



# ASMI Consumer and Domestic PR Update

Salmon Committee  
April 2023





# What We'll Cover

APPROACH – *How we do what we do and why*  
Objective, Target Audiences, FY23 Strategy

OMNICHANNEL EFFORTS – *How salmon is highlighted year-round*  
Overview of Annual Program

MEASURING IMPACT



# FY23 Objective

Differentiate Alaska salmon, and all seafood, from other seafood and *elevate it into a league of its own* to create demand

- Increase the positive awareness of the Alaska Seafood brand among domestic consumers and trade audiences.
- Reinforce the message that, “Alaska seafood is wild, healthy, delicious and sustainable.”
- Raise consumer awareness about Alaska as a source of premium wild seafood, including salmon, to create demand at foodservice and retail.

# To Drive Awareness and Consideration, We Focus on Reaching Three Target Audiences

## ONGOING AUDIENCE FREQUENT SEAFOOD CONSUMERS

Men and women, 35+, primarily based in coastal areas. Make up 70% of ASMI followers.

- Enjoy seafood two or more times per week, because of its health benefits (80%), taste (55%) and sustainability (26%).
- Majority enjoy seafood at home versus eating out.

REALSIMPLE



GMA

Forbes

martha  
stewart

## OPPORTUNITY AUDIENCE NEW-ISH SEAFOOD CONSUMERS

Men and women, Ages 25+, \$100K+ HHI, majority coastal.

- Might not be new to eating seafood, but they are new to cooking and prepping seafood at home.

FOOD & WINE ~~thrillist~~ yahoo!life



bon appétit

delish

## SECONDARY AUDIENCE DOMESTIC FOODSERVICE & RETAIL

Retail and foodservice (commercial + non-commercial) trade media, chefs and retailers.

- Seeking ingredients that align with business operations and consumer interests.

Restaurant  
HOSPITALITY

FLAVOR  
the menu

FOOD MANAGEMENT

supermarket  
PERIMETER

Consumer - 90% (split evenly between audiences)

Domestic - 10%

# How We Get People to Make the Wild Choice with Alaska Seafood and #AskForAlaska

## Awareness: One Cohesive Omnichannel Campaign

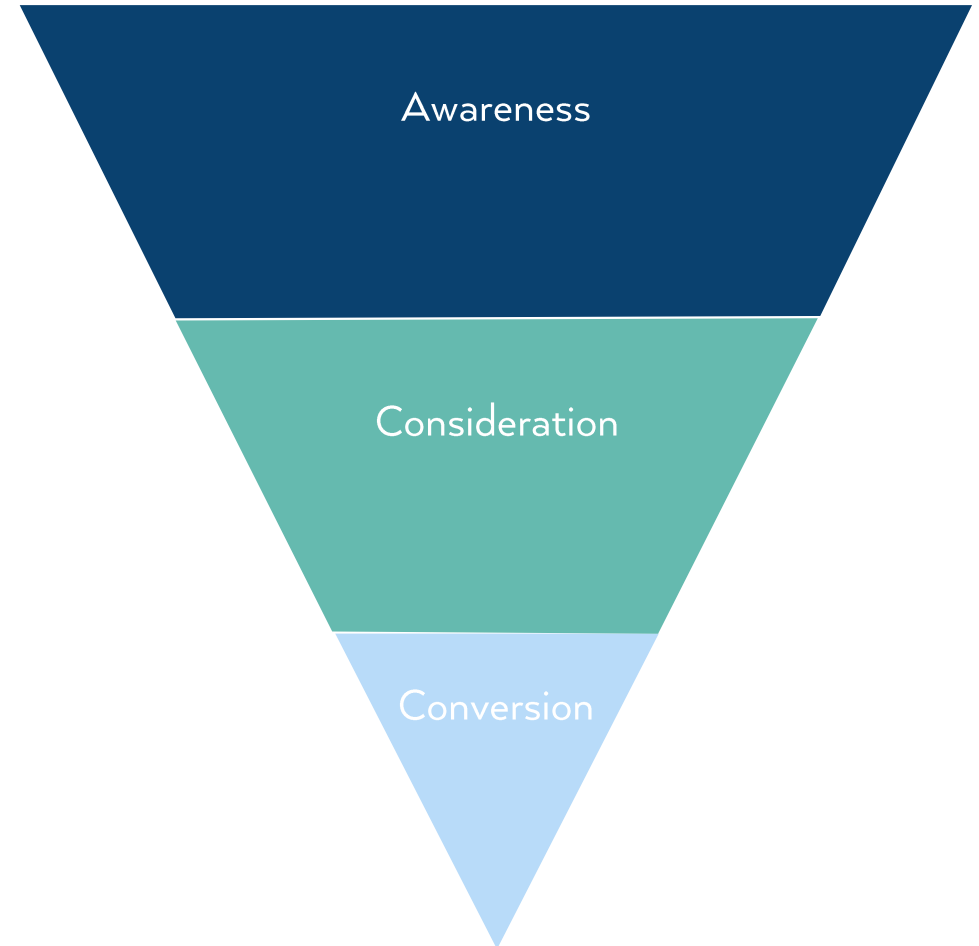
- We build positive awareness and excitement through one buzz-building creative campaign that comes to life via multiple touchpoints across all channels year-round.

