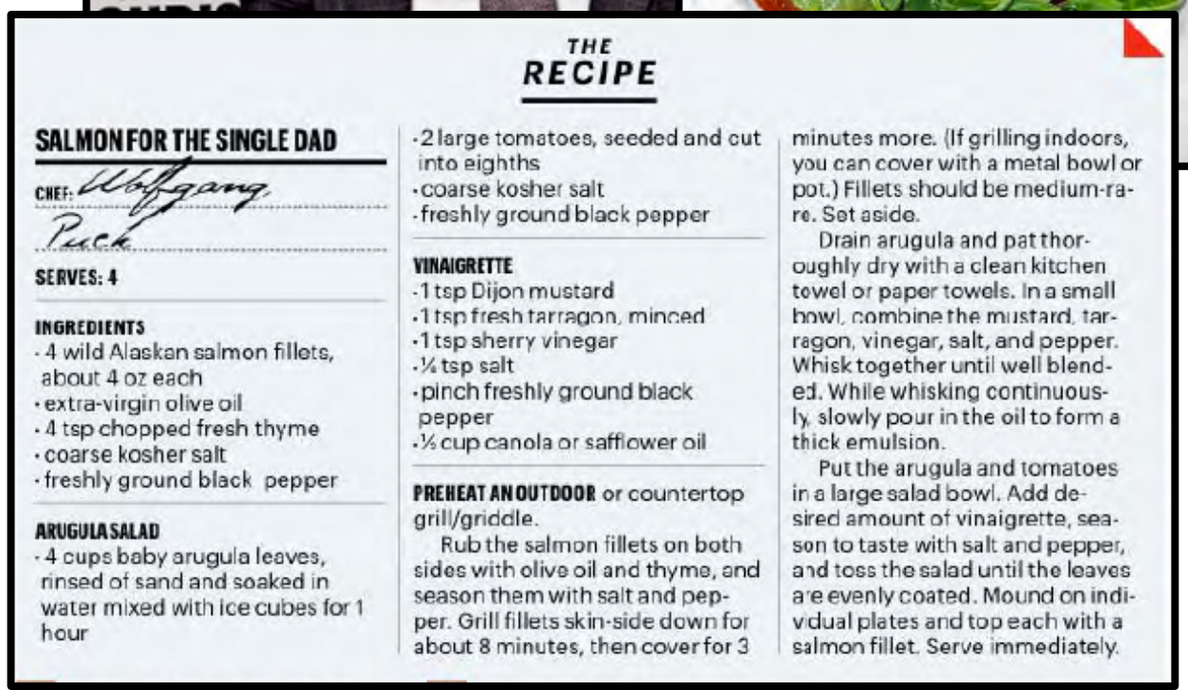
Circulation
925,000

# Print Hits

Circulation:
1,775,000



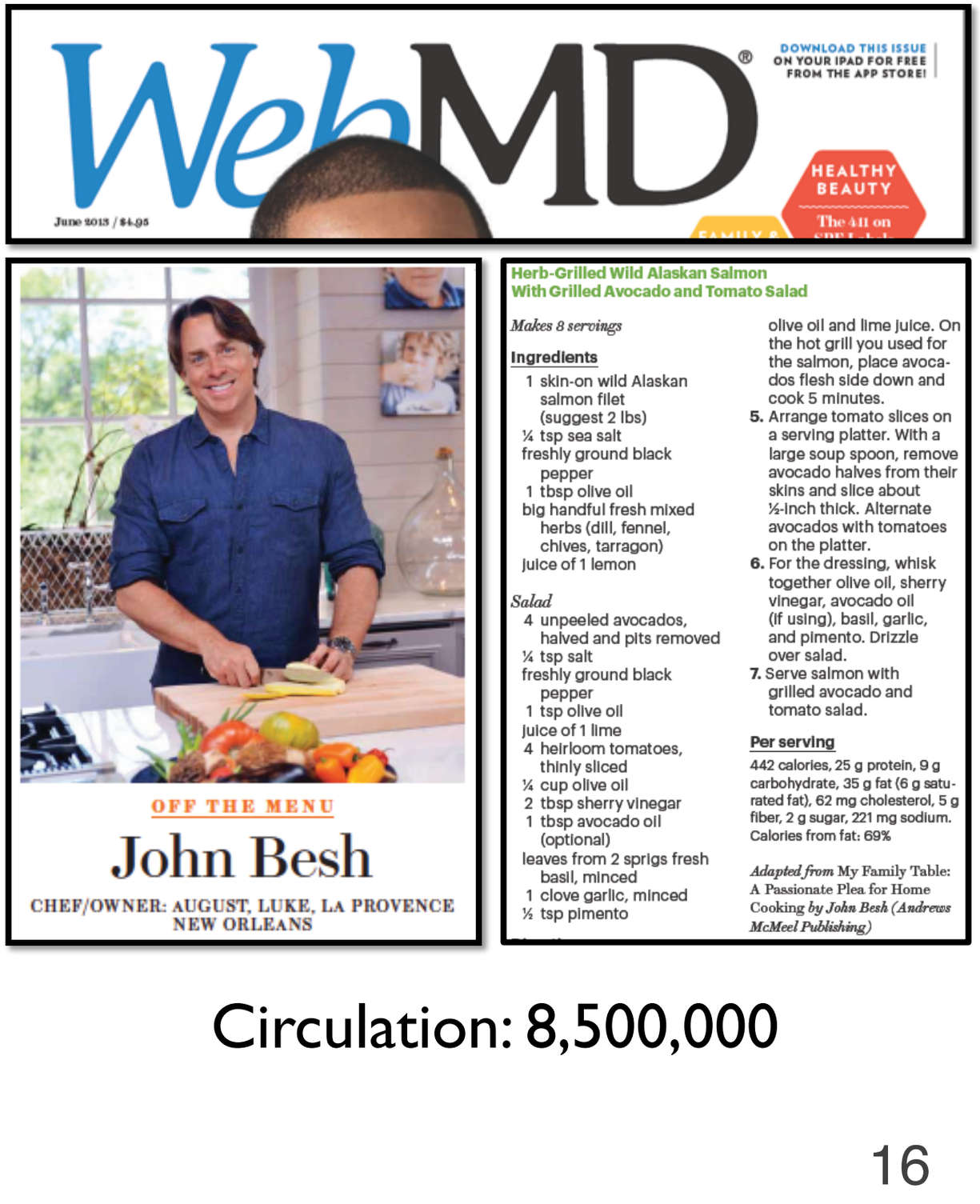
Circulation
700,000



# Print Hits

Circulation: 1,775,000

One issue, two hits!




Circulation: 8,500,000

# Online Hits

babble™
Courtesy of Disney

## how to cook salmon easily

By **GLUTENFREEGIRL** | January 2nd, 2013 at 11:45 pm

Here's an easy way to cook a six-ounce piece of salmon. (We only eat wild Alaskan salmon in our home. It's healthier than farmed fish. And the taste is fantastic.) Cutting the salmon into three smaller pieces means you only need a skillet. Get yourself a hot skillet, a little oil, some salt and pepper, and confidence. That's all it takes.

Unique Monthly Visitors:
1,040,576

Chicago Tribune

THE KITCHN:

## Brighten up white fish with chimichurri

If you are keeping an eye on seafood sustainability, know that wild-caught Alaskan halibut is rated a "Best Choice" by Monterey Bay Aquarium's Seafood Watch. Serve it with roasted, smashed potatoes and a crunchy salad for a fresh and satisfying meal.

Unique Monthly Visitors:
1,044,148

# Online Hits

The Daily Meal®
All Things Food & Drink

## Israeli Couscous Salad with Smoked Salmon and Creamy Pesto Recipe

Unique Monthly Visitors: 1,012,539

RUNNER'S WORLD

## Canned Fish for Runners

For runners, super-convenient canned seafood is even better than fresh.

varieties are available for the squeamish. Either canned pink salmon or sockeye is a good bet. The former is less expensive, while the latter contains 65 percent more vitamin D and 35 percent more omega-3s. Both are mainly harvested from sustainable wild stocks in Alaska.

