

DATE: April 25, 2013
MEMO TO: ASMI Retail Committee & Board of Directors
FROM: Larry Andrews, Retail Marketing Director
SUBJECT: **Approved by Retail Committee May 3, 2013** FY14 Retail Program Budget

The following is a summary of the FY14 ASMI Retail Program Budget.

Key FY14 Budget Changes Highlighted in Red

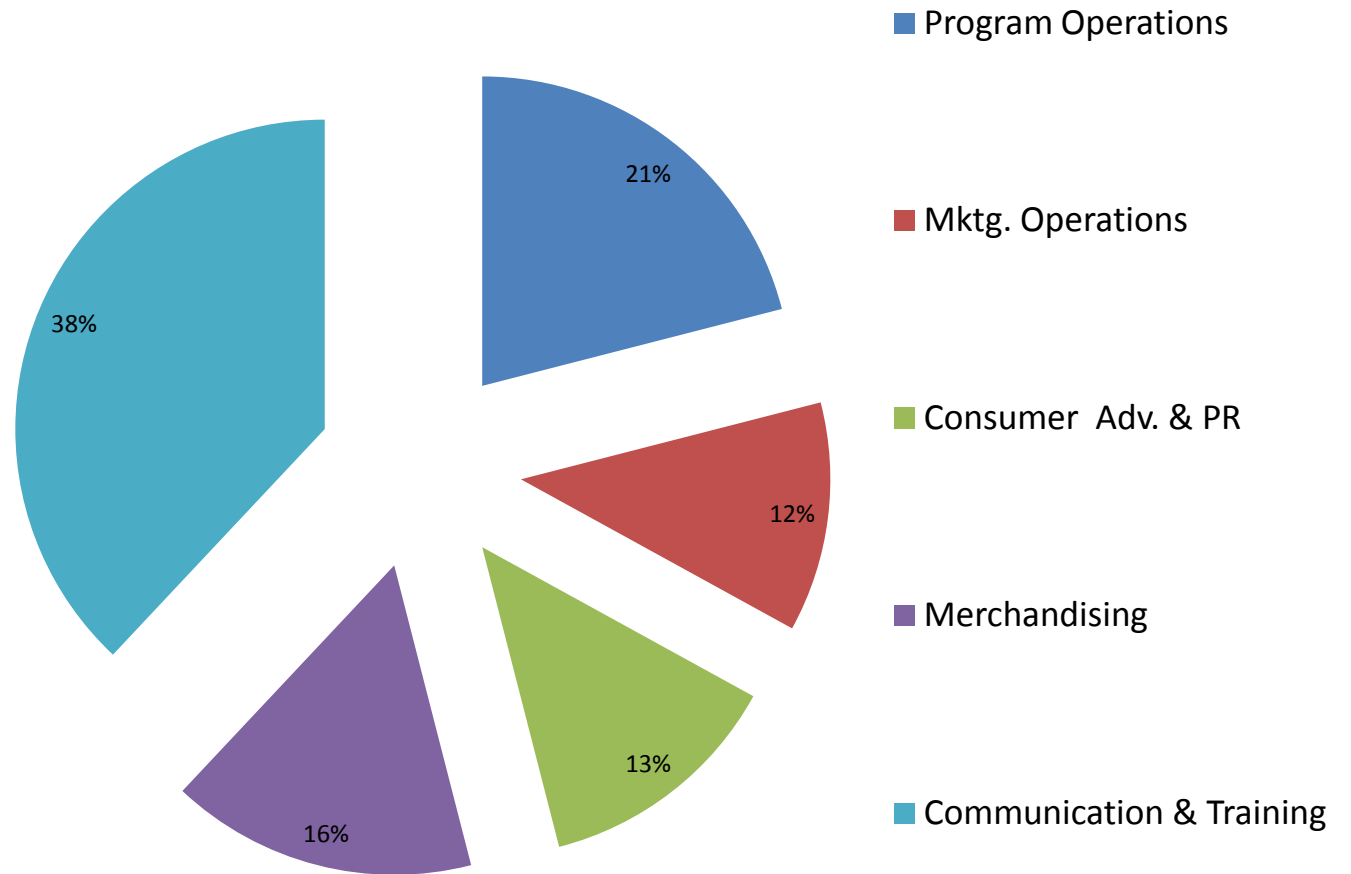
- The FY14 Budget Categories reflect some changes from last year

Comparison of FY13 and FY14 Retail Program Budgets

FY13 Budget (July 1, 2012-June 30, 2013)			FY14 Budget (July 1, 2013-June 30, 2014)		
Program	FY13 Budget	%Budget	Program	FY14 Budget	%Budget
Retail Program Operations			Retail Program Operations		
Personnel	426,000	21	Personnel	450,000	21
Subtotal:	426,000	21	Subtotal:	450,000	21
Marketing Operations			Marketing Operations		
Contractual Services			Contractual Services		
Agency Retainer	158,000	8	Agency Retainer	88,000	4
Field Marketing Rep (Including Travel)	133,000	6	Field Marketing Rep (Including Travel)	137,000	7
Display Product/Cold Storage Fees	15,000	1	Display Product/Cold Storage Fees	15,000	1
Subtotal:	306,000	15	Subtotal:	240,000	12
Consumer Advertising/PR Alignment			Consumer Advertising/PR Alignment		
Press Releases	40,000	2	Press Releases	20,000	1
Digital/Online Banner Advertising	120,000	5	Digital/Online Banner Advertising, video asset production	140,000	7
Consumer Education/Events/Sampling	80,000	4	Consumer Education/Events/Sampling	100,000	5
Subtotal:	240,000	10	Subtotal:	260,000	13
Merchandising/POS Development			Merchandising/POS Development		
Retail Partnership/Custom POS Dev.	100,000	5	Retail Partnership/Custom POS & Video Assets creation, display, sales & merchandising contest plus social media support	240,000	11
Seasonal Support/Co-op Promotions	100,000	3	Co-op Promotions: Chateau Ste Michelle (three major promos) Pacifico	75,000	4