## Consideration: Ongoing Storytelling

- In addition to our larger campaign, we sustain momentum by educating and engaging our audiences through ongoing cross-channel programming via consumer and trade media relations, RD and influencer partnerships, event activations and owned social – all amplified by paid.

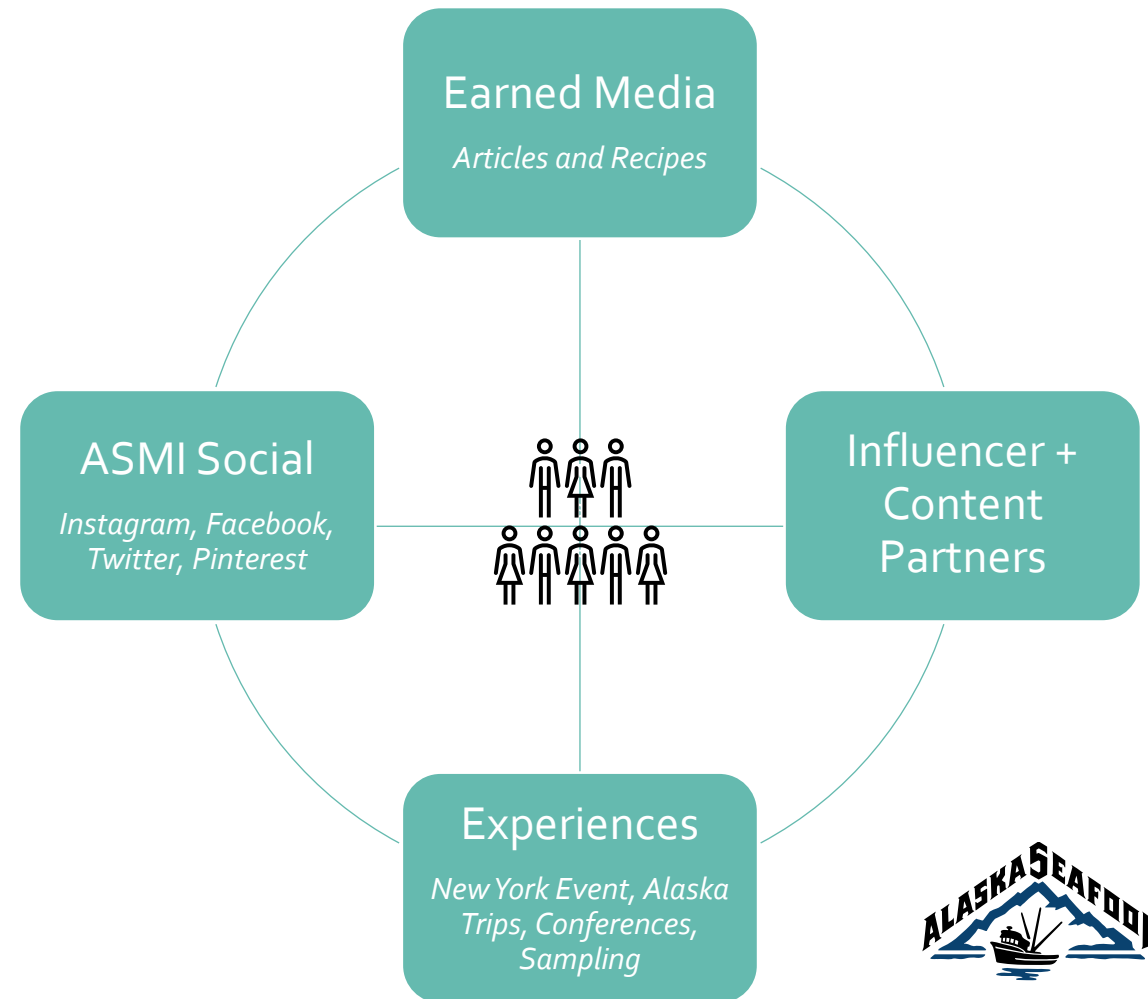
## Conversion: Opportunities to Explore

- To drive potential sales and impact, we have added a connected commerce element to provide our target audiences with a direct link to purchase.



We take an omnichannel approach

## Campaign + Ongoing Storytelling Leveraging Ambassadors



**\*All amplified by paid and targeted boosting to further reach our target audiences**



# How it Comes to Life





## OUR FY23 STRATEGY