Unique Monthly Visitors: 611,366

# Online Hits

San Francisco Chronicle

**Nutritional Facts of 3 Ounces of Alaskan Pollack Fillets**

by Kevin Rail, Demand Media

**The Health Benefits of Alaskan Salmon**

by Michelle Kerns, Demand Media

Alaskan salmon is an excellent source of minerals like selenium.

Unique Monthly Visitors: 2,817,813

# Blogger Campaigns

In addition to standard pitching to bloggers, the consumer PR program maintains a close network of top food bloggers to share seasonal and species-specific messaging at the direction of ASMI and industry. To be included in the program, bloggers must have a combined audience of over 25,000 on their website and social media outlets.

This year, we deployed four campaigns in response to a variety of industry needs:

November 2012: Halibut and Black Cod
February 2013: Halibut and Black Cod
March 2013: Keta Salmon
May 2013: Spring Salmon Season

As they are not paid nor governed by parent media groups, bloggers are often very receptive to utilizing ASMI's messaging and content, and posting in a timely manner. This tactic is also an effective way to reach ASMI's target audience online in the top channel they go to for seafood information (Illuminate Consumer Research for ASMI, 2012).

# Black Cod and Halibut

**The Kitchn**:
"Nobu's Miso-Marinated Black Cod"
Unique Monthly Visitors: 996,124

"There are many reasons to **love black cod --** it is sustainably fished, full of healthy **omega-3 fatty acids**, and **wonderfully buttery** when cooked"

**Food For My Family**:
"Grapefruit Halibut Ceviche with Plantain Chips"
Unique Monthly Visitors: 20,687
Facebook: 12,243/ Twitter: 7,481

"**I live in the middle of the country** where fresh fish is often not fresh, but previously frozen. Don't let this deter you. Find a high quality halibut steak that's been flash frozen when caught."

# Keta and Spring Salmon

## Kath Eats Real Food

"Taters + Fish"

Unique Monthly Visitors: 14,544

Facebook: 2605/ Twitter: 13,007

**"The Keta is known for being pink** (as opposed to reddish or orange in color) and mild. It was just that – a salmon for those who might not be wild (haha) about the fish. It almost reminded me of trout! As a salmon fanatic I still loved it."

## Pescetarian Journal

"Alaska Coho Salmon Salad"

Facebook: 2,905 / Twitter: 3,674

**"In and around Alaska's bays**, peninsulas, and sounds, millions of salmon are being harvested sustainably under regulations that allow the fish to be managed to preserve the salmon stock and the environment."

# Press Releases & Media Alerts

8/13/12 "Alaska Seafood Marketing Institute Announces New Executive Director"

8/31/12 "Alaska's Fall Pacific Cod Season Open Today"

9/7/12 "Alaska Seafood's Quick Reference Guide Goes Mobile"

10/1/12 "Sustainable Alaska Seafood for National Taco Day"

10/1/12 "Alaska's Abundance Feeds National Seafood Month"

10/15/12 "Alaska King and Snow Crab Fishing Opens in Bristol Bay and Bering Sea"

11/9/12 "Alaska Seafood Marketing Institute Fishing Families Photo Contest"

11/25/12 "Catch Holiday Customers with Wild Alaska Seafood"

2/11/13 "Wild Alaska Seafood Stars in Last Week's Episode of Top Chef: Seattle"

