



Wild, Natural & Sustainable®

ALL HANDS ON DECK ASMI NEU

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November 2023

NEU OVERVIEW

The NEU region continues to gain market share of total Alaska seafood exports, accounting for 12.7% of seafood export value

The cost-of-living crisis in the UK remains prevalent and is directly impacting consumers' day-to-day lives

2023 is expected to see 300K+ British workers rejoin the UK labor market

Rising food inflation is driving growth in retail sales value, but is countered by declining sales volumes, including in the seafood category

The UK eating out market is forecast to grow by 4.7% in 2023 and will be worth £102.5bn by 2026

Sustainability continues to influence consumer decision-making and purchase behavior



A close-up photograph of a brown bear's head and shoulders as it catches a large fish, likely a salmon, in its mouth. The bear is in the water, and there is a significant splash of water droplets around its head. The bear's fur is wet and dark brown. The fish is silver and has a large head. The background is a deep blue, slightly out of focus. The text "SUCCESS STORIES" is overlaid in white, sans-serif capital letters on the left side of the image.

SUCCESS STORIES

DRIVING SALES THROUGH E-COMMERCE TOOLS

- Online grocery market is set to grow by £4bn (+17%) in next 4 years
- Retail promotions must have an online element
- ASMI NEU have leveraged digital promotional tool Citrus to drive sales of AK seafood