# Bring out the wild of Alaska seafood to get people to understand why they should #AskForAlaska

Alaska's environment is uniquely suited to cultivating seafood this delicious – wild, sustainable, biodiverse, healthy, local. Every opportunity to purchase salmon and all seafood from Alaska helps to preserve its wildness.

Nothing tastes more of Alaska than our seafood, nothing is more Alaska than seafood – so #AskForAlaska.





MAKE THE  
**WILD  
CHOICE**

**#AskForAlaska**







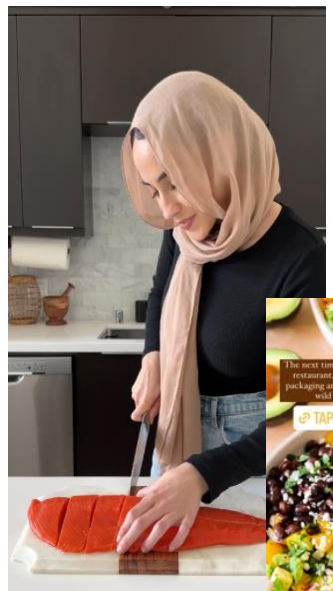
# Alaska Salmon Influencers and Partnerships

Nearly  
**10M**  
Social Media  
Impressions  
featuring Alaska  
Salmon



Celebrity Chef  
240K Followers

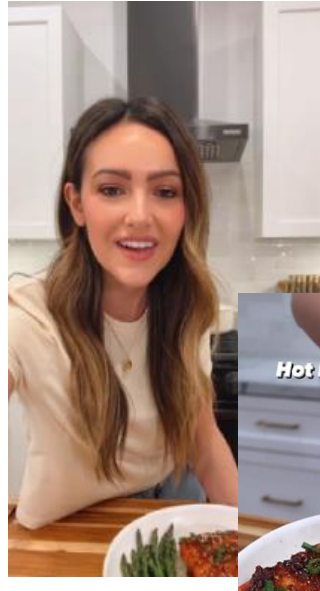
**Chef Melissa King**  
*October-November 2022*