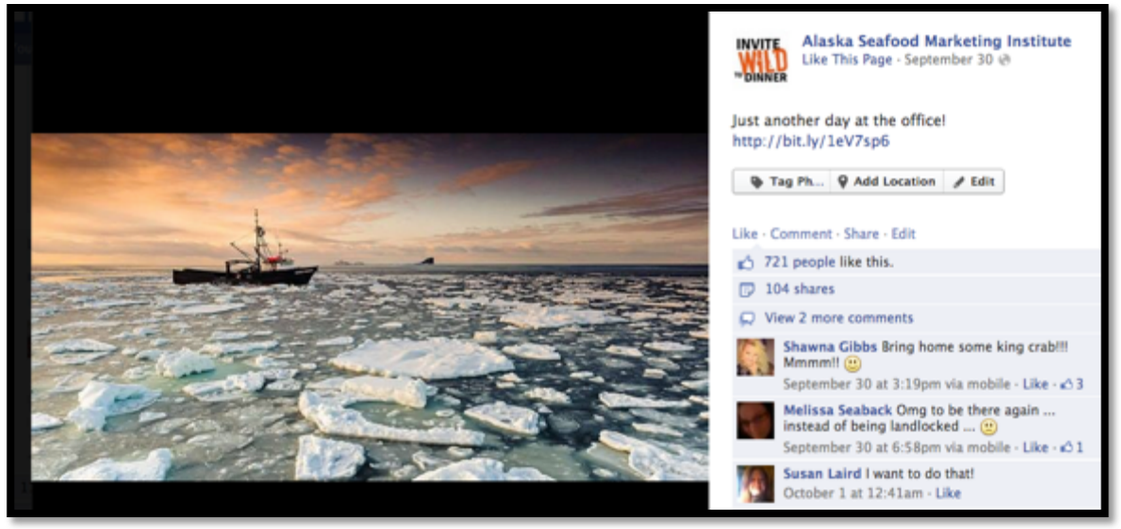
3/22/13 "Alaska's Halibut and Black Cod Harvest Season Opens Tomorrow"

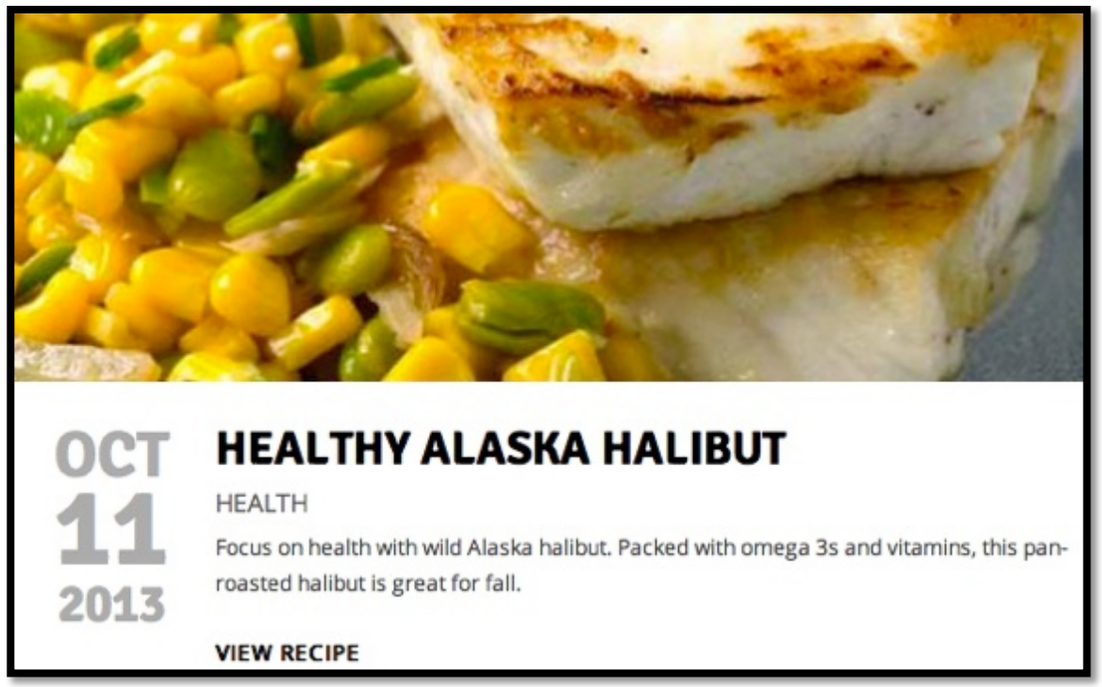
5/15/13 "Alaska's Summer Salmon Harvest Opens Tomorrow"

