DATE: May 2013
MEMO TO: ASMI Board of Directors
FROM: Schiedermayer Alaska
SUBJECT: FY13 Consumer Advertising YTD Recap: An Early Campaign Review

The following is a summary of the YTD activities of FY13 Consumer Advertising Program.

- An early campaign review
- 28% of campaign timeframe completed
- Limited ability to draw conclusions at this early stage

An Early Campaign Review – begin late Feb. thru Sept./Oct:

<table>
<thead>
<tr>
<th>FY13 Budget (7/1-12 - 6/30-13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Website Advertising</td>
</tr>
<tr>
<td>Foodnetwork.com</td>
</tr>
<tr>
<td>Food.com</td>
</tr>
<tr>
<td>SUBTOTAL</td>
</tr>
<tr>
<td>Print Advertising</td>
</tr>
<tr>
<td>Food &amp; Wine, Eating Well</td>
</tr>
<tr>
<td>Alaska/Horizon Airlines</td>
</tr>
<tr>
<td>Magazine Event Support</td>
</tr>
<tr>
<td>SUBTOTAL</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
</tr>
<tr>
<td>Sustainable</td>
</tr>
<tr>
<td>Flavor, Wild, Local, Healthy, Chefs</td>
</tr>
<tr>
<td>SUBTOTAL</td>
</tr>
<tr>
<td>Creative &amp; Web</td>
</tr>
<tr>
<td>Campaign &amp; Print Ad Creative</td>
</tr>
<tr>
<td>Online Ad Creative &amp; Web</td>
</tr>
<tr>
<td>SUBTOTAL</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>FY13 TOTAL</td>
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Print Advertising Schedule Issue Dates  
= new WAF launch

<table>
<thead>
<tr>
<th>FY13</th>
<th></th>
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<tbody>
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<tr>
<td>Food &amp; Wine</td>
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<tr>
<td>Eating Well</td>
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<tr>
<td>Alaska Airlines</td>
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<tr>
<td>Horizon Air</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FY14</th>
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<tr>
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<td>22</td>
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<tr>
<td>Alaska Airlines</td>
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</tr>
<tr>
<td>Horizon Air</td>
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</tr>
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### Online Advertising Schedule – HEALTHY SEASON

<table>
<thead>
<tr>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online</strong></td>
<td><strong>FoodNetwork.com</strong></td>
</tr>
<tr>
<td><strong>HEALTHY EVERY WEEK</strong></td>
<td></td>
</tr>
<tr>
<td>300x250 big box ad</td>
<td>300x600 custom ad</td>
</tr>
<tr>
<td>728x90 leaderboard ad</td>
<td>healthy recipes</td>
</tr>
<tr>
<td>In The Kitchen mobile app ad</td>
<td>:15 video pre-roll</td>
</tr>
<tr>
<td>healthy main video</td>
<td>healthy supporting videos</td>
</tr>
<tr>
<td>homepage takeover</td>
<td></td>
</tr>
<tr>
<td><strong>Food.com</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SEAFOOD PACKAGE</strong></td>
<td></td>
</tr>
<tr>
<td>300x250 big box ad</td>
<td>300x600 custom ad</td>
</tr>
<tr>
<td>728x90 leaderboard ad</td>
<td>healthy recipes</td>
</tr>
<tr>
<td>first homepage takeover</td>
<td></td>
</tr>
<tr>
<td>second homepage takeover</td>
<td></td>
</tr>
</tbody>
</table>

### Online Advertising Schedule – GRILLING SEASON

<table>
<thead>
<tr>
<th>FY13</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online</strong></td>
<td><strong>FoodNetwork.com</strong></td>
</tr>
<tr>
<td><strong>GRILLING CENTRAL</strong></td>
<td></td>
</tr>
<tr>
<td>300x250 big box ad</td>
<td>300x600 custom ad</td>
</tr>
<tr>
<td>728x90 leaderboard ad</td>
<td>grilling recipes</td>
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<tr>
<td>:15 on-air TV promo spot</td>
<td>Facebook tab ad</td>
</tr>
<tr>
<td>:15 video pre-roll</td>
<td>grilling main video</td>
</tr>
<tr>
<td>grilling supporting videos</td>
<td>homepage takeover</td>
</tr>
</tbody>
</table>

### “Invite Wild To Dinner” Campaign

**Objectives:**

To raise awareness and drive preference for Alaska seafood at retail and foodservice and increase understanding that Alaska seafood is the best choice for seafood. We want consumers to gain a better understanding about why they should choose Alaska seafood: “I feel good buying Alaska seafood because there’s nothing better that comes from nature – it’s wild, natural, sustainable, delicious.”
To encourage consumers to make Alaska seafood part of their lives through more frequent consumption and support of the hardworking fishermen and women who bring this amazing natural resource to their tables.

