



# Alaska Seafood Marketing Institute

Retail Committee Approved FY14 Budget

May 2013



*Wild, Natural & Sustainable®*

# Overview

- Program Goals
- FY14 Budget Review
- Questions?



# Program Activity Goals

Our goal for FY14 is to increase direct retail & consumer awareness of Alaska Seafood by utilizing a three-tiered messaging platform:

1. Differentiate wild Alaska Seafood from other/farmed fisheries.
2. Increase consumer preference for Wild Alaska Seafood.
3. Increase retail merchandising and understanding of the importance of Alaska Seafood through training and communication targeted directly to retailers.

Each of our platform strategies engages both the consumer as well as the retailer, and can be achieved by implementing the messaging strategies outlined.

# Primary Budget Adjustments

## Budget: FY14 Base

- FY13 \$2,000,000
- FY14 \$2,100,000

## Changes:

### Increase in Program Operations

- FY13: \$426,000
- FY14: \$450,000

### Decrease in Marketing Operations

- FY13: \$306,000
- FY14: \$240,000

### Increase in Program Activities

- FY13: \$1,268,000
- FY14: \$1,410,000



# Retail FY14 Budget Detail

**Total FY14** **\$2,100,000**

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**Program Operations** \$450,000

This funds 3 staff positions (Program Director, Assistant Director and 85% of Marketing Specialist) plus 33% of Administrative Support Technician/Receptionist

**Marketing Operations** \$240,000

Agency retainer, Public Relations, and salary + office expense for program marketing representative as well as display product for trade shows and cold storage fees

**Program Activities** \$1,410,000

Trade ads, PR alignment, consumer food shows, merchandising/POS development & access, retail training/communication, industry communication, co-op & custom promotions, website maintenance/hosting, travel, recipe development, photo shoots, E-newsletter & literature reprints, social media marketing and leveraging scan data to better understand retail opportunities



# Consumer Advertising & PR Alignment

## **Communicate the Power of the Alaska Seafood Brand:**

Attributes of the brand: Flavor, texture, wild, natural & sustainable, COOK IT FROZEN! techniques, nutrition & seafood 2X a week

**Objective:** Increase consumer preference for Alaska Seafood

**Goal:** Alaska Seafood is the basis of a well rounded, healthy and nutritious diet

**Strategy:** Align, enhance and leverage the consumer communications efforts



# Tactics

**Tactic A. Consumer PR:** Focused releases containing educational points/tips that align with ASMI's messaging and address current consumption issues/trends and confusion between farmed seafood and wild-harvested Alaska Seafood.

**Tactic B. Targeted Digital Marketing/Online Banner Ads & PR:** Banner ad program on consumer websites and food blogs promoting COOK IT FROZEN! techniques, flavor, texture, health and sustainability. Leverage advanced targeting techniques to ensure creative and placement reach the desired audience.

**Tactic C. Consumer Tradeshows Oct. 2013-May 2014:**

Atlanta Food & Wine Festival, Austin Food & Wine Festival, Minnesota Grill Fest and Mohegan Sun Food & Wine Fest Connecticut



# Merchandising/ POS Development

## Partnership with Major Retailers:

Build on consumer preference for Wild, Natural & Sustainable Alaska Seafood with the development of recipes and informational POS designed and printed with the “look & feel” of the major retailers. This program will ensure that ASMI’s messaging is carried throughout supermarkets in chain-branded materials.

**Objective:** Align ASMI’s marketing and PR efforts with chain initiatives to promote Alaska Seafood through chain-branded web, social media and custom POS.

**Goal:** ASMI’s messaging carried in unique chain-branded web, social media & custom POS materials where retailers have the responsibility to warehouse, distribute and display for consumer pickup.

**Strategy:** Provide access to information/assets, themed tools and activities designed to influence pickup and purchase of Alaska Seafood products by retail customers.

*\*Specific materials, created either by ASMI or the retail chain, will be determined by the participating retail chain in terms of species & product form (frozen), so that both ASMI and retailer initiatives are met.*





# Tactics

## **Tactic A. Retail Partnership/Custom POS Development:**

Provide easy access to ASMI assets: logos, photos, videos etc. to assist retail partners in their design and creation of ads & POS for their stores and on the web and social media sites.

## **Tactic B. Co-Promotion Opportunities:**

Cross-promotion with other brands (Chateau Ste. Michelle, Pacifico, etc.) to leverage collective brand power and to increase awareness and promotional opportunities for Alaska species in-store.

## **Tactic C. Website & Mobile Site Updates:**

Updates to all sites: Alaska Seafood U, COOK IT FROZEN! & Wild Alaska Flavor plus the updating of all mobile sites: Quick Reference Guide, Perfect Pairing, COOK IT FROZEN! & Alaska Seafood U

# Retail Training & Industry Communication

## Training & Communication:

Part of our 3-tiered messaging platform for FY14, increased trade presence and continued training of store personnel to equip buyers and merchandisers to speak to consumers in an educated, brand-aligned way: attributes of the brand; flavor, texture, wild, natural & sustainable.

**Objective:** Increase knowledge of all things “Alaska” at the seafood counter while being able to answer increased competition from farm-raised products and eco-labels.

**Goals:** Influence seafood buyers & counter employees nationwide to speak and handle Alaska Seafood in an aligned, brand-consistent manner.

**Strategy:** Develop promotional tools, access to assets and potential co-op opportunities that allow for maximum buy-in and usage at retail by industry.

# Tactics

## **Tactic A. Trade PR:**

Trade press releases containing educational points/tips that align with ASMI's messaging and address current consumption issues/trends to enhance ASMI's communication objectives.

## **Tactic B. Trade Advertising:**

Combat increased competition from farmed-raised seafood and eco-labels by running a mix of print and online advertising to build awareness: FAO-RFM Sustainability, COOK IT FROZEN! techniques/support, Merchandising & Power of the Alaska Brand.

## **Tactic C. Tradeshows:**

Fees, booth design & construction for Boston Seafood Show

# Tactics

## **Tactic D. Travel:**

Staff travel to tradeshows and retail calls.

## **Tactic E. POS Material Development/Reprints & Digital Assets:**

Reprinting of current POS and limited development of “new” posters, recipes, brochures etc. Develop MultiAd/Kwikiee presence: deploy a new Digital Asset Management Solution that will allow retailers access to digital assets through an intuitive online interface.

## **Tactic F. Research Best Practices AK salmon, cod & crab**

Access scan data to analysis seafood sales/promotions from top 65 retail chains to determine trends & “Best Practices”.

# Tactics

## **Tactic G. Recipe Development and Photography:**

For use on website, mobile sites and address industry needs and provide e-assets (accessed through MultiAd/Kwikee) plus printed recipe leaflets, social media & e-books.

## **Tactic H. Sell Sheet/ Ad Development:**

Updating of retail sell-in sheets and ads including COOK It FROZEN! techniques, Sustainability & the Power of the Alaska Brand.

## **Tactic I. E-News Blasts:**

Development of e-news blasts to help build awareness of current ASMI programs, promotions and available merchandising tools for the trade/industry.

## **Tactic J. Coupon Redemption:**

Co-op promotions and partner tie-in offers.



# Questions?

## Thank You!