# Proactive Outreach

- Contacted New York Times to provide information on wild salmon varieties and prices
- Contacted Forklift (Boston Herald food blog) to address affordability of wild salmon
- Contacted America's Test Kitchen to correct misconceptions about wild salmon purity
- Contacted Women's Health regarding recommendation of "wild Atlantic" salmon
- Developed "Mushy halibut syndrome" talking points
- Developed Cod purity statement following Japanese fishing restriction
- Developed listeria talking points following sockeye recall in Florida
- Updated China export sound-bites with current figures from FAO and Governor's Office in response to media question.

# Social Media




With a current audience of nearly 60,000, the ASMI Facebook page, which is managed by the Communications program, engages fans with recipes, fun facts, health and sustainability information, and stories of Alaska fishermen, with top posts garnering 1,000 "likes" or more.

In addition, FY13 saw a dramatic 73% increase in Facebook fans from 26,749 to 46,203.

The Consumer PR program contributes to ASMI's social media by producing a monthly deck of social media content, which are deployed across ASMI's various social media channels, and the Wild Alaska Flavor website. The posts cover all species with a seasonal focus and are designed to engage consumers with the Alaska seafood brand and drive traffic back to the Wild Alaska Flavor website.

# Media Monitoring and Reporting

The PR program utilizes a media monitoring service that is used to research pitching targets, build and maintain media lists, distribute pitches and press releases, monitor media conversations and hits across all channels and determine audience size and media value.

The PR team also monitors the press daily using Google Alerts, ASMI social media channels and reading target consumer magazines, and industry publications.

In addition, the Media Value Report is updated daily, a spreadsheet which logs each hit, tone of message, species covered, and determines the audience size and value of each hit. A Master Clips Binder contains hard copies of each media hit received by ASMI.

Both the Media Value Report and Master Clips Binder are submitted to ASMI at year-end and may be viewed upon request.

# Alaska Seafood Chef Alliance

The Alaska Seafood Chef Alliance develops partnership between Alaska seafood and the culinary world. The chefs make a vital connection in the media and at events, serving as well-versed brand ambassadors for Alaska Seafood.

## Increased from 18 to 26 chefs in FY13 by adding:

- Hugh Acheson, Atlanta
- Anita Lo, New York
- Tony Maws, Boston
- Giuseppe Tentori, Chicago
- Erik Slater, Seward
- Jason Porter, Girdwood
- Rick Moonen, Las Vegas
- Roy Yamaguchi, National

# Alaska Seafood Chef Alliance

- John Ash was our chef at the Foodbuzz Conference in San Francisco, October 2012
- Patrick Hoogerhyde and Dan Enos participated in the Alaska Seafood Culinary Retreat in Sitka in September 2012
- ASMI provided product for Mary Sue Milliken and Susan Feniger at The Taste of Los Angeles
- Jesse Ziff Cool, Brian Malarkey, and Jason Wilson travelled to Alaska to judge the Great Alaska Seafood Cookoff along with Chef Naomi Everett
- Jesse Ziff Cool served as celebrity chef for the Bartlett Memorial Hospital benefit dinner in Juneau
- ASMI hosted Anita Lo and Barton Seaver on Southeast Media Tour
- ASMI provided cod for Ben Pollinger segment on Today Show
- ASMI provided black cod for Mary Sue Milliken on CBS

# Events

FY13 saw a wide variety of events both in and out of Alaska. Events are a great way to expose our message to targeted audiences. The face-to-face connection is important for building relationships and promoting Alaska seafood. Leveraging these personal connections often result in increased brand exposure through media hits.

- 2012 *Kitchen PLAY* Seafood Boil
  *August 25, 2012, Ventura, CA*

- City Harvest Bid Against Hunger
  *October 20, 2012, New York, NY*

- International Association of Culinary Professionals Annual Conference
  *April 5 – April 9, 2013, San Francisco, CA*

# Alaska Seafood Culinary Retreat

**September 1-5, 2012, Talon Lodge Sitka, AK**

The Alaska Seafood Culinary Retreat hosted a group of deeply knowledgeable, leading food writers to experience Alaska seafood, guided by two ASCA chefs. Participants explored Alaska's abundant seafood and commercial fishing world, getting hands on experience in the kitchen and on deck.

