



Alaska Seafood Marketing Institute

DATE: April 30, 2024
TO: ASMI Board of Directors and Committee Members
FROM: Greg Smith, ASMI Communications Director
RE: FY2024 Communications Program Activity Highlights;
July '23 - April '24

The communications program supports the ASMI mission by focusing on the following objectives:

1. Increasing positive awareness of ASMI and the Alaska Seafood brand among the following key audiences;
 - 1.1. fishermen/fleet/industry,
 - 1.2. government leadership,
 - 1.3. Alaskans, and
 - 1.4. consumers.
2. Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry through;
 - 2.1. serving as ASMI's spokesperson,
 - 2.2. content creation,
 - 2.3. website and digital asset management, and
 - 2.4. providing support across all ASMI programs.

Objective 1: Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences (fishermen/fleet/industry, government leadership, Alaskans, domestic consumers).

1.1 Audience: Alaska Fishermen/Fleet/Industry

Message: ASMI brings value to Alaska fishermen and the seafood industry by raising the value of the Alaska Seafood brand.

RESOURCES + PUBLICATIONS | Alaska Fishermen/Fleet/Industry

Wheel Watch Volume 8 (May 2023)

ASMI is delivering the annual newsletter to the fleet in spring 2024, landing in wheelhouses of over 15,500 Alaska commercial harvesters ahead of the busy summer harvest season. The [newsletter](#) has been updated this year in response to feedback from industry and the ASMI Board of Directors at All Hands on Deck in 2023, to focus more on ASMI resources available to



fishermen such as market updates, the direct marketers assets, photo and video assets, our Facebook group and a specific invitation to attend All Hands On Deck.



Monthly Marketing Newsletter

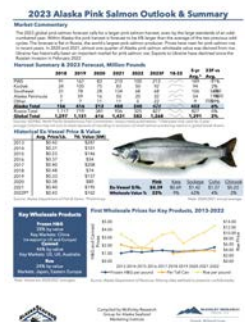
The communications program publishes the [monthly marketing newsletter](#) to over 3,500 industry members detailing upcoming events, newly published reports, ASMI activities, highlights from the past month, and the latest resources added to the website and the photo and video library.

ASMI News and Updates Facebook Page

ASMI continues to see strong growth and community participation on the industry-facing Facebook page with over 1,600 followers. @ASMINewsAndUpdates provides industry with relevant news, videos, resources, and communication of ASMI's work.

Seafood Information Services

A variety of [market and harvest updates](#) are produced for ASMI by McKinley Research Group, including weekly seasonal Alaska salmon harvest updates, groundfish harvest reports, and species-specific market outlook and summary reports ahead of the season, as well as ongoing topical research.



Direct Marketer Toolkit Email and Resources

FY23 saw the continuation of ASMI's service to direct marketers through digital Direct Marketing Toolkit, with the addition of 63 new users since July 2022. Three new toolkits in 2023 highlighted topics such as the Seafood Sustains Alaska campaign, recently released sales and marketing materials, consumer research, social media shareables, new photo and video assets, seasonal harvest updates, and relevant industry reports. All toolkits are available [online](#).

Northern Lights for National Fisherman

With the transition to a fully online format, *National Fisherman's* Northern Lights column remains an important avenue for reaching the fleet. In some cases, ASMI directly authors the pieces. In others, we work with partners to develop content that advances key messaging and strengthens the Alaska Seafood story and brand. Notable submissions in this period include

- [Alaska Commissioner to MSC: Stop Certifying Russian Fish](#) (July 2023)
- [Extraordinary Circumstances from the ASMI Board of Directors](#) (October 2023)
- [USDA to Purchase Alaska Salmon, Pollock For Nutrition Programs](#) (February 2024)
- [Alaska Fisheries Adapting to Stay Ahead of Climate Change](#) (April 2024).

The columns are available for viewing in the News section of [ASMI's website](#).



Updated Industry Content on Alaskaseafood.org

Keeping the website refreshed and relevant helps maintain our high SEO ranking and remains a priority. New recipes, events, reports, and publications are continually added. A new campaign landing page for [Cook Wild](#) was added, and [Seafood Sustains Alaska](#) data was updated with the most recent economic impact data.

Projects include the new [Alaska Seafood Culinary Alliance](#) page which showcases the chef partnerships the Domestic Foodservice team has cultivated over the last several years, and the Alaska Seafood Online Marketplace direct marketers integration into the [Buy Alaska Seafood page](#) on [alaskaseafood.org](#) which acts as a conduit for consumers to shop directly on supplier sites, giving a strong call to action for all consumers landing on the Alaska Seafood site.

EVENTS + SPONSORSHIPS | Alaska Fishermen/Fleet/Industry

Great American Seafood Cook-Off (August 2023)

Anchorage chef Nathan Bentley recently took second place at the 19th annual Great American Seafood Cook-Off (GASCO), held in New Orleans. Bentley, who owns and operates the Anchorage restaurant Altura, and his sous chef Chris Whissell prepared a prosciutto-wrapped mosaic of Alaska king crab. The dish earned the Alaska team second in a field of 12 of the nation's best seafood chefs.



