



# ASMI Consumer & Trade PR Program

All Hands on Deck





## OUR OBJECTIVE

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

# Influencer Partnerships Delivered High Engagement at Scale

**38**

Placements (Includes in-feed, stories and syndications to TikTok, excludes FAM placements)

**78K**

Engagements

**5.51M**

Impressions

**3%**

Engagement Rate



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

**7%**

Engagement Rate\*

\*2x industry benchmarks

**104K**

Engagements

**17.7M**

Impressions

**11%**

Increase in Follower  
Growth on IG



# Earned Media Coverage Drove the Majority of Reach

**249**

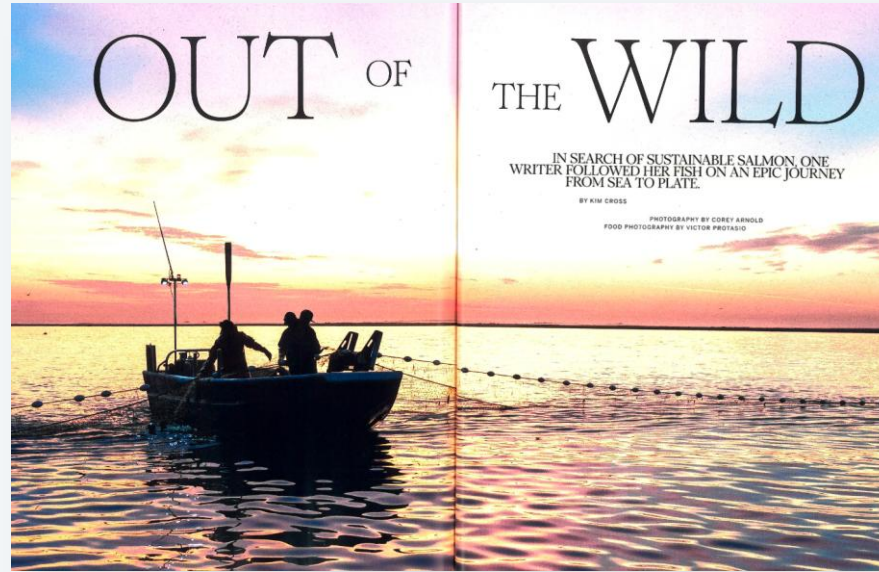
Total Placements  
between Consumer (237)  
and Trade (12)

**7.14B**

Impressions between  
Consumer and Trade

**18%**

Increase in Consumer and  
Trade placements YOY



**TASTE**

**This Is TASTE 516: Your  
Holiday Salmon Came  
From Somewhere with  
Alaska Fisherman  
Hannah Heimbuch**



**GRUB STREET**

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



**EatingWell**

**The Best Canned Salmon, According to a Food Writer**

Packed with a punch of protein and plenty of health benefits, canned salmon may be your new favorite pantry staple.

**Best Overall Canned Salmon**

Wild Planet Wild Pink Salmon



# Trade Media Remained an Important Vehicle to Raise Alaska Seafood's Profile with Influential Stakeholders

12

Domestic Placements

8

Coordinated Domestic Interviews

729K

Domestic Impressions

3

Domestic Lent placements

supermarket  
**PERIMETER**

Salmon remains the most-consumed fish in the US  
Alaska-sourced refrigerated salmon is driving larger basket sizes and outpacing the category in unit growth by both buyer and trip, reinforcing its value to retailers. And Alaska salmon dollar sales have grown 0.6% year-over-year, with an 8.2% increase in volume sales,<sup>1</sup> signaling both steady demand and increased availability.

Ahead of What's Next  
**Progressive GROCER**



## How to Land More Seafood Sales

Ahead of What's Next  
**Progressive GROCER**



## Seafood Category Gets New Sales Hook

 **SeafoodSource**

## McDonald's, Jack in the Box among restaurant chains rolling out Lenten seafood promotions

Seafood, particularly from Alaska, is featured prominently on major U.S. restaurant chain menus – such as McDonald's, Jack in the Box, and Taco John's – during this year's Lenten season, which runs from 5 March to 17 April.

# 2026 FAM Trip with Media and Influencers Drove Social Coverage and Built Lasting Relationships

78

Total Social Posts  
(Stories and In-Feed)

2.9M

Social Reach

19

FAM Placements





# FY26 Strategic Approach

# Audience Considerations

## Adventurous Seafood Seekers

Millennials & Gen Z (Ages 18–40)

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- Crave seafood that delivers bold taste and supports sustainability.
- Driven by a passion for planet-friendly choices.
- Always on the lookout for flavorful options that fit their busy lives.