**Kristy Bernardo, *The Wicked Noodle***
**Susan Bronson, *A Less Processed Life***
**John Donahue, *Stay at Stove Dad***
**Aran Goyoaga, *Cannelle et Vanille***
**Greg Henry, *Sippity Sup***
**Marla Meridith, *Family Fresh Cooking***
**Beatrice Peltre, *La Tartine Gourmand***
**Helen Rosner, *Saveur***
**Chef Dan Enos, Oceanaire**
**Chef Patrick Hoogerhyde, The Bridge**

# Alaska Seafood Culinary Retreat

# Foodbuzz Blogger Festival

**October 19-20, 2012, San Francisco, CA**

- ASMI was once again the Sustainability Sponsor for this annual event of over 300 leading food bloggers from across the country.
- ASMI served the following Chef John Ash recipes during the Saturday Taste Pavilion:
  - Wild Alaska Snow Crab Cakes with Tarragon Aioli
  - Wild Alaska Halibut in Maylay Coconut Curry
- Chef John Ash also conducted on-site demonstrations for salmon, crab and halibut and answered attendee questions.
- Partner food bloggers Kristy Bernardo and Greg Henry and Kodiak fisherman Zach Hill attended to answer questions and serve as brand ambassadors.

# Great Alaska Seafood Cook Off Chef Tour

Guest chef judges from the Great Alaska Seafood Cook Off toured south central Alaska after the Cook Off in May 2013. Attendees were Alaska Seafood Chef Alliance chefs;

- **Brian Malarkey**
- **Jason Wilson**
- **Jesse Ziff Cool**
- **Erik Slater** and
- **Stefani Marnon.**

The group visited Seward, where they went on a VIP behind the scenes tour of the Alaska Sealife Center (and were treated to the once-in-a- lifetime experience of watching a Pacific cod spawn!). They continued on to Homer, and dined with commercial fishermen, learning about how the fleet gears up for the season, and all the support businesses that the fishing industry utilizes. They fished for halibut in Homer, and visited a boat yard and viewed several set-net operations in Kenai.

# In-State Events and Activities

In FY13, the Consumer Public Relations program provided support for a number of In-State activities

- Coordinating photo and video shoots,
- Drafting press releases
- Managing event sponsorships
- Staffing booths at various events
- Coordinating press opportunities at events
- Compiling research for communications priorities, and
- Meeting ASMI needs in Anchorage

# In-State Activity: Video Project

Completed video profiles for Responsible Fisheries Management and Alaska Fishermen

- **Jan Rumble**, Dive Fisheries Project Leader, ADF&G (Craig, Alaska)
- **Pat Shields**, Area Management Biologist, ADF&G (Upper Cook Inlet/Kenai, Alaska)
- **Tim Sands**, Area Management Biologist, ADF&G (Bristol Bay Region/Dillingham, Alaska)
- **Alaska Wildlife Troopers** and the Patrol Vessel Camai (Kodiak, Alaska)
- **William Johnson**, Bristol Bay (Dillingham, Alaska)
- **Mindy Heyano**, Bristol Bay (Dillingham, Alaska)

# Special Project: Prepared Food Recipe Challenge

The prepared food recipe challenge contest was a joint effort between consumer public relations and the retail department. It was designed to encourage U.S. retail chefs to develop recipes for retail outlets using Alaska seafood and was timed to coincide with National Seafood Month.

Dilled Alaska Surimi Salad Sandwich

Thai Curry Quick Alaska Cod

Spicy Alaska Surimi Seafood Roll Salad

# Special Project: Top Chef

- In FY13, funds from the Consumer PR program were used to partner with Alaska Travel Industry Association to bring *Top Chef: Seattle* to Alaska for two episodes.
- The shows had a combined viewership of 3,516,706 with a media value of $11,676, 307.
- Outreach activities generated additional media and consumer interest.
- Alaska Seafood Culinary Retreat attendees and the Alaska Seafood Chef Alliance were also enlisted to help promote Alaska Seafood and Top Chef.