ADVERTISING | Alaska Fishermen/Fleet/Industry

ASMI has most recently been connecting with the fleet through an ongoing trade advertising campaign related to our larger Seafood Sustains Alaska campaign messaging. Utilizing captivating photography and this Seafood Sustains Alaska messaging, ASMI showcases a different side to promoting the value of Alaska seafood. The print and digital ads rotate through various trade publications, including *Fisherman's News*, *Pacific Fishing* and *National Fisherman*.



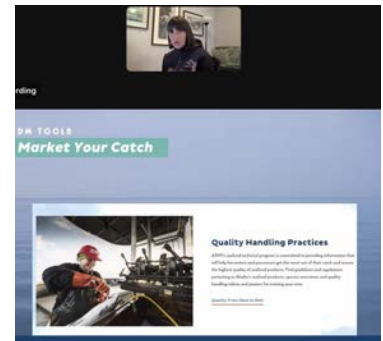
EXHIBITS + PRESENTATIONS | Alaska Fishermen/Fleet/Industry

ASMI exhibits and presents at key industry events throughout the year. ASMI staff, board and committee members often attended at ASMI's booth to talk with fishermen and industry members, listen and provide feedback, and distribute ASMI resources. Economists from McKinley Research Group often attend on behalf of ASMI to present current Alaska seafood market updates.



- Pacific Marine Expo (November 2023)
- Alaska Young Fishermen's Summit (December 2023)
- ComFish Alaska (March 2024)
- Southeast Conference Mid-Session Summit (February 2024)

- Collaboration with UFA for Webinar to Reach Industry/Fleet Audiences (New 2024)**
 ASMI partnered with United Fishermen of Alaska to host two webinars covering information important to the industry and fleet: **Market Update with ASMI Chairman of the Board (February 2024)** and **Direct Marketer Tools (April 2024)**. This webinar covered the tools ASMI makes available to Direct Marketers. From leveraging the logo, to the media library, printed materials, and various technical resources and recipes, ASMI staff reviewed the available resources and where to find them on alaskaseafood.org with over 30 attendees. Attendees also asked many follow up questions and were highly engaged. Additionally the webinar was recorded and has been posted to both the ASMI and UFA websites to share for longevity.



1.2 Audience: Government Leadership

Message: An investment in ASMI supports the Alaska economy.

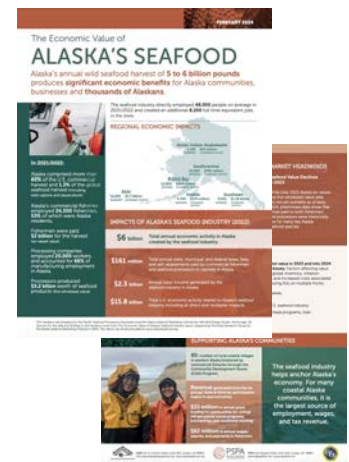
RESOURCES + PUBLICATIONS | Government Leadership

Legislative Welcome (January 2024)

The communications team contributed to the annual gift bag received the first day of session by all legislators and the governor. The team also sent printed copies of the FY23 Annual Report, updated Economic Value of Alaska's Seafood Industry Report, and a Seafood Sustains Alaska overview of recent in state survey findings. The communications program also supports the executive director through the drafting of presentation slides and support materials for requested testimony and letters of support.

Seafood Industry Legislative Handout with PSPA, UFA (January 2024)

The handout was produced with topline results of key findings from the economic impact report and distributed to lawmakers at the start of the session, in collaboration with both United Fishermen of Alaska and Pacific Seafood Processors Associations.





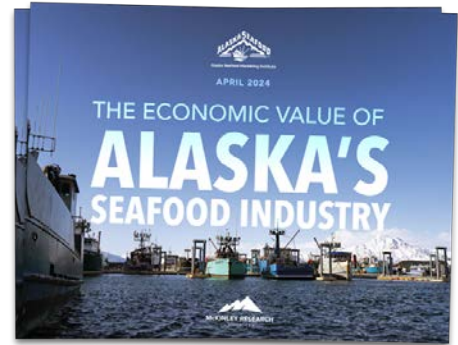
FY2023 ASMI Annual Report (February 2024)

ASMI published the FY2023 Annual Report in spring 2024. The report provides an overview of FY2023 activities, challenges and opportunities as well as a financial report and fiscal narrative. Printed copies are available by contacting the ASMI office.

Economic Value of Alaska's Seafood Industry (April 2024)

The report is updated every two years and updates key metrics of

the seafood harvesting, processing and management sectors in terms of labor income, outputs and tax implications, jobs created and overall economic support to all regions throughout Alaska.