WAITROSE
& PARTNERS

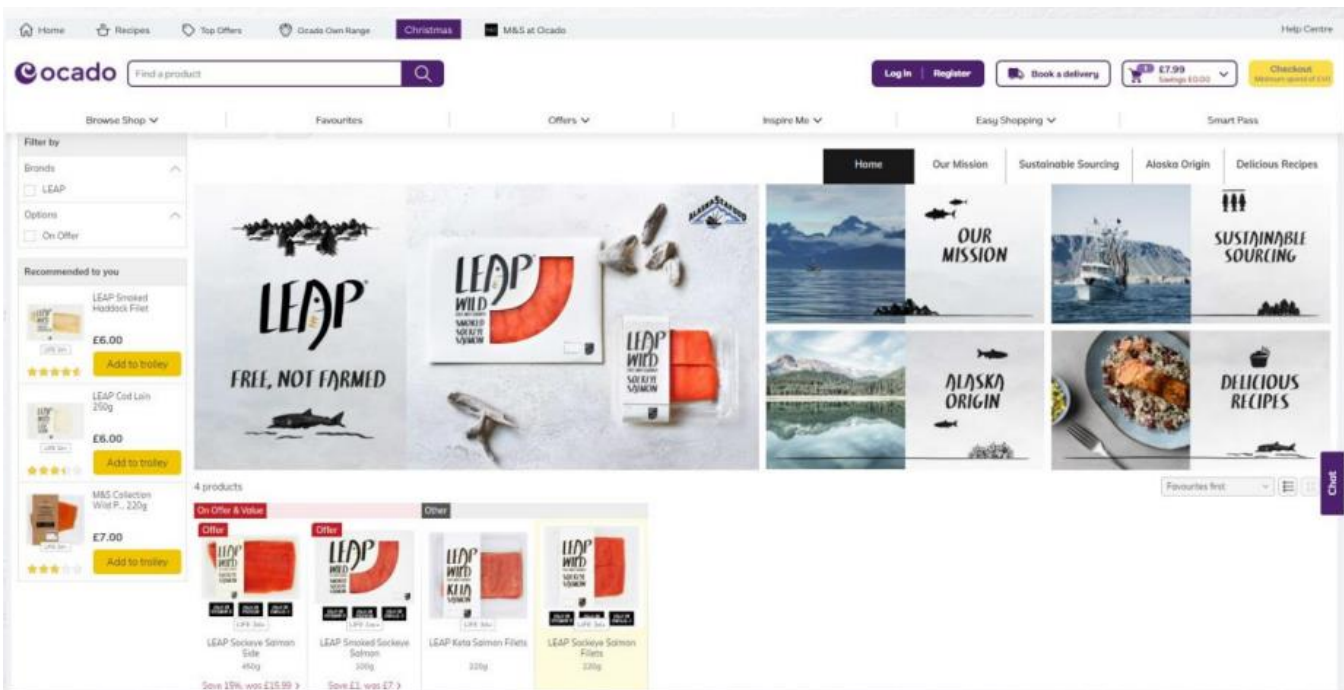
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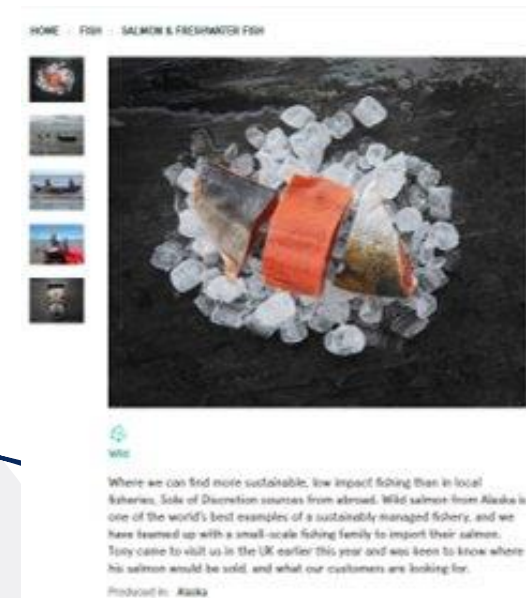
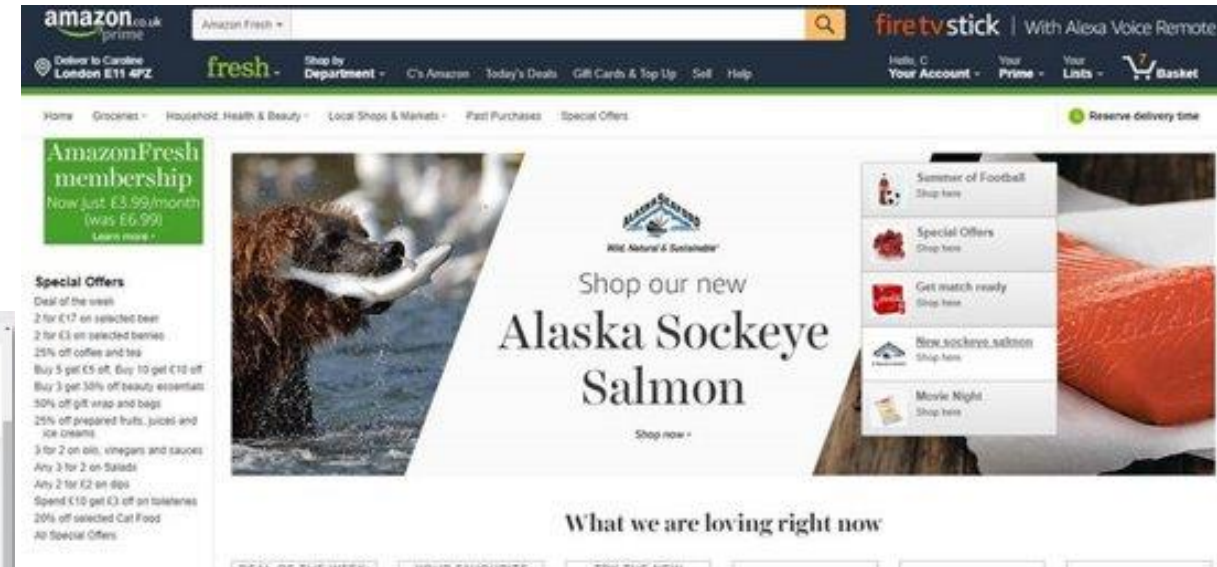
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Sainsbury's

TRADITIONAL E-COMMERCE



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SAMPLE ADS PROMOTED ON CITRUS PLATFORM



Sainsbury's

Search products

Groceries ▾ Favourites Nectar Offers Discover Recipes Delivery Pass

Meat & fish ▾ Fish & seafood ▾ All fish & seafood

All fish & seafood (172 products available)

Ready to cook Ready to eat Salmon, tuna & trout

Cod, haddock & other white fish Fishcakes & breaded fish Smoked salmon & fish

Filter your list

Sort by: Favourites First Per page: 60

Sponsored

Wild Fish Discovery Sockeye Salmon Fillets 230g
Save £1.00: Was £7.50 Now £6.50
£6.50 £28.26 / kg
Add

