



Wild, Natural & Sustainable

ASMI Domestic Marketing Committee Meeting

Monday, January 30, 2017

8:30 AM PST

Trident Seafoods, Seattle, WA

Draft Minutes

Present: Chair Thea Thomas, Vice-Chair Julianne Curry; Committee Members: Tom Sunderland, Bob Barnett, Jennifer Castle, Ron Jolin, Lilani Estacio, and Cassandra Squibb
On the Phone Committee Members: Jessica Hathaway, Nicole Kimball, and Board Liaison Fritz Johnson

Absent Committee Members: Peggy Parker, Jamie Marshall

Present: ASMI Domestic Staff Victoria Parr, Linda Driscoll, Karl Uri, and Lisa Martinson;
Present: ASMI Staff Alexa Tonkovich, Jeremy Woodrow, Susan Marks, and Monica George

Present: ASMI Contractors Kate Consenstein, Jann Dickerson, Tessa Weber, Kristin Sundberg, Konrad Palubicki, Katie Goldberg and Tricia Sanguinetti;
On the Phone ASMI Contractors: Mark Jones, David Woolley, Beth Munnelly, Matthew Heres, and Christine Fanning

Others Present: Pat Shanahan, Genuine Alaska Pollock Producers (GAPP)

I. Call to Order

The meeting was called to order at 8:30 AM by Thea Thomas.

II. Roll Call and Introductions

Thomas welcomed new Committee Members: Cassandra Squibb, Lilani Estacio, Nicole Kimball and Jessica Hathaway, and new ASMI staff Domestic Marketing Director Victoria Parr, Communications Director Jeremy Woodrow, and Marketing & Communications Specialist Monica George. It was determined that a quorum was present.

Thomas stated that we are at the halfway point in fiscal year (FY) 2017. This meeting would begin the planning for FY 2018. The next meeting in April will focus on the budget for FY2018, which will be presented, along with recommendations, to the Board of Directors.

III. Approval of Agenda

Thomas invited the Committee to review the agenda. **Jolin moved to approve the agenda, Curry seconded; the motion passed unanimously.**

IV. Approval of Minutes

Thomas invited the Committee to review the 10/26/16 meeting minutes. Barnett called attention to page 7, first paragraph: a typo “back cod” should be “black cod”. **Curry moved to approve the minutes as edited, Barnett seconded; the motion passed unanimously.**

V. Public Comment

Introductions went around the room. Thomas thanked everyone for their attendance. There was no further public comment.

VI. Executive Director Update – Alexa Tonkovich

Thomas invited Tonkovich to give the Committee her update.

- Welcome to Victoria Parr, new Domestic Marketing Director and Jeremy Woodrow, new Communications Director
- Announced that there are three open seats on the ASMI’s Customer Advisory Panel (CAP) for the domestic market
- Please email suggestions directly to Alexa

VII. Priority Message and Targeting – Victoria Parr

Via powerpoint presentation and research packet, Parr presented concepts behind future campaign ideas.

- Millennials are tastemakers in the current marketplace
- We need to give customers opportunities to be heard and give their decision-making a purpose
- Expanding our current campaigns into diverse communities
- Seeking new retail and foodservice partnerships
- Expanding messaging into technology outlets showcasing gear innovation & new methodologies that protect the environment and wellbeing of the workforce
- Positive brand impressions are higher on average with branded content
- Short documentaries about growing up in Alaska, possibly with celebrities such as Darby Stanchfield could be an affordable way to reach customers with sharable content
- The Committee decided that more discussion would be held after completing the day’s agenda
- Curry questioned when the last comprehensive market research was done and several people suggested that it had been some time since a new study was completed

Driscoll informed the Committee that Retail is commissioning updated research which was last completed in 2009 and 2011.

- The same questions would capture longitudinal data in order to make apples-to-apples comparison
- The second portion of the study would focus on Millennials
- Several members of the Committee raised concerns about moving our target audience away from Baby Boomers
- The Committee expressed interest in seeing secondary research data supporting retargeting
- With our limited resources, the Committee wants assurances before making changes

a. Media Activation

Ibotta Coupon – Linda Driscoll

- Within the existing digital media budget, Driscoll proposes to use the Ibotta app to offer a coupon for Alaska pollock
- The mechanism of the app was outlined to the Committee
- The Committee was very interested in available metrics
- With UPC codes, redemption data would be captured
- Thomas requested GAPP assist in providing any and all UPCs available and Shanahan agreed to help
- Driscoll let everyone know that she would need the UPCs by the middle of February
- Squibb commented that this is a great way to test this platform

b. Retail Activation

Ideas proposed to update the target audience using existing dollars.

- Slightly shift the AdReady buy from existing groups targeted
- Target military moms to capitalize on “buy American” trend and community penchant to do so
- Former Retail Committee requested continuing sponsoring radio traffic updates even though the budget dollars were cut

Thomas questioned why the only radio stations listed on the retail report were Hispanic. Curry asked if there were metrics showing increased sales from these ads.

- The stations listed, which are Hispanic stations, represent only 30% of the total radio traffic update sponsorships. The list was meant to highlight ASMI’s diversity efforts
- Jones said that many retailers across the country have anecdotally stated increased pull when the ads run

Marshall via Thomas questioned the reduction in media dollars spent around the holidays.

- It is due to the holiday glut of retail advertisers
- Edelman also employs this strategy

A campaign landing page was proposed.