EVENTS | Government Leadership

Alaska Legislature Lunch and Learn with Alaska Travel Industry Association (Feb 20, 2024)

ASMI and the Alaska Travel Industry Association partnered up to show legislators and staff how they market Alaska to the world, as well as highlight areas of collaboration and cooperation between the two marketing agencies. Representative Dan Ortiz sponsored the event, and DCCED Commissioner (and ASMI ex-officio board member) Julie Sande introduced the Seafood Week Lunch and Learn at the Alaska Capitol.



Symphony of Seafood Juneau Event (February 2024)

ASMI sponsored and staffed the 2024 Symphony of Seafood, an annual competition for new value-added products made from Alaska seafood. The popular event was well attended by Alaska State Legislators, industry members, media, and the public. Seafood Sustains Alaska informational sheets were distributed at the event.

PRESENTATIONS | Government Leadership

ASMI executive director Jeremy Woodrow and communications director Greg Smith testified multiple times on behalf of Alaska's seafood industry to the Alaska State Legislature, most commonly on the two resolutions moving through the legislature: SCR 10: Joint Legislative Seafood Industry Task Force and SJR 14: Support State Seafood Industry.



Regional Awareness About ASMI

ASMI staff presents throughout the year on the value of Alaska's seafood industry and ASMI's work to a variety of regional organizations.

- Southeast Conference, Ketchikan (September 2023)
- Southwest Alaska Municipal Conference Economic Summit, Anchorage (March 2024)

1.3 Audience: Alaskans

Message: Alaska's seafood industry is an essential part of Alaska's economy.

CAMPAIGNS | Alaskans

Seafood Sustains Alaska Campaign

Launched in January 2023, the "Seafood Sustains Alaska" campaign actively enhances appreciation for the Alaska seafood industry and assists in dispelling common misconceptions. This ongoing initiative aims to bolster support among Alaskan residents, consumers, and governmental leaders, reinforcing the industry's vital role in the local economy.

Regionally focused on Southcentral and Interior residents, the campaign is informed by data that was captured in point-in-time attitudes of Alaskans about the seafood industry.

Phase 1: Economic Impact (Jan - June 2023)

Phase 2: Families and Communities with embedded Sustainability sub-message (July-December 2023)

- Phase 1 and 2 features the following:
 - video and graphic content shared via broadcast and connected tv
 - digital video advertising
 - broadcast radio and streaming audio
 - social media
 - webpage
 - stakeholder toolkits
 - swag distribution



Continuing Phase 1-2: January - present 2024

- Sponsorship of the Arctic Winter Games in March, featuring tailored campaign messaging and strategic audience targeting

- Launch of a new airport advertising initiative, showcasing the campaign's core message, innovative concepts and visuals
- "Seafood Sustains Alaska" themed bear standee hosted at Alaska SeaLife Center within their ongoing seafood exhibit
- Ongoing television and digital advertising placement to maintain momentum and audience engagement
- Updated social graphics to reflect new data from current economic impact report
- Participation in Great Alaska Sportsman Show (Anchorage) and Fairbanks Outdoor Show, focusing on Seafood Sustains Alaska swag and messaging
- Regular updates to web page and social graphic analytics to ensure optimal performance and user engagement
- Continuous distribution of campaign merchandise, coupled with timely reorder of popular items to meet demand

ADVERTISING | Alaskans

Airport Video Ads Expanded: Anchorage and Juneau

This year, the communications program revitalized ASMI's airport advertising by introducing a dynamic new video ad for the "Seafood Sustains Alaska" campaign. This initiative features an engaging video highlighting the campaign's core message, leveraging innovative concepts and striking visuals. The ad is prominently displayed year-round at Ted Stevens Anchorage International Airport and Juneau International Airport, ensuring continuous exposure to a broad audience.

Fish Alaska Magazine

By sharing recipes, cooking tips and education regarding the economic value of Alaska's seafood industry through the print and digital platforms offered by Fish Alaska magazine, the communications program is encouraging Alaska-based and visiting anglers to look for Alaska seafood beyond their own catch and to their local grocer or restaurant.

COLLABORATING WITH THE VISITOR INDUSTRY | Alaskans

The communications program is working closely with ASMI's domestic and international programs, as well as board and industry members, to share Alaska seafood marketing messaging and assets with visitors traveling to the state. They are also focused on building Alaska seafood ambassadors in visitor industry members.



Cruise Ship Partnerships and Collaborations

In the past year, ASMI has significantly increased its partnership activities with cruise lines with Alaska sailings. ASMI has joined Cruise Lines International Association (CLIA) as a member, fishermen and other industry representatives have acted as guest speakers on Alaska sailings of two cruise lines (with a continuation of this in the 2024 summer calendar), and one cruise line is in the process of training their entire foodservice staff using the ASMI-developed Seafood U course. Partnerships to increase Alaska seafood offerings onboard are occurring with likely positive results in the 2024 season.

- Staff are currently evaluating goals, strategies and tactics relative to our efforts with the cruise lines, and anticipate further collaborations in the future.