Wild Fish Discovery Yaka Salmon x2 230g
Save 50p: Was £5.00 Now £4.50
£4.50 £19.57 / kg
Add

Wild Fish Discovery Closed Yellowfin Tuna 200g
£5.00 £25.00 / kg
Add

Results for “fish”

Showing 1 to 50 of 169 items | Show 24 per page

Filter by: ☐ New (6) ☐ Special Offers (23) ☐ My Favourites

20 Categories ▾ 29 Brands ▾ Lifestyle & Dietary

Sponsored

Leap Wild Smoked Sockeye Salmon 100G

Write a review >
Rest of shelf >

£7.35 £7.35/100g
1 Add

Sponsored

Fish Said Fred 2 Tip Top Whole Sea Bass 520G

Write a review >
Rest of shelf >

£6.50 £12.50/kg
1 Add

Results for “salmon”

Showing 1 to 48 of 69 items | Show 24 per page

Filter by: ☐ New (2) ☐ Special Offers (8) ☐ My Favourites

12 Categories ▾ 17 Brands ▾ Lifestyle & Dietary ▾

Sponsored

Leap Wild Smoked Sockeye Salmon 100G

Write a review >
Rest of shelf >

£7.35 £7.35/100g
1 Add

Sponsored

Mowi 4 Smoked Scottish Salmon Slices 100G

Write a review >
Rest of shelf >

£5.25 £5.25/100g
1 Add

Sponsored

Tesco Wild Salmon Fillets 500G

Write a review >
Rest of shelf >

£5.55 £11.10/kg
1 Add

Salmon Smoked Salmon & Fish Prawns & Seafood Sea Bass & Sea Bream Cod, Haddock & Pollock

Sole, Plaice & Hake White Fish Halibut & Monkfish Tuna & Trout Mackerel & Sardines

Herrings & Anchovies BBQ Fish Breaded Fish & Fishcakes Fish Pies Easy To Cook Accompaniments

No 1 Fish & Seafood Fish Counter

Show fewer ^

Offers ▾ Dietary ▾ Waitrose Brands ▾ Popularity ▾

Sponsored

Fish Said Fred 2 Tip Top Whole Sea Bass 520G

Write a review >
Rest of shelf >

£6.00 £12.50/kg
Add

Sponsored

Leap Wild Smoked Sockeye Salmon 100g

Write a review >
Rest of shelf >

£7.70 £7.70/100g
Add

Sponsored

Waitrose Mild Scottish Smoked Salmon 100g

Write a review >
Rest of shelf >

£5.10 £5.10/100g
Add

EVERYDAY VALUE

£3.75

Essential Raw King Prawns ASC, 180g

Write a review >
Rest of shelf >

£3.75 £20.84/kg
Add

Showing 287 results for: **Fish**

Categories ▾ Offers ▾ Dietary ▾ Waitrose Brands ▾

Sponsored

No.12 Wild Alaskan Sockeye Salmon Fillets 220g

Write a review >
Rest of shelf >

£6.40 £29.09/kg
Add

Sponsored

Waitrose Frozen 2 Breaded Cod Fillets 300g

Write a review >
Rest of shelf >

£4.15 £13.84/kg
Add

Sponsored

Leap Wild Smoked Sockeye Salmon 100g

Write a review >
Rest of shelf >

£7.70 £7.70/100g
Add

EVERYDAY VALUE

£3.75

Essential Raw King Prawns ASC, 180g

Write a review >
Rest of shelf >

£3.75 £20.84/kg
Add

Dairy, eggs & chilled > Ready meals > Prepared sides & vegetables

Birds Eye Garden Peas 375g

★★★★★ Read reviews (27) Write a review

Deliciously Tender

Meal Deal for £5.00

£1.60 £4.27 / kg
Add

Product Details Reviews

Description

Deliciously Tender

1 of 5 a Day Servings

Source of Vitamin C

No artificial colours, flavours or preservatives

Our garden peas are picked and frozen within 2 1/2 hours to retain their nutrients and capture their freshness. One serving of Birds Eye peas provides 1 of your recommended 5 daily portions of fruit and vegetables.

Birds Eye have been growing our own peas in the UK for more than 75 years and we always farm the right way.