## Tradition-Rooted Seafood Enthusiasts

Gen X & Boomers (Ages 41+)

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- Choose seafood for its taste, nutritional value, and trusted quality.
- Enjoy the experience of preparing meals from scratch.
- Seek out foods with purposeful ingredients to support their well-being.

## Food Service & Retail

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Across both foodservice and retail, influential partners are key to shaping how seafood is presented, perceived, and purchased.

- These audiences are highly engaged with industry trends, consumer behavior insights, and inspirational content, including operator and retailer success stories.
- Chefs and foodservice operators look to both professional and consumer-facing channels for creative inspiration that drives menu innovation.
- Retail media and partners play a pivotal role in influencing seafood purchases by leveraging data, case studies, and trend analysis to connect with shoppers.
- Both segments are exploring ways to create a seamless experience between in-store and online engagement.

# THE FY26 PLAN MADE TO

FY26  
Priorities

## BUILD AWARENESS

Earn attention  
in culture

## AMPLIFY RELEVANCE

Be in the rhythms of  
consumers' lives

## DRIVE ADVANTAGE

Be bold and memorable

## GUIDE BEHAVIOR

Win on emotion

Strategic  
Objective

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

Drive Marketing Efficiency

## SALES LIFT

As measured through a Sales Lift Analysis<sup>®</sup> (requires sales data)

# Activation framework

**2026 STRATEGIC OBJECTIVE:** Increase awareness and consideration of Alaska seafood as the gold standard – wild-caught, responsibly sourced, and undeniably delicious.

**OVERARCHING PLATFORM: #ASKFORALASKA**

Planned Story Moments	Reactive Cultural Moments	Retail & Food Service Engagement
<p>Planned content across earned, creator &amp; social leveraging key cultural moments to tap into Board priorities:</p> <ul style="list-style-type: none"> <li>• Q1 (July – Sept): Back to school</li> <li>• Q2 (Oct – Dec): Pink salmon and holiday</li> <li>• Q3 (Jan – Mar): Mindful Eating Season</li> <li>• Q4 (Apr – Jun): Summer grilling</li> </ul>	<p>Tap into relevant cultural conversations through agile, reactive quick hits across earned, influencer &amp; social.</p>	<p>Create tailor-made thought leadership content to highlight the benefits of Alaska seafood with retail, food service and distributor audiences. Leverage with trade media and target audiences directly.</p>
<ul style="list-style-type: none"> <li>• Earned media outreach &amp; coverage</li> <li>• Controlled media tactics</li> <li>• Paid social media</li> <li>• Influencer</li> <li>• Owned social &amp; community management</li> <li>• Always on engines across channels</li> </ul>	<ul style="list-style-type: none"> <li>• Earned media outreach &amp; coverage</li> <li>• Influencer</li> <li>• Owned social &amp; community management</li> </ul>	<ul style="list-style-type: none"> <li>• Earned trade outreach &amp; coverage amplification</li> <li>• Relationship-building via desk sides and briefings</li> <li>• Case studies and operator profiles</li> </ul>
<p>Target audience</p> <p>Adventurous Seafood Seekers Millennials &amp; Gen Z (Ages 18-40) Tradition-Rooted Seafood Enthusiasts Gen X &amp; Boomers (Ages 41+)</p>	<p>Target audience</p> <p>Adventurous Seafood Seekers Millennials &amp; Gen Z (Ages 18-40)</p>	<p>Target audience</p> <p>Retail and food service</p>

Supported by crisis and risk management

# Planned cultural moments

## Q1 (JULY – SEPT) BACK TO SCHOOL

Fuel young minds and busy families with the brain-boosting benefits of wild Alaska seafood.

Wild Alaska salmon is rich in omega-3s, which support brain development and focus—perfect for back-to-school season.

Easy-to-prepare, protein-rich options like wild Alaska pollock and canned salmon help parents pack nutritious lunches and speedy weeknight dinners.

Teach kids and students where their food comes from with sustainable, wild-caught stories from the pristine waters of Alaska.

## Q2 (OCT – DEC) HOLIDAY SEASON

Alaska seafood, especially pink salmon, offers unmatched versatility during the holiday season.

From casual tailgates to the traditional Feast of the Seven Fishes and every celebration in between, wild Alaska seafood brings fresh flavor and nourishing options to the table.

Its adaptability makes it perfect for everything from hearty dips and sliders to elegant entrées and festive seafood platters.

No matter the occasion, wild Alaska seafood belongs at the heart of holiday gatherings.

## Q3 (JAN – MARCH) MINDFUL EATING SEASON

Make mindful, meaningful choices with wild Alaska seafood during a season of resets and routines.