Campaign Theme: Invite Wild to Dinner -- To transport the user to Alaska/bring Alaska to the user, playing upon interesting juxtapositions of everyday life and the wilds of Alaska.

Target Audience:
Adults 55-64 with a household income of $100,000+, food sophisticates, enjoy cooking, eco-conscious, prone to healthy.

Gen Y, 25-30, with a household income of $50,000+, young professionals, food sophisticates, enjoy cooking, eco-conscious, prone to healthy.

Campaign Components:
- Wild Alaska Flavor website
- Print advertising
- Online advertising
- Search Engine Marketing (SEM)
- Facebook
- Events

Wild Alaska Flavor Website Redesign
Objectives:
To create an engaging website (functionality and design) that pulls the user into the story and entices them to “play along” and scroll through the “rooms” of the site.

Tasked with creating a “splashy”, cutting-edge website to represent Alaska Seafood’s brand leadership. To tell the Alaska story in a visually stimulating way, with the intention of utilizing primarily existing content for sub-content pages -- plus new Featured Recipe collections, new Biologist and Fishermen videos, and new Sustainability content pages. Phase 2 to include more in-depth review and refresh of sub-content pages.

Similar to the first iteration of the WAF site, this updated site is intended to include consumer-friendly information on the species, cooking and prep tips, fishermen profiles and recipes, and information on the different fishing regions. Also contains cooking videos, chef testimonials, fishermen and biologist interview videos, and an interactive map.

Description:
The key component of the FY13 ASMI Consumer Advertising Campaign was the redesign of the WildAlaskaFlavor.com website. All coordinated online, print advertising and to some degree PR drives traffic to the WAF site, serving as the ultimate destination for all messaging and content for the campaign.

This involved a complete redesign of the front-end and back-end of the WAF website, using visually arresting graphics, a 3D computer-generated bear model – all built upon a layered scrolling platform to tell the primary “Alaska Story” using Parallax coding.

Baseline for development used was the HBOgo.com/product-tour website, though the HBOgo site does not have significant content “underneath”.

Site includes three components: (each requiring separate programming and development)
- Desktop version; Tablet/iPad version; Mobile version
WAF vs. HBOgo Baseline:
Wild Alaska Flavor parallax site exceeded the HBOgo site baseline in a number of ways. In contrast to the HBOgo site, which was Parallax story only, the WAF site layered content on top of this Parallax story, making the WAF site a much more robust site overall.

WAF Features
- Dropdown Navigation Menu linking to additional content throughout the site
- Navigation options: Scrollbar and trackpad

Online Advertising Sponsorships
Overview
Coordinated online ad campaign designed to capture attention via entertaining bear/“Invite Wild to Dinner” motif, tied to appropriate editorial themes. Interactive ads using fun, engaging user interface and clever animation. Ultimate goal to generate impressions and drive traffic to WAF.

Healthy Season – February to May:
- Healthy Every Week Section Main Page -- approx. 10% share of voice
- “Main Dishes” Section within the Healthy Every Week Section -- exclusive sponsorship, 100% share of voice
- Co-branded traffic driver ads (from elsewhere on the site)
- Main and supporting videos

Grilling Season – May to September:
- “Healthy” Section within the Grilling Central Section -- exclusive sponsorship, 100% share of voice
- Food Network Weekly Newsletter -- exclusive sponsorship (one week)
- Co-branded traffic driver ads (from elsewhere on the site)
- Facebook “Grilling Central” Tab (one month)
- On-Air TV Promo Spots
- Main and Supporting Videos

Print and Online Advertising

Objectives:
Strengthen awareness and preference for the Alaska Seafood brand to provide marketplace support for the Alaska fishing industry, and increase consumer preference and demand for wild Alaska seafood across all domestic programs.

Description:
The “Invite Wild to Dinner” print and digital advertisements remind consumers that when they ask for Alaska seafood at the retail or foodservice level, they’re bringing Alaska’s unspoiled and awe-inspiring wildness to the table. By incorporating a friendly bear arriving for dinner with wild Alaska salmon, the print ad reminds consumers who are attracted to freshness and quality that seafood from Alaska is the best choice for feeding their families. Buying wild, natural and sustainable Alaska seafood is all it takes to bring pristine nature right to the dinner table. Digital ads in a variety of formats also reflect these concepts.