We're proud to be working closely together with WWF* to inspire people to eat more veg and find better ways to farm. By helping to protect the

Sponsored

Wild Fish Discovery Sockeye Salmon Fillets 230g

Write a review >
Rest of shelf >

£6.50 £28.26 / kg
Add

PROMOTION SALES RESULTS

Retailer	Spend	Impressions	Clicks	Sales Volume	Sales Value	ROAS
Sainsbury's	£18,030	9.9m	20,520	11,916	£89,720	498%
Waitrose	£6,960	960k	15,904	9,850	£91,844	1,319%
Tesco	£5,010	2.5m	12,496	5,402	£37,312	744%
TOTAL	£30,000	13.4m	48,920	27,168	£218,876	730%

BUILDING A SUCCESSFUL BRAND

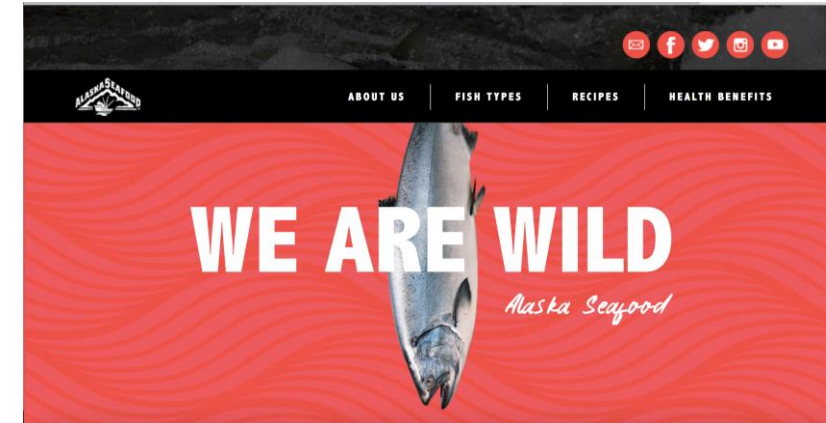
ASMI NEU launched the memorable 'We are Wild' campaign in 2016 to promote the different species of Alaska seafood and highlight the wild nature of the products.

This included the launch of the educational microsite www.AlaskaForeverWild.com and drove messaging online and in print advertising campaigns.

The campaign had a total reach of 1.8M.



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- This inventive new creative served as the lynch pin for brand communication as well as online and offline activations for several marketing years
- Served as the thematic basis for online and offline marketing & communications including:
 - A campaign appealing to athletes promoting Alaska seafood as fuel for fitness emphasizing nutritional benefits of a seafood-rich diet
 - Events targeting chefs which demonstrated the taste differentials of wild seafood and the versatility of Alaska's product offering
 - Trade education to expose industry to the different species of Alaska salmon and the characteristics that set each species apart



Wild, Natural & Sustainable*



WE ARE WILD
about Alaskan Salmon

www.alaskaseafood.org

ALASKA SEAFOOD
Wild, Natural & Sustainable*

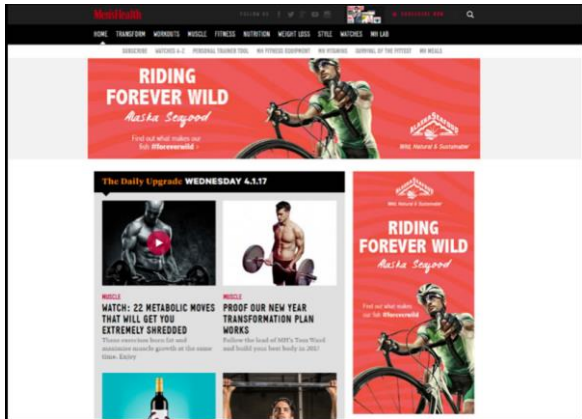
JOIN ASMI (ALASKA SEAFOOD MARKETING INSTITUTE) TO DISCOVER THE WILD SIDE OF ALASKA SALMON AT OUR EXPERT TASTING EVENT

Alaska is home to five different types of salmon, each of which are stunningly different. From flavour to colour to cooking technique - every species has stunning qualities making it suitable for particular menus, recipes and occasions.

Hone your tasting skills with direction and sample dishes from our Alaska seafood expert and chef ambassador, Dhruv Baker (Masterchef winner 2010). Take an alternative approach to flavour exploration with our original salmon sommelier concept - led by an experienced sommelier this exercise pairs Alaska salmon canapes with wines to distinguish each distinctive taste.