Wild Alaska cod, halibut, and salmon are perfect center-of-plate options for those embracing cleaner eating in the New Year.

This moment taps into seasonal shifts – from New Year resolutions to cultural food traditions – with stories centered on wellness, sustainability and ease.

Supports light, versatile cooking that fits evolving dietary preferences without sacrificing flavor.

## Q4 (APRIL – JUNE) SUMMER GRILLING

Turn up the heat with wild Alaska seafood on the grill for delicious, sustainable summer moments.

Wild Alaska salmon, sablefish and pollock bring bold flavor and beautiful grill marks to summer gatherings.

Position seafood as a lighter, healthier grilling alternative packed with protein and omega-3s.

Reinforce the “wild and free” narrative: just like summer, wild Alaska seafood is about flavor, freedom, and the great outdoors.



Consumer & Trade Media



Owned Social Media



Influencer



Controlled Media Tactics

# Connecting brand objectives to ASMI's social presence

<p>ASMI's IG &amp; FB Focus</p> <p>ASMI's Content Pillars</p>	<p>Increase awareness and consideration of Alaska seafood as the gold standard – wild-caught, responsibly sourced, and undeniably delicious.</p>		
<p>Descriptors</p>	<p><b>CULINARY</b> <i>How we prepare Alaska seafood</i></p>	<p><b>ORIGIN/SUSTAINABILITY</b> <i>Where we are and what we stand for</i></p>	<p><b>HEALTH/WELLNESS</b> <i>What happens when you choose Alaska</i></p>
	<p>Alaska seafood harvests a wide variety of quality seafood, giving us endless recipes and opportunities to tap into viral content.</p>	<p>Sustainability is engrained in Alaska seafood's mission. Choosing Alaska directly impacts the everyday environment.</p>	<p>Alaska seafood has numerous health benefits. Recipes and lifestyle choices are built around our species leading to healthier living.</p>

# Engaging media targets across consumer & trade

To ensure Alaska seafood remains top of mind beyond seasonal spikes, we will develop a targeted editorial calendar and storytelling framework that focuses and fuels proactive pitching efforts. This framework will align with Alaska seafood’s core value pillars—sustainability, health, and culinary inspiration—to ensure we consistently show up in high-value, earned media conversations across the calendar year.

## CULINARY

- Seafood swaps for everyday dishes
- Chef-endorsed techniques for prepping fish at home
- Frozen and canned formats as pantry heroes

 the kitchn  
bon appétit  
TastingTable.

## SUSTAINABILITY

- ASMI as a source of truth on wild-caught and sustainable sourcing
- Alaska’s state constitution-backed fishery management practices

**Bloomberg  
Green**  
FASTCOMPANY

## HEALTH

- Omega-3s, clean protein
- Benefits of seafood for heart, brain and aging health
- Expert commentary on seafood in anti-inflammatory and Mediterranean diets

**well+good**  
**healthline** EatingWell  
**Women’sHealth**

## TRADE

- Program launches and timing
- Topical sales insight and consumer behavior data
- Access to spokespeople

**Progressive  
GROCER**  
*Nation’s  
Restaurant News*  SeafoodSource  
 **sn** Supermarket  
News

# FY26 Measurement Framework

**Strategic Objectives**

Increase awareness and consideration of Alaska seafood as the seafood that gives audiences what they are looking for  
– wild, sustainable, healthy and delicious.

**Comms Impact**

**DRIVE MARKETING EFFICIENCY**  
**Awareness\*\*, Consideration\*\*, and Sales Lift\***

**Tactic/Channel**

Earned

Owned Social

Influencer

Community Engagement

Paid Media

**Primary KPIs**

# of Earned Placements  
Key Message Pull-Through

Views + Engagement Rate

Proactive Interactions

Views, VTR

**Secondary KPIs**

Impressions

Share/Save Rate  
CTR/Total Link Clicks

Engagements on  
Proactive Interactions

Impressions, Reach

**Additional Metrics Tracked**

% of Top-Tier Outlets

Completion Rate\*\*\*

Added Value Content

N/A

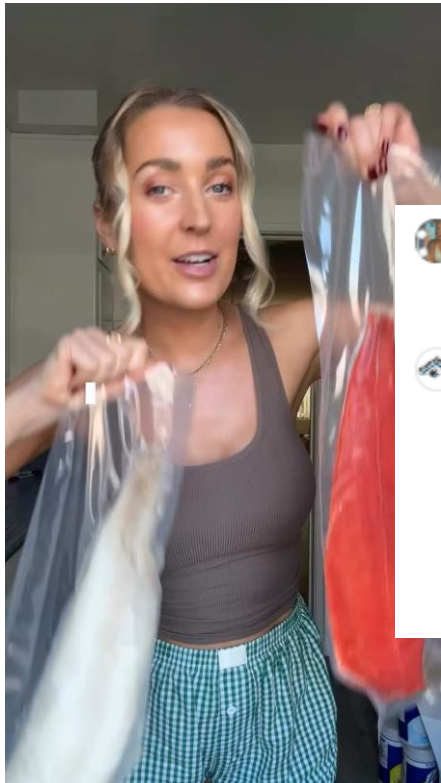
Total Link Clicks



\*Requires additional OOP fees to cover analysis (requires sales data)