# FY14 Quarter 1 Highlights

# Southeast Media Tour

## July 29 – August 4, 2013, Juneau To Petersburg

- **Cambria Bold,** Design and Lifestyle Editor, *The Kitchn*
  7 million monthly readership
- **Jill Melton** Editor In Chief, *Relish* Magazine
  15 million print circulation
- **Mark Boughton,** Photographer (w/*Relish*)
- **Hank Shaw**, Author of *Hunt, Gather, Cook*
- **Chef Anita Lo (ASCA)**
- **Chef Barton Seaver (ASCA)**

*"I have to say I've been on my share of press trips, and this was one of the top 5, if not the top. It was absolutely awesome."*
Jill Melton, Relish Magazine

# 2nd Annual Alaska Seafood Culinary Retreat

**September 2-6, 2013, Kenai Fjords Wilderness Lodge, Seward, AK**

The Alaska Seafood Culinary Retreat hosted a group of leading food editors and writers to experience Alaska seafood, guided by two ASCA chefs. The group toured the Seward Icicle Plant and Alaska SeaLife Center, visited the F/V Evening Star, and learned how Alaska's fisheries are managed sustainably from biologist Jan Rumble.

**Claudia Sidoti, *Food Network***
**Lindsay Funston, *O, The Oprah Magazine***
**Mandy Oaklander, *Prevention***
**Stacy Fraser, *EatingWell***
**Kenji Alt-Lopez, *Serious Eats***
**Melissa Gaman, *Art Culinaire***
**Chef Jesse Cool, Flea Street Cafe**
**Chef Erik Slater, Resurrection Roadhouse**

# Alaska Seafood Culinary Retreat

# International Food Blogger Conference

**September 2013, Seattle, WA**

Conference gathered over 300 food writers and bloggers in Seattle for 3 days

- ASMI distributed samples of smoked black cod and keta salmon at lunchtime Expo event
- Sponsored "Taste of Alaska" Reception
- Cod, scallops, salmon, and halibut were served to attendees
- Made valuable connections for future pitching and blogger campaigns

# Q1 Online Hits

THE HUFFINGTON POST

**Food Informants: A Week In The Life Of Izetta Chambers, Alaska Salmon Fisherman**

Posted: 07/17/2013 8:43 am EDT

Unique Monthly Visitors:
40,912, 846

The New York Times

**It's Wild-Salmon Season**

By MARK BITTMAN

Unique Monthly Visitors:
16,236,925

# Sponsorship: Kikkan Randall

In July of 2013, Alaska Seafood Marketing Institute became Olympic Nordic skier Kikkan Randall's gold-level sponsor. Kikkan Randall is a world-class Nordic ski racer from Anchorage, Alaska. Her image as a world-class athlete and fitness ambassador fits well with Alaska Seafood's story of healthy, delicious world-class seafood.

Randall will compete in the Winter Olympic Games in Sochi, Russia in 2014. The sponsorship is a partnership between the Consumer Public Relations, Communications, and International programs.

# Sponsorship: Kikkan Randall

Opportunities:

- Magazine and broadcast appearances
- Brand ambassador at events
- Photo and video content for social media channels
- Recipe collections
- Worldwide visibility

In September 2013, NBC came to Anchorage to film an Olympic athlete profile with Kikkan. We coordinated a shoot filming her at New Sagaya Market buying delicious and healthy Alaska seafood and describing what role Alaska seafood and proper nutrition has played in her success! Expected audience: 20-30 million.

Wild, Natural & Sustainable®

# ASMI Consumer Public Relations FY13 Recap & FY14 Q1 Highlights

## Alaska Seafood Marketing Institute Board of Directors Meeting

October 28-30, 2013
Anchorage, Alaska

Schiedermayer
INTEGRATING STORY & STRATEGY