This event will include interactive sessions and a selection of wild Alaska salmon, you will have the opportunity to develop your own tasting notes for each species and discover their different tastes, textures and usage opportunities.

WHERE: Ictank, 5-7 Grape St, London, WC2H 8DW
WHEN: 14:30 - 17:30, 15th August, 2016
RSVP: alice@wearelotus.co.uk



‘GOT ANY SALMON?’

A campaign designed to drive a behaviour change and motivate consumers to make tinned salmon a staple food, both in their cupboard and on their plate.

The simple execution of the creative is designed to be memorable and fun.

The launch will concentrate on consumer education. Namely that tinned salmon is healthy, ideal for the whole family, and a quick and tasty meal-prep option.

NEU’s WASM strategy will revolve around the new creative and will include:

- Utilizing the new assets on social media
- Targeted ad/advertorial placements (print and online)
- Support of in-store retail activations



MARKETING MATERIALS





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SOCIAL MEDIA CONTENT: CAROUSELS & STORIES





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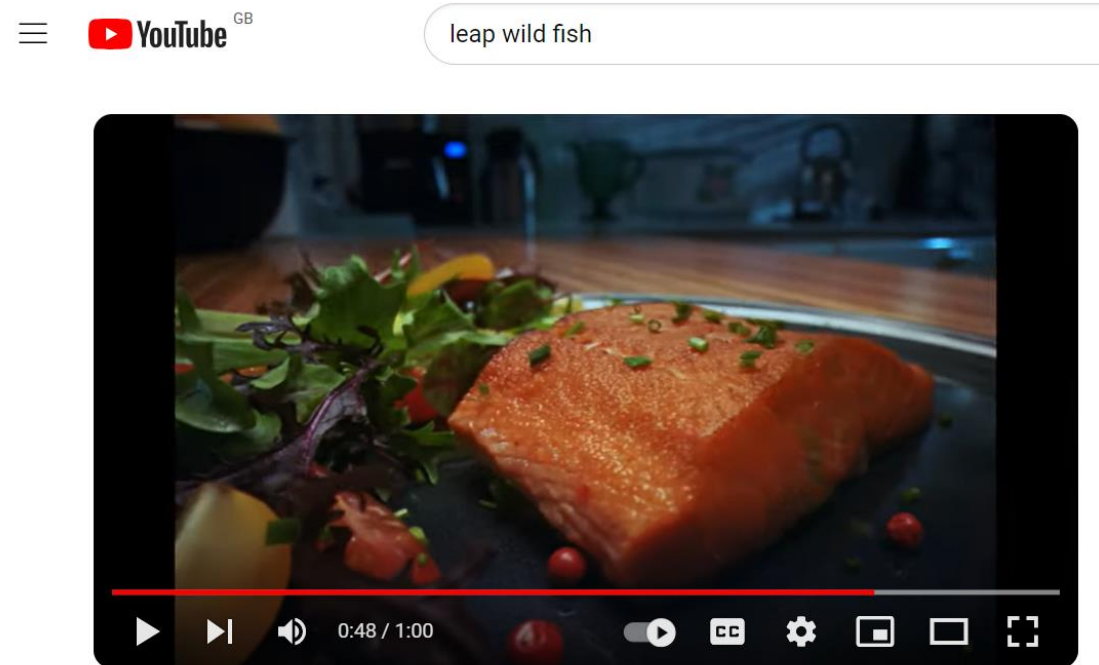


TAKE A LEAP - AD CAMPAIGN

ASMI NEU have supported New England Seafood's brand LEAP with the launch of their biggest marketing campaign to-date which includes their first ever TV advertising spot.

The launch campaign includes:

- An OOH immersive advertising campaign
- Social media ads on YouTube, Facebook and Instagram
- The TV ad featured across Sky' premium channels
- Retail promotions in Ocado, Waitrose and Tesco



LEAP Wild Fish - Take The LEAP - Official TV Ad



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COMING UP...

- ❖ Salon Culinaire - Alaska Seafood Masters - 25-27 March 2024
- ❖ Gastronord Sweden - 9-11 April 2024
- ❖ Press Trip in collaboration with USSA - May 2024



Gastro Nord





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THANK YOU FOR LISTENING