Alaska Travel Industry Association (ATIA)

ASMI and ATIA have been meeting more frequently and staff have found numerous initial areas for increased cooperation: mutual sharing of asset libraries; sharing/cross-posting on social media channels where appropriate; display of other organization materials at trade or consumer shows, and more.

EVENTS + SPONSORSHIPS | Alaskans



Arctic Winter Games (March 2024)

ASMI was a proud sponsor of the 2024 Arctic Winter Games hosted in the MatSu Valley. As part of the sponsorship agreement, AWG offered wild Alaska seafood at all dining locations for athletes and coaches and highlighted Alaska seafood at a traditional feast. By supporting the Arctic Winter Games, ASMI highlighted the quality and diversity of Alaska seafood to a global audience while celebrating the benefits of wild Alaska seafood to all Alaskans.

Great Alaska Sportsman Show, Anchorage (April 2024)

ASMI hosted a booth at the Great Alaska Sportsman Show. Over 10,000 visitors came to the show over three days and were able to engage with ASMI staff about the ASMI's mission and goals, Alaska's incredible seafood resources and left with informational guides, swag and recipe cards.



Fairbanks Outdoor Show (April 2024)

ASMI exhibited at the annual Fairbanks Outdoor Show. The three-day event welcomed over 6,600 visitors, many of whom shared their enthusiasm for Alaska seafood and were happy to learn about the work ASMI does both domestically and globally and receive Alaska Seafood branded products, recipe cards and postcards featuring a QR code to the Buy Alaska Seafood page.

Juneau Maritime Festival (May 2024)

The communications program is sponsoring the 2024 Juneau Maritime Festival again in May. ASMI will host a booth at the event with promotional materials highlighting the importance of Alaska seafood to Alaska, as well as fun recipe inspiration.



ANNUAL ACTIVITIES & SPONSORSHIPS | Alaskans

ASMI sponsors many events and organizations across Alaska year-round to remain an integral and visible partner in sharing ASMI's mission and successes with Alaskans and relevant industry partners.

- Annual Alaska Wild Salmon Day celebration
- Alaska Food Policy Council Annual Alaska Food Festival and Conference
- Young Fishermen's Summit

1.4 Audience: Domestic Consumers

Message: Alaska seafood is wild, healthy, delicious, and sustainable.

Digital Ads for the Buy Alaska Seafood page | Domestic Consumers

To support the growth of direct marketers in the Alaska seafood industry, we've launched the Buy Alaska Seafood page on alaskaseafood.org. Concurrently, we're running a series of digital ads to highlight this page, aiding consumers in discovering and purchasing Alaska seafood online. These ads will provide us with initial insights into the service's performance. Furthermore, we'll use the data gathered as a learning opportunity to share with direct marketers interested in targeting consumers with their own campaigns.

Consumer PR Program Management | Domestic Consumers

The communications director manages the domestic public relations program's day-to-day operations to drive awareness, consideration, and affinity for Alaska seafood. The program is designed to reach consumer and trade audiences through a year-long #AskForAlaska program, activated through media relations, influencer engagement and social media (owned, earned, and paid) channels and coordinated by ASMI's PR agency, Edelman.

Edelman Consumer and Trade PR and Digital Highlights

The ASMI Communications team is executing the FY24 PR and digital program that is building awareness and consideration for Alaska seafood among national consumer, foodservice and retail audiences. Research shows that consumers prefer seafood that is wild and sustainable, but are still craving more cooking inspiration and clarity on how to ensure the seafood on their plates is the best choice. To answer this call, the team is executing an omnichannel campaign called Cook Wild designed to inspire and educate audiences with timely and simple cooking content while reinforcing the definition and benefits of choosing wild. The year-long program builds on an ongoing clear, simple call-to-action – #AskForAlaska – as the easy guarantee for delicious, wild and sustainable seafood.

The program is integrated across consumer and trade media, influencer and social media (owned, earned and paid) channels and coordinated by ASMI's PR agency, Edelman. To-date (July 2023-April 2024), Edelman and ASMI have driven more than 8.4B media and social media impressions, a 16% increase compared to FY23.

CAMPAIGN HIGHLIGHTS | Domestic Consumers

This year, the program includes one omnichannel campaign called Cook Wild in addition to ongoing media and social storytelling. Results and updates follow.

RECAP: Cook Wild Launch (Phase 1)

September-October 2023

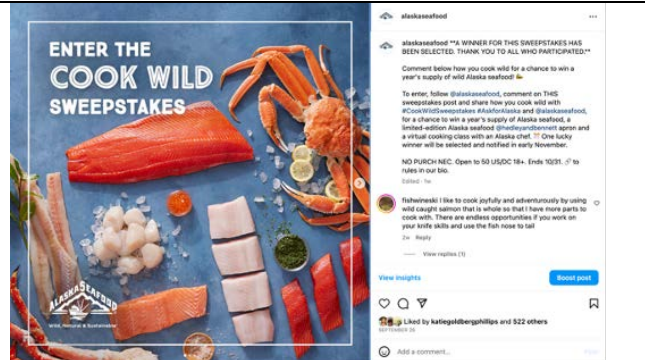
In September, the “Cook Wild” campaign was launched to drive media and social conversation of Alaska seafood as the ultimate wild and responsibly sourced ingredient – giving home cooks and chefs the license and ability to be and cook wild, an attitude that Alaska, its fishermen and its experts, know best.