Harjar Larbah  
6.8M Views



Maddie Ireland  
1.4M Views



Erin O'Brien  
720K Views



**Alaska Sockeye Salmon Influencer Program**  
*March-April 2023*



# Alaska Sockeye Salmon Shoppable Link Results

MAKE THE WILD CHOICE #AskForAlaska

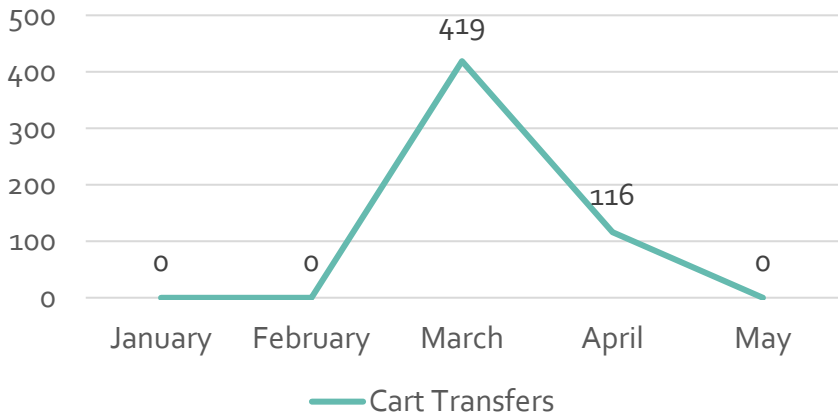
Add Alaska Sockeye Salmon to Your Cart at Your Favorite Retailer!

- Save to your Walmart Grocery Pickup Cart 1 product
- See it at Amazon Fresh 1 product
- Save to your Target Delivery Cart 1 product
- See it at Whole Foods Market 1 product

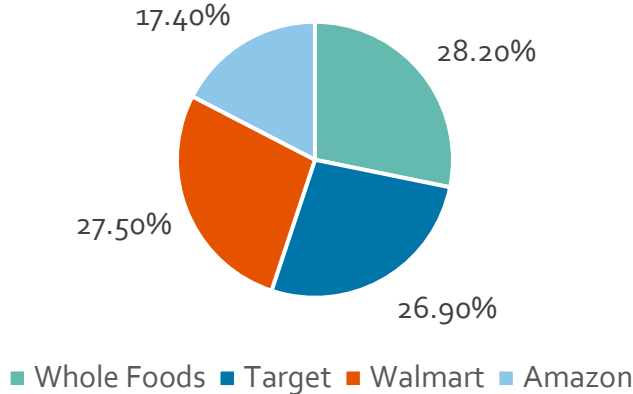
97217 Click2Cart® by SmartCommerce

Transfers			
1	535	\$10,887.12	535
Links	Cart Transfers/Views	Total Transfers/Views	Products Transferred/Viewed

Cart Transfers by Date



Cart Transfers by Retailer



**Alaska Sockeye Salmon Influencer Program**  
 One-Month Click2Cart Shoppable Content Trial  
 March-Early April 2023

# Alaska Seafood Experiences



FOOD&WINE delish VICE THE WALL STREET JOURNAL  
 REALSIMPLE SAVEUR WSJ



**Tasting Dinner for National Media**  
*October 2022*

Restaurant HOSPITALITY FLAVOR the menu

FOOD MANAGEMENT QSR

ESR SN SUPERMARKET NEWS



**Foodservice Conference (IFEC)**  
*November 2022*



delish  
**Outside**  
 REALSIMPLE

**Annual Familiarization (FAM) Trip**  
*June 2023*



# Alaska Seafood Owned Social and Digital





# Measuring Impact

## Objective

Increase positive

### Awareness

*for Alaska seafood by leaning into “wild” and other reasons to believe*

Inspire

### Consideration

*by differentiating and elevating Alaska seafood among key audiences*

Drive

### Conversion

*by connecting people with ways to buy or find Alaska seafood while they're feeling inspired*

## Goals

**Quantity:** YOY increase in how many people are seeing Alaska seafood content - Impressions, # of placements, etc.

**Quality:** YOY increase in Alaska seafood messaging pull through via articles, partners and social content

**Quantity:** Increase in people reacting and responding to Alaska seafood content - Engagements

**Quality:** Positivity in audience feedback and engagement - Comments and engagement rate

**Quantity:** Increase in driving purchase intent for and/or direct sales of Alaska seafood - Clicks

**Quality:** Driving purchase/direct sales - CTR, cart transfers

## Sample Results

### 15% YOY Increase

*in reach YTD across earned and influencer  
7.2 Billion impressions July 2022-March 2023*

### 5% Engagement Rate

*via influencer content, exceeding 2% industry benchmark*

### 530+ Cart Transfers and \$10.8K in Sales

*via trial one-month Alaska sockeye salmon influencer program with link to purchase*

### 3% YOY Increase in Clicks

*via owned social media content*





Thank You +  
Discussion