\*\*Results indicated via Brand Lift Study

\*\*\*IG Story only



# FY26 wins so far!



 **thetipsykale\_dietitian** Edited • 4d  
should i change my hinge pic??  
 @alaskaseafood

 **alaskaseafood** 1d  
This pic is gonna get you in  
rose jail 🔥  
1 like Reply

— Hide all replies

 **thetipsykale\_dietitian** 1d  
 @alaskaseafood  
HAHAHAHAHA  
1 like Reply

Our community management helped turn a one-time tag from Los Angeles-based dietitian [Hailey Gorski \(33.5K followers\)](#) into an authentic advocate moment. After we engaged with her salmon content and sent a curated seafood package, Hailey posted a new Reel highlighting Alaska seafood to her audience—showcasing how thoughtful, educational interaction can spark lasting relationships.

## FOOD & WINE

### Wild, Farmed, Frozen, or Fresh? The Smartest Way to Buy Salmon Right Now

By [Kim Cross](#)

This article was a result of Kim Cross' trip to Alaska. After coordinating and planning a trip for her to explore how salmon gets from Alaska to consumer's table, she has published multiple articles and posted on social media championing wild Alaska seafood.

## Alaska Beacon

COMMENTARY

For America's economy and health, Alaska seafood is the answer

 **MATT ALWARD**

This article was a coordinated effort between Edelman and ASMI, working with Matt — a lifelong Alaskan and president of United Fishermen of Alaska — to bring an authentic, human voice to the national conversation around seafood, food security, and sustainability.

## the kitchn

### The 72 Best Dinner Groceries to Buy Right Now



#### BEST SEAFOOD DELIVERY

Wild Alaskan Company

Want restaurant-quality seafood delivered straight to your door? Us, too. "The salmon tastes capital-F Fresh," says Mara.



# Thanks!





# From Niche to Next-gen: Tapping Millennial & Gen Z demand for Sustainable Seafood

## Millennials & Gen Z Drive Most Seafood Growth

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Millennials and Gen Z now account for over 50% of U.S. seafood consumption by volume, and Millennials eat more than double the seafood meals at home per year compared to Boomers.

*These generations are not only open to seafood—they're already driving category momentum.*

## The Audience Size Is Massive and Underserved

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There are 95+ million Millennial and Gen Z adults in the U.S. Many seafood brands have started shifting focus to these groups, but efforts remain too surface-level to fully engage their values, habits, and channels.

*Deeper, more tailored strategies are needed to convert even a fraction of this audience—potentially doubling the market.*

## Sustainability Is a Major Purchase Driver

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More than 30% of Millennials and 25% of Gen Z say they “almost always” consider sustainability when buying food—far more than Gen X or Boomers.

*Wild seafood's sustainability story is an asset—but it must be made clearer and more accessible to resonate with younger shoppers.*

## These Consumers Shop and Learn Differently

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Millennials and Gen Z over index on social platforms like TikTok and YouTube for food discovery. They're also more experimental and values-driven in their food choices.

*Traditional seafood marketing doesn't reach them—brands must show up where these consumers live and eat online.*

# Extending ASMI awareness via influencers' audience

Similar to FY25, we'd partner with three mid-tier influencers to produce 2–3 Instagram-focused posts each. Each creator will align with one of the three identified archetypes to engage with cultural moments year-round. One creator will be reserved for an agile, trend-driven activation. Agile posts can be pitched by creator or Edelman and sent to creator for alignment.

Archetypes	Q1 (July - Sept.)	Q2 (Oct. - Dec.)	Q3 (Jan - Mar.)	Q4 (April - June.)
Family Meal Architect		Post 1 1x IG Reel 1x Story Set	Agile Post 1x IG Reel 1x Story Set	Post 2 1x IG Reel 1x Story Set
Hostest with the Mostest		Post 1 1x IG Reel 1x Story Set	Post 2 1x IG Reel 1x Story Set	Agile Post 1x IG Reel 1x Story Set
Elevated Griller		Post 1 1x IG Reel 1x Story Set		Agile Post 1x IG Reel 1x Story Set