Phase 1 of the #CookWild campaign provided timely and simple cooking inspiration focused on air fryer recipes – perfect for back to school, fall and National Seafood Month – while reinforcing the definition of wild and #AskforAlaska.

The omnichannel launch combined earned, influencer, paid and owned elements to garner more than 238M impressions.

Social Media Sweepstakes: A social media sweepstakes was held to engage directly with consumers, giving those who participate a chance to win a custom branded apron, a year’s supply of Alaska seafood and a virtual cooking class with an Alaskan chef.

- The sweepstakes will run year-round with three winners selected – one during each phase of the campaign.



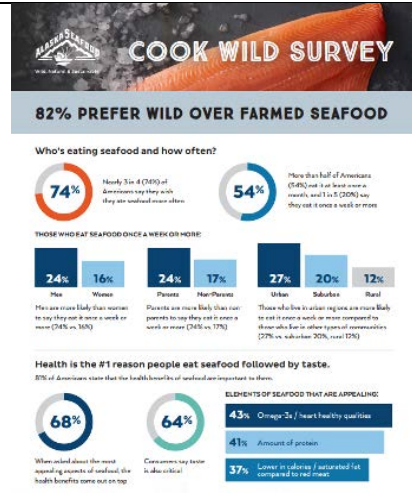
Hedley & Bennett Partnership: Teamed up with Hedley & Bennett, known for their exceptional culinary gear, to create custom Cook Wild aprons to send to top influencers, media, chefs and sweepstakes winners.

- As part of the partnership, founder Ellen Marie Bennett developed and shared Cook Wild Alaska seafood recipes on social.



Customer Survey: To ensure the Cook Wild campaign was grounded in data, a survey was conducted that uncovered new insights on consumer preference for wild seafood as well as mediagenic information on the benefits and challenges that home cooks face in the kitchen.

- The results were used to drive press attention of wild Alaska seafood, as well as inform the Cook Wild campaign content.



Industry Toolkit: A [toolkit](#) was created for industry partners with background on the Cook Wild campaign and downloadable, ready-to-share social assets. The assets showcased wild harvesting, Alaska and cooking outdoors and leveraged linocut graphics, proclaiming what it means to Cook Wild and #AskforAlaska.



POST #2: INSTAGRAM AND FACEBOOK

POST COPY: You heard it here first: consumers want to #CookWild. 82% of you prefer wild seafood, that's why we plan on sharing ideas to invigorate your kitchen and cook more wild Alaska seafood.

Follow along all year for new ideas, tips and information on how to #AskforAlaska and why choosing wild seafood from Alaska will inspire you #CookWild.

[DOWNLOAD ASSETS](#)

Owned Social Content: Culinary, species and scenic Alaska imagery was shared on ASMI owned social channels to encourage audiences to #CookWild encouraging consumers to Cook Wild year-round, and promoting the sweepstakes.



Consumer and Trade Media: Led by a national press release announcing the Cook Wild campaign, media relations was conducted to drive media coverage of Alaska seafood, including placements via Well + Good, Paste, The Daily Meal, Progressive Grocer, SeafoodSource and more.

- Earned results included: 226M impressions/41 placements

WELL + GOOD

9 High-Protein Breakfasts You Can Buy at the Store Right Now That Aren't Eggs

Progressive GROCER

Consumers' Push for Protein Reflected Across Grocery Categories

SmartCarmor
If you like Los, you're enjoying the benefits of a protein-packed breakfast option with the added benefit of healthy fats for your brain. "One of my favorite sensory benefits needs is essential vitamins, with a source of essential amino acids, or top of a treated whole wheat bagel," offers Susan Elliott, CEO, SMARTCARMOR, registered dietitian nutritionist and food and wellness specialist. "Healthy snacks are really on-trend, providing high-quality sources of protein, fat, loaded with anti-inflammatory omega-3s (DHA and EPA) and increase egg-yolk cholestanol D." "I always choose wild sockeye salmon out of Alaska, as it's guaranteed to be wild and sustainable, and always needs to have source Vitamin D from other types of salmon," she says. "Just consuming a bagel with cream cheese for example doesn't pack enough protein to keep you full for longer. So when you add sockeye salmon on top, you keep up your protein at that level, it'll stay full for longer, and reap the nutrient-dense benefits at the same time."

Love Fishes
Whether it's the health benefits of fish or it's just because it's delicious, there's nothing better than getting your protein from a fish. Consumers' push for protein reflected across grocery categories and is a change that our category analysts are watching.