Publications & Sites for Placements:
Magazines
- Food & Wine (March – August)
- Eating Well (March/April and May/June)
- Alaska Airlines (March – August, October)
- Horizon Air (April & July)
Online (February – September)
- FoodNetwork.com
- Food.com

YTD Spend is $266,000 of $1,434,000 or 18%

Print Advertising

Run Dates:
March thru October 2013

Overview of Results:
- Print Reach thru May issues (on sale in April) – 4,042,000
- Total Print Reach – 7,164,000 (March thru October)
- QR Scans as of 4/30/13 – 312
  - Food & Wine 234
  - Eating Well 28
  - Alaska Airlines 28
- Total Projected Ad Spend: $416,000

Search Engine Marketing (SEM)

Objectives:
Increase Alaska seafood’s visibility when consumers search Google for information on seafood and sustainability. Ex. Prior to SEM campaign, Alaska Seafood did not appear in first 10 Google Search Pages (approx. #100) for “sustainable seafood” - either organic or paid.
Description:
To ensure that consumers searching for information on seafood are exposed to ASMI messaging, SEM focused on two areas:
- Specific species and related searches
  - Search terms such as “Salmon,” “cooking seafood” or “healthy recipes”
- Sustainable seafood
  - Search terms such as “Sustainable seafood”

SEM occurs in a dynamic marketplace where brands compete to have various search terms associated with their site for higher placement in search results. For this reason costs are fluid, however the $50,000 budget allocated to SEM was divided into:
- 50% for species and related keywords
- 50% for sustainability keywords

Coordinated Activities Aligned with Ad Campaign
Facebook:
Responsibility for the Facebook buy was transferred to ASMI Communications Program

Redesign of graphics to coordinate with campaign.

Social Media: PR team assistance to develop special posts for launch date and throughout the campaign promoting traffic to Wild Alaska Flavor from social media.

Event Support:
Expenses covered from the Consumer Advertising budget for the Aspen (June) and Austin Food & Wine (April) events (chef fees, product, etc.).

Wild Alaska Flavor Website Google Analytics Results

Total Site Visits:
64,213 Unique Visitors since 2/25/13 - 4/29/13
  - Results Comparison
    - 5,913 Unique Visitors 2/25/12 - 4/29/12

Time Spent on Site:
01:28 Average Time Spent on Site 2/25/13 – 4/29/13 (desktop)
02:40 Average Time Spent on Site 2/25/13 – 4/29/13 (tablet)
  - Results Comparison
    - 01:15 Average Time Spent 2/25/12 - 4/29/12 (desktop)

Online Advertising
Run Dates:
February 25 – September 30
YTD Impressions: 24,362,361 (as of 4/17)
  - On target to reach guaranteed impressions of 83,998,833
  - 29% of guaranteed impressions into 29% of the campaign
YTD Clicks: 254,336 (as of 4/17)

Budget Breakdown:
Total Ad Spend: $1,001,000
FoodNetwork.com $881,500
Food.com $119,500
Overview of Results:

**FoodNetwork.com**
- **Healthy Every Week Exclusive Sponsorship:**
  - Logo: 1.3M imp, 1,817 clicks, .14% CTR
  - Big Box: 609K imp, 1,548 clicks, .25% CTR
  - Leaderboard: 874K imp, 1,872 clicks, .21% CTR
  - Halfpage: 637K imp, 2,445 clicks, .38% CTR
- **Healthy Every Week Mains Exclusive Sponsorship:**
  - Logo: 2.7M imp, 980 clicks, .04% CTR
  - Big Box: 7.6M imp, 21,609 clicks, .28% CTR
  - Leaderboard: 3.4M imp, 3,274 clicks, .10% CTR
  - Halfpage: 377K imp, 6,634 clicks, .39% CTR
  - Video Pre-roll: 86K imp, 458 clicks, .54% CTR
  - Companion Big Box: 80K imp, 104 clicks, .13% CTR
  - Co-branded Big Box: 325K imp, 878 clicks, .27% CTR
  - Co-branded Leaderboard: 324K imp, 797 clicks, .25% CTR
- **Custom Recipe Search Integration Module:**
  - Recipe Module: 200K imp, 1,241 clicks, .62% CTR
  - Big Box Sync: 31K imp, 196,556 clicks, .08% CTR
- **Targeted to Chefs, In Season Now, Shows:**
  - Big Box: 162K imp, 277 clicks, .17% CTR
  - Leaderboard: 181K imp, 268 clicks, .15% CTR
  - Halfpage: 200K imp, 769 clicks, .40% CTR
- **Homepage Takeover 2/28:**
  - Pushdown: 323K imp, 3,752 clicks, 1.16% CTR
  - Big Box Companion: 313K imp, 731 clicks, .26% CTR