COOK IT FROZEN! & Canned Support	45,000	2	ASMI Website Update/Maintenance	25,000	1
Subtotal:	245,000	12	Subtotal:	340,000	16
Retail Training & Communication			Retail Training & Industry Communication		
Mobile Apps & Website Updates	20,000	1	Mobile Apps & Retail Web & Microsite Updates [CIF! Canned, Surimi etc.]	20,000	1
In-Store Media: <i>Shopper incentive: (Freq.Shop.Cards etc.)</i>	150,000	7	<i>1. Multi Ad/Kwikee: Distribution & Storage of ASMI Retail Assets for retailer use</i> <i>2. Encore: scan data to analysis seafood sales/promotions from top 65 retail chains to determine trends & "Best Practices". The data will look at Alaska salmon, cod & crab.</i> <i>*Note: \$100,000 was added to research at the May 3rd. Committee Meeting</i> <i>3. Shoutlet social media management</i>	220,000	10
Trade Magazines/E-Campaign	161,000	8	Trade Magazines/E-Campaign	176,000	8
Boston Seafood Show & FMI Show	90,000	5	Boston Seafood	60,000	3
Travel	60,000	3	Travel	60,000	3
POS Material Development/Reprints/Dist.	210,000	11	POS Material Development/Reprints/Dist.	175,000	8
Recipe Development & Photography	30,000	2	Recipe Development & Photography	30,000	2
Sell Sheet/Ad Development	30,000	2	Sell Sheet/Ad Development	20,000	1
Retail E-News Blasts	10,000	1	Retail E-News Blasts	9,000	
Coupon Redemption	22,000	1	Coupon Redemption	40,000	2
		7			
Subtotal:	783,000	41	Subtotal:	810,000	38
			<i>*Note rounding impacts % total</i>		
TOTAL:	2,000,000		TOTAL:	2,100,000	

Retail Program



FY 14 Retail Budget Breakdown

Key Activities

Retail Program Operations:

- This funds 3 staff positions (Program Director, Assistant Director and 85% of Marketing Specialist) plus 33% of Office Manager/Receptionist

Marketing Operations:

- Ad agency retainer for account services, strategy and tactical planning and project implementation, plus travel-related expenses which are not covered in the retainer; public relations activities are on a project-by-project basis (no retainer) with an increased emphasis on targeting consumers through recipe releases rather than trade/media activities
- Salary, office expense and travel for 1 field marketing representative (independent contractor) for key account contact, tradeshow, retail training and promotion sell-in
- Display product and cold storage fees

Consumer Advertising/PR Alignment: Align, enhance and leverage the consumer communications efforts to communicate the power of the Alaska Seafood Brand

- Trade & consumer-focused releases containing educational points/tips that align with ASMI's consumer PR messaging and address current issues, consumption issues/trends
- Targeted digital marketing/online banner advertising on consumer websites and food blogs promoting key Alaska Brand messaging, COOK IT FROZEN! techniques and Sustainability
- Consumer education at key food shows: **Atlanta** (Kroger, Publix, Whole Foods Ingles Markets), **Austin** (HEB, Whole Foods, United Supermarkets), **Minnesota** (Lunds Byerly's, SuperValu, Hy Vee, Target, Roundy's) & **Connecticut** (Ahold, Big Y, Wakefern, SuperValu, Price Chopper) *may replace Austin with Phoenix/Scottsdale (Kroger, Safeway, Basha's, Albertsons LLC, Frys, Sprouts)

Merchandising/POS Development:

- Partner with major retailers to develop chain-branded POS material (posters, recipes, brochures) and social media activities designed to influence pickup and purchase of Alaska Seafood products
- Video production and editing for use by ASMI & retailers; websites & social media applications
- Seasonal/co-op promotions: Cross-promotion with Chateau Ste. Michelle Wines to leverage collective brand power to increase awareness and promotional opportunities for Alaska species in-store
- Updates to websites and ongoing hosting & maintenance

Retail Training & Communication:

- Updating of mobile apps: iPhone, iPad, Android as well as WAF mobile
- *MultiAd/Kwikee*: develop and deploy a new Digital Asset Management Solution that will allow retailer's access to digital assets through an intuitive online interface. Retail marketing teams currently use this same supplier to access assets when developing ads and in-store POS
- *Encore*: access scan data to analysis seafood sales/promotions from top 65 retail chains to determine trends & "Best Practices". The data will look at Alaska salmon, cod & crab.
- *Shoutlet* social media marketing platform allows ASMI retail to manage all social media efforts & retail tie ins through one source
- Trade Advertising/E-Campaigns that promote ASMI key messaging objectives targeting the retailer
 - Development and placement of ads in select trade publications and websites to carry ASMI's Sustainability/RFM program, Power of the Alaska Brand and COOK IT FROZEN! techniques messaging in order to generate increased demand and sell-in opportunities for the Alaska Seafood industry
- Influence retail seafood buyers and merchandising managers at the tradeshow level: Boston Seafood Show
- Travel expenses to tradeshow and key account contact calls
- POS material development and reprints: maintain inventory levels suitable to meet industry & trade demand
- Recipe development and photography
- Retail E-News Blasts: send key updates and important merchandising information to retail & industry
- Coupon redemption re: partner tie-in offers

End Report