According to recent Market Insights, there was a 10% increase in the number of wild growth of wild salmon varieties with protein claims from 2017 to 2022. The number and health claims have also increased from 10,000 to 15,000. It's clear that the demand for wild salmon is growing, and that's why you should consider a high-protein wild salmon variety when you're looking for the best fish for your kitchen.

Although wild salmon has some of the highest protein, omega-3s, and other nutrients, there are other wild salmon varieties and species that are also great. The Alaska Seafood Marketing Institute notes that 82% of consumers prefer wild fish to farmed fish, but they may not know where to go to buy wild fish.

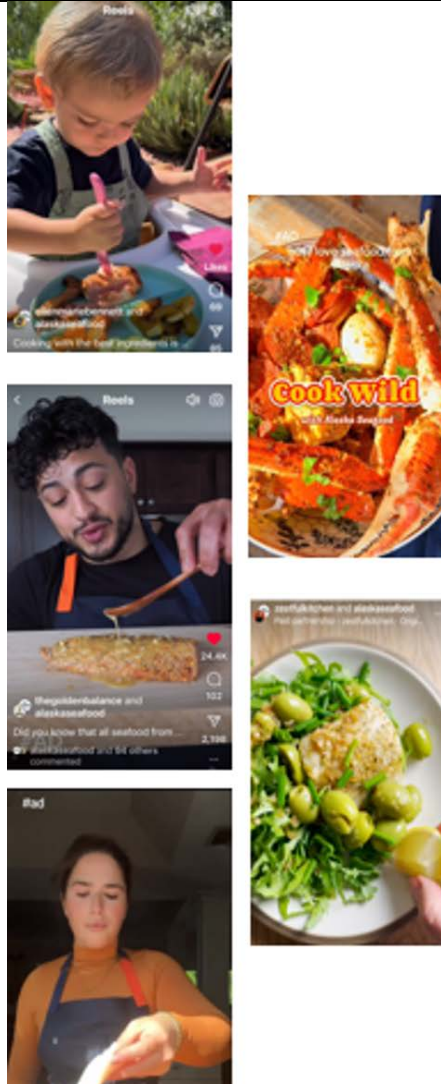
Influencer Content: Partnerships with a variety of mid-tier to macro influencers known for their culinary skills helped reach consumer audiences. Influencers created delicious and engaging recipes with wild Alaska seafood on Instagram and TikTok. Our five paid influencer partners donned the Hedley & Bennett custom seafood apron and promoted the sweepstakes throughout their content.

Partners and featured recipes included:

- Ellen Marie Bennett, [Miso Alaska King Salmon](#) and [Ginger Soy Alaska Sablefish](#)
- Ahmad Alzahabi, [Air Fried Alaska Sockeye Salmon](#)
- Kena Peay, [Bairdi Crab Seafood Boil](#)
- Lauren Grant, [Alaska Cod Milanese](#)
- Alessandra Ciuffo, [Pistachio Crusted Alaska Halibut Sticks](#)

Program drove:

- 8.2M impressions
- 2M views
- 218K reached accounts



RECAP: Cook Wild Continued (Phase 2)

January-March 2024

The Cook Wild campaign continued in the new year with influencer partnerships, strategic social media content and an in-person media activation. Alaska seafood was positioned as the ultimate wild and responsibly sourced ingredient for delicious meals.

With optimizations from Phase 1 and strategic media relations, the **second phase of the omnichannel program drove more than 2 billion impressions, an 88% increase compared to Phase 1.**

Influencer Content: Continued partnerships with two mid-tier influencers and one micro influencer renowned for their culinary expertise and trendy recipes. By partnering again, the influencers are building a clear affinity for seafood from Alaska, which resonates with their audiences even further.



Featured recipes included:

- Kena Peay, [Spicy Alaska Surimi Crispy Rice](#)
- Lauren Grant, [Whipped Alaska Pink Canned Salmon Dip](#)
- Alessandra Ciuffo, [Sesame Seed & Panko Crusted Wild Alaska Sole](#)

Program drove:

- 4.4M impressions
- 4.5K link clicks
- 10K reached accounts

Social Media Sweepstakes: The sweepstakes continued during Phase 2 with updated copy and visuals that created a clear call-to-action for consumers. The promotional optimizations helped to drive 247% more sweepstakes entries compared to Phase 1.



Owned Social Content: Cook Wild content was shared on ASMI's owned channels driving consistency in messaging across channels.



New York Media Tour and Event: Hosted a Cook Wild Media Tour in New York to drive awareness of Alaska seafood through top tier media and influencers. The tour included a tasting event at the Tin Building with Chef Jean-Georges and Alaska fisherman Hannah Heimbuch, featuring many species of Alaska seafood, as well as three media interviews with Hannah.