**Food.com**
- **Seafood Exclusive Sponsorship:**
  - Logo: 574K imp, 72 clicks, .01% CTR
  - Big Box: 471K imp, 849 clicks, .18% CTR
  - Leaderboard: 546K imp, 344 clicks, .06% CTR
  - Halfpage: 372K imp, 988 clicks, .27% CTR
  - NOTE: seafood highlighted on homepage
- **Homepage Takeover 2/28:**
  - Pushdown: 36K imp, 83 clicks, .23% CTR
  - Big Box Companion: 34K imp, 89 clicks, .26% CTR
- **Homepage Takeover 4/22:**
  - Pushdown: 39K imp, 105 clicks, .27% CTR
  - Big Box Companion: 37K imp, 56 clicks, .15% CTR

**FoodNetwork.com Run of Site**
- Big Box: 251K imp, 357 clicks, .14% CTR
- Leaderboard: 262K imp, 545 clicks, .21% CTR
- Halfpage: 387K imp, 1,571 clicks, .41% CTR
- Video Pre-Roll: 67K imp, 171 clicks, .25% CTR
- Companion Big Box: 62K imp, 92 clicks, .15% CTR

**Food.com Run of Site**
- Big Box: 512K imp, 991 clicks, .19% CTR
- Leaderboard: 519K imp, 618 clicks, .12% CTR
- Halfpage: 791K imp, 2,101 clicks, .28% CTR
Comparison Performance:
- Beef Council recipe halfpage ad unit on FoodNetwork.com:
- Beef ad = .22% CTR for reference; ASMI’s ads are well out-performing at .39%

Benchmarking Data:
According to DG MediaMind, in 2012 the standard banner ad received a .10% CTR, and rich media ads received a .14% CTR

Top Performing Ad Unit
FoodNetwork.com
Homepage Takeover 2/28:
Pushdown
  323K imp
  3,752 clicks
  1.16% CTR
Big Box Companion
  313K imp
  731 clicks
  .26% CTR

OVERALL AD PERFORMANCE (CTR)
Campaign Optimization:
We have been monitoring performance of our online ads throughout the campaign and have made modifications when needed to ensure the highest performance possible.

In particular, we learned that the 300x600 halfpage ads were performing extraordinarily well, so we increased the allocations of 300x600 placements and reduced the allocations of the leaderboard placements. This took effect on March 20th.

<table>
<thead>
<tr>
<th>Reallocation Grid</th>
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</thead>
<tbody>
<tr>
<td>Placement impressions are being moved out of</td>
</tr>
<tr>
<td>FOODTV CHEFS HEALTHY_EATING IN SEASON_NOW RECIPES SHOWS LEADERBOARD</td>
</tr>
<tr>
<td>FOODTV ROS LEADERBOARD</td>
</tr>
<tr>
<td>FOODCOM ROS LEADERBOARD</td>
</tr>
<tr>
<td>Placement Impressions are being added to</td>
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<tr>
<td>FOODTV CHEFS HEALTHY_EATING IN SEASON_NOW RECIPES SHOWS HALFPAGE</td>
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<tr>
<td>FOODTV ROS HALFPAGE</td>
</tr>
<tr>
<td>FOODCOM ROS HALFPAGE</td>
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<td></td>
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</tr>
</tbody>
</table>

Search Engine Marketing (SEM): Paid Search

Run Dates:
Results based on March 1 – April 30th run dates

Overview of Results:
Total ad spend $17,216.80

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Clicks</th>
<th>Impressions</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability</td>
<td>262</td>
<td>30465</td>
<td>0.86%</td>
<td>2.37</td>
<td>620.09</td>
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<td>Flavor</td>
<td>3944</td>
<td>415600</td>
<td>0.95%</td>
<td>1.28</td>
<td>5,033.55</td>
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<tr>
<td>Wild</td>
<td>1572</td>
<td>356961</td>
<td>0.44%</td>
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<td>Local</td>
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<td>Healthy</td>
<td>1117</td>
<td>410260</td>
<td>0.27%</td>
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<tr>
<td>Chefs</td>
<td>1114</td>
<td>306961</td>
<td>0.36%</td>
<td>2.56</td>
<td>2,849.03</td>
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<tr>
<td>TOTAL/Averages</td>
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<td>1816025</td>
<td>0.50%</td>
<td>1.89</td>
<td>17,216.80</td>
<td>2.63</td>
</tr>
</tbody>
</table>
SEM Campaign Notes:
- Optimized spending around lowest CPC within the Flavor category to increase number of clicks
- Capturing 100% of Google search for “Sustainability”