- Barnett asked if our existing campaigns’ landing pages would be updated
- Driscoll responded that they won’t be changed

The Committee expressed a strong interest to refresh ASMI's strategic plan

- It has been on the Board's agenda, but hasn't been addressed

c. Foodservice Activation

Uri summarized the outreach effort to university campuses requesting visits and demonstrations at their dining houses.

- Dickerson and Uri have conducted several events over this last fiscal year, currently focusing on universities of specific size
- Future plans include expanding the program
- A short survey will be offered to participants
- The Committee approves of this campaign as it remains a priority to reach a developing market in their decision-making phase

Other developments:

- New poke recipe book
- New FoodableTV spot featuring frozen Alaska salmon, cod and crab already garnered 60,000 views
- CIA contract to create a 1-hour course, live-streamed to all five campuses
- Future possible partnerships: GrubHub, Postmates, Holland America Line, FreshDirect, increased deli offerings, and BlueApron
- Increased Alaska pollock and cod promotions in fast casual restaurants, the fastest growing restaurant segment

Due to the time constraints of Sunderland's schedule, the FY17 Budget Update was moved to after the PR and Industry updates.

VIII. Communications/Consumer PR Update - Kristin Sundberg and Konrad Palubicki

Sundberg and Palubicki of Edelman presented an update.

- Reaching multiple generations through traditional, social, and digital media
- Creating content directly for social media
- Millennials trust that the opinions of the bloggers are their own even if the blogger is sponsored
- New York, March 2017, whitefish tasting showcase with press, chef partners, foodies, and lifestyle influencers
- Great success with Alaska Wild Salmon Day on Instagram platform
- Uber athlete sponsorships (Halls & Randall) continuing
- FAM tours

Tonkovich presented a Communication / Legislative update.

- In-state communication is the largest part of the program, with fisherman and legislative communication
- Committee expressed their interest in continuing oversight over the Communications Program until otherwise directed

- Thomas mentioned the regional RSDA marketing research results on focus groups of Alaskans towards the fishing industry could be informative
- ASMI creates a draw to town hall and ComFish meetings
- Curry requested Committee Members share ideas about where ASMI should hold future town halls

IX. FY17 Budget Update

Driscoll presented the updated budget documents to the Committee.

- Sunderland thanked staff for creating consistent categories across Retail and Foodservice for their comparison
- This is the level of detail the Committee is looking for
- The Committee liked the advanced receipt of the meeting packet
- Castle requested a column that shows the variance between previous FY and current FY on both the top sheet and the narrative
- The Committee expressed interest in getting a percentage breakout of the Trade Support category; ASMI Staff will work on creating this
- Per Tonkovich, the FAM trip is paid for by program on a per slot basis
- A discussion followed and the documents will be updated and disseminated

X. Industry Update

Committee Members shared industry updates.

- Pink salmon and cod harvest are low
- We could go into the season optimistically as sales can move directly into a dry market
- Sunderland expressed thanks to ASMI for their tapeworm statement and Q&A
- Committee asked ASMI to consider a distribution promotion to push frozen
- Committee asked ASMI to consider creating a seafood fraud informational video
- How to encourage kids to eat more fish continues to be on everyone's mind
- Quality is key in introducing product to new markets
- ASMI quality handling videos should be updated soon to appeal to the new generation of young fishermen
- George updated the Committee that the videos and materials are in process of being updated, and the Technical Committee meets next week on these topics

XI. Old Business and Good of the Order

Thomas and Curry requested updates on items from the 10/26/16 meeting and next steps on items from this meeting.

- Distributor level and processor relationships: Uri updated the Committee on the CIA live stream contract (ASMI will own the content for 5 years), and K-12, hospital and corrections markets
- How to target the home consumption market: Dickerson said ASMI does not have a "pull" strategy to pull new users to our brand
- Katie Goldberg suggested building on our bloggers, who are also moms
- Squibb suggested consumer messaging research could inform the Committee on future strategies

Consumer research

- The Committee wants new consumer research data to inform their recommendation to the Board of a strategy, logo, and tag line refresh
- Is our current branding relevant? What message will resonate with the emerging market?
- The Committee will create a workgroup to assist in crafting the questions for the upcoming research
- As the research would benefit Retail, Foodservice, and Communications, all domestic programs and Edelman will discuss funding
- Castle and Curry are interested in being in the workgroup

Squibb motioned to task the Domestic Program Staff to formally recommend primary target consumer research (and possibly secondary consumer) based on existing research and recommend core message that resonates with each target group. Once target(s) are defined, test that messaging using consumer research. Jolin seconded the motion, the motion passed unanimously.

Barnett motioned to support the Ibotta campaign with the addition of GAPP assisting in getting UPCs to create metrics. Jolin seconded; the motion passed unanimously.

Curry motioned to support the Domestic Committee, working with ASMI staff, to revise and update ASMI's Strategic Plan; Castle seconded, the motion passed unanimously.

Curry requested an update to the "Sablefish (Black Cod)" nomenclature.

- We should be using Sablefish
- ASMI staff will update website references as soon as possible, retire dated material using Black Cod, run through printed material with old nomenclature, and reprint material with Sablefish when needed

XII. Confirm Next Meeting, Week of April 17, 2017

- Due to other large meetings, the week of April 17, 2017, appears to be the only available week. Tuesday 4/18/17 is proposed
- ASMI staff is tasked to compare having the meeting in Juneau vs. Anchorage and report back to the Committee with findings via email

XIII. Adjourn

No additional closing comments. **Barnett moved to adjourn, Jolin seconded. Motion passed unanimously.** The meeting adjourned at 2:10pm.