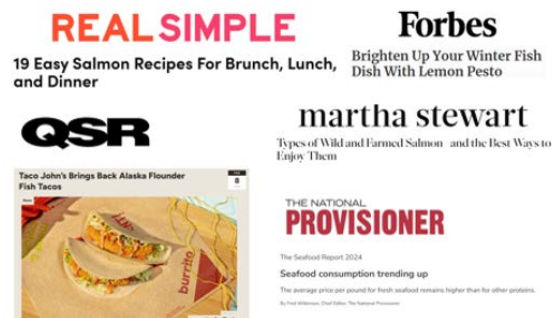
- The activation was a huge success, sparking conversation, real-time social content and education about wild Alaska seafood, with future coverage in the works. Immediate results included:
 - 30 event attendees
 - 4.2M impressions
 - 10+ pending stories



Consumer and Trade Media: From January through March, widespread consumer and trade outreach was conducted focusing on timely news stories and consumer trends, in addition to leveraging Lenten promotions, chef and fishermen partners. Alaska seafood species were specified in articles via [Real Simple](#), [Forbes](#), [Martha Stewart](#), [QSR](#), [National Provisioner](#) and more.

Earned results included:

- 2B+ impressions
- 70 placements



ONGOING MEDIA AND SOCIAL HIGHLIGHTS

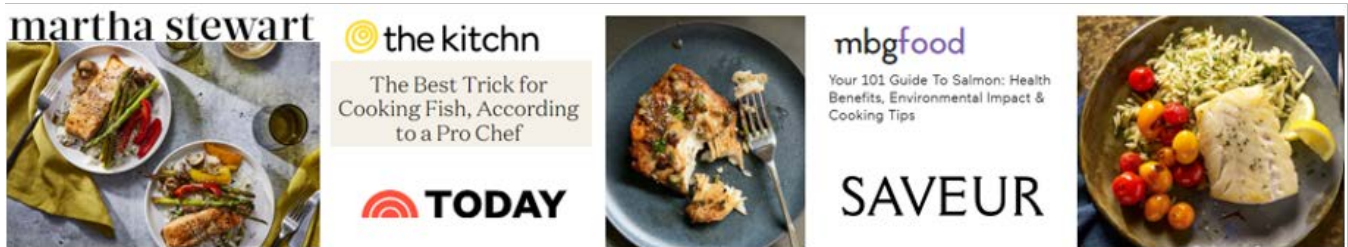
July 2023-April 2024

In addition to the campaign, ongoing Alaska seafood storytelling is driven through proactive and reactive media relations and social media content.

Consumer Media Relations Highlights

With earned media as one of the most important factors for people to develop trust in a brand, we drive earned placements through tailored and targeted outreach that secures coverage specifying wild Alaska seafood species and highlighting culinary, nutrition and sustainability benefits.

- Total Consumer Media Relations Results
 - **9.8B media impressions and nearly 200 placements** secured to-date in FY24, a 12.5% increase compared to FY23.



Domestic Foodservice and Retail Trade Media Relations Highlights

As part of the integrated program, foodservice and retail media relations is also conducted to drive preference for Alaska seafood among key foodservice and retail decision-makers.

- Total Trade Media Relations Results
 - More than 13.6M impressions to date, nearly a **10% increase** compared to FY23.



Social Media Highlights

Social is a key channel to directly interact with our current fans across platforms and build reach among our target audiences with paid ads. We drive interest in seafood from Alaska by generating engagement and link clicks.

- Total Organic and Paid Social Results
 - 23M paid and organic impressions, with more than 64K engagements (likes, comments, shares).
 - Achieved a **228% increase in reach compared to FY23** due to slight increase in budget and strategy for amplifying engaging influencer content and video reels.
 - Instagram has seen 8% growth to over 20,600 total followers.



UPCOMING

May-July 2023

Cook Wild Phase 3: The third and final phase of the FY24 campaign will launch in mid-May building momentum for Alaska seafood this summer. The program will incorporate influencer partnerships, organic and paid social, and earned media relations to continue to educate and inspire home cooks and chefs to #AskForAlaska by giving them the tools of the trade to Cook Wild. Campaign content will focus on simple and delicious recipes, including a focus on grilling, that puts Alaska seafood at the center of the plate. We are also supporting a satellite media tour with an RD partner to highlight the nutritional benefits of seafood from Alaska during interviews with tv and radio stations nationwide.

One-Off FAM Trip Planning: To experience the nation’s premier source of wild seafood first-hand, personalized Familiarization (FAM) trips for select, top-tier consumer media outlets will be hosted in Alaska in FY25, although planning is already underway.

- Food & Wine Magazine and Travel + Leisure are sending a reporter to produce extensive feature stories for upcoming Summer 2025 issues. The Food & Wine Magazine story in particular will center on the Alaska seafood industry and the dedication and pride Alaskans have in seafood.

Objective 2. Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry

2.1 PRODUCING CONTENT TO BE USED ACROSS ALL PROGRAMS

Digital Media Library Management (NetX)

The communications program maintains the ASMI Media Library digital asset management system at <https://netx.alaskaseafood.org>. The team manages accounts for over 950 users and is growing with the addition of 178 new users in the past fiscal year, and maintains the growing collection of over 10,000 assets including photos, illustrations, documents, and video. ASMI continues to survey industry users to improve usability and expand access to relevant assets.



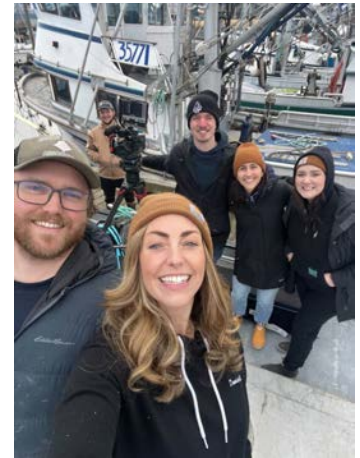
2.2 ASSET DEVELOPMENT + ACQUISITION

Multi-Year Photo and Video Asset Development (2020-2024)

In the final phase of the multi-year photo and video asset development project run by the communications program which began in 2020, new b-roll and photos of harvesting, processing, cooking of each species continues to be added to the ASMI Digital Media Library. These assets continue to be available to industry and used in various ways to produce new formatted videos to support various initiatives including for social media, retail, advertising campaigns and more.

Kodiak Video Shoot (April 2024)

During 2023's All Hands on Deck, the board and committee expressed interest and prioritization of expanding communication from the fleet, and sharing their stories and experience in ASMI's marketing initiatives. During ComFish, ASMI conducted a filmed interview project for 14 Alaska commercial fishermen on fishermen's boats and the Kodiak's harbor. This footage will significantly enhance ASMI's digital presence, showcasing the unique stories of fishermen prominently across social media platforms, the ASMI website, and various other outreach channels, bringing their experiences and narratives to a global audience.



Fisherman Videos (Spring 2024)

ASMI is dedicated to showcasing Alaska fishermen to its consumers, using their perspectives to tell the story of Alaska seafood. A social media reel featuring an Alaskan fisherman shopping for local seafood demonstrated the simplicity of purchasing Alaska seafood and quickly gained over 168,000 views and thousands of likes. Capitalizing on this success, ASMI is producing a follow-up reel where the same fisherman will demonstrate how to cook the seafood bought from the grocery store. Plans are in place to develop additional reels throughout the year.



2.3 PROGRAM SUPPORT

Alaska Seafood Online Marketplace

The newer [Alaska Seafood Online Marketplace](#), rolled out in 2022, continues to facilitate connections within the international and domestic market. To date 71 suppliers are publicly listed on the site. A current project is in place to increase the number of company profiles on the site.



Buy Alaska Seafood Page

The newest integration from the Alaska Seafood Online Marketplace is the [Buy Alaska Seafood page](#) on [alaskaseafood.org](#) which acts as a conduit for consumers to shop directly on 41 listed supplier sites, giving a strong call to action for all consumers landing on the Alaska Seafood site.



Wild For Salmon

Wild For Salmon is a fishermen family owned and operated business that delivers sustainable, wild Alaskan seafood directly to your door. From our fishermen to...



Wildfish Cannery

Nature provides perfection—we're here to preserve it. For over 30 years, we've been carrying on the craft and time-honored traditions of the region in the...



Willbros Salmon Co

Family Owned and Operated. Wild Alaskan Salmon Straight from the Source! We have been fishing in Bristol Bay since 1967 and absolutely love what we...

Digital Search Ads

The communications program has initiated a two-tiered paid search campaign on Google Ads to bolster the new Buy Alaska Seafood page on [alaskaseafood.org](#). These ads aim to guide users searching for Alaska seafood-related keywords to the Buy Alaska Seafood page. The data collected from this campaign will be shared with the industry to enhance their targeted digital search campaigns.

Newsletter Management

The communications program provides oversight and technical support for the various newsletters that ASMI sends out including:

- ASMI Monthly Marketing Update
- ASMI Weekly Update
- International Trade Leads
- Direct Marketer Toolkit
- Weekly Salmon Harvest Updates

Rico Worl Formline Art Usage Guide + Rollout

ASMI is proud to announce a project designed to elevate the Alaska Native connection to our vital Alaska seafood species on the global stage with a series of species designed in traditional Native Alaskan formline style. ASMI collaborated with Tlingit and Athabaskan artist Rico Worl on a set of eight Alaska seafood species and two natural element designs that can be used throughout ASMI marketing materials.



2.4 SERVING AS ASMI'S SPOKESPERSON

Media Interviews

The communications program and staff serve as the primary point of contact for in-state and industry trade media. This will often involve data collection, identifying the best spokesperson (if not the communications director), follow-up calls, and media monitoring of time-sensitive issues.

Supervises Crisis Monitoring and Messaging

The communications team often supports other programs by drafting and, if necessary, circulating consistent talking points in response to industry and consumer issues as they arise.