



Alaska  
Pink WILD  
MADE  
EASY  
Salmon

# Pink Salmon Media Package



# Goals

Reach new audiences

Build value

Create evergreen content

**Benefit:** trial opportunity for inter-program collaboration



# Messaging

These messages are designed to speak directly to what today's customers want: quick, easy, and healthy protein options that fit seamlessly into busy lives.

These messages also highlight what sets all Alaska salmon apart: it's wild, sustainable, and brought to you by hard-working Americans.

## VALUE

Affordable and accessible, Alaska pink salmon is a weekly must-buy that fits every budget.

## VERSATILE

Alaska pink salmon is versatile and makes meal prep a breeze.

## CONVENIENT

Whether canned or frozen, Alaska pink salmon is fast and easy, sometimes already cooked.

## HEALTHY

Alaska pink salmon is a clean, lean protein with infinite possibilities.

## ALASKA CAUGHT BY AMERICAN FISHERMEN

Pink salmon is harvested from the pristine waters of Alaska by American fishing families. Pink salmon provides consumers with an easy way to purchase American-produced protein.



Meal Prep



Onigiri



Yakisoba



Fresh Rolls



Rice Bowls



Gimbap



Long Format



Short Format







Tinned Fish Dupe



Consumer and Food Service Recipes



Harvesting and Processing



HORIZONTAL WORDMARK

Alaska Pink Salmon  
WILD MADE EASY

OFFSET WORDMARK

Alaska  
Pink Salmon  
WILD MADE EASY

HORIZONTAL WORDMARK

Alaska Pink Salmon  
WILD MADE EASY

OFFSET WORDMARK

Alaska  
Pink Salmon  
WILD MADE EASY

STACKED WORDMARK

Alaska  
Pink Salmon  
WILD MADE EASY

VERTICAL WORDMARK

Alaska  
Pink Salmon  
WILD MADE EASY

COLOR PALETTE



Campaign Identity and Stickers

#E2553

# *Retail Tie-Ins*

Digital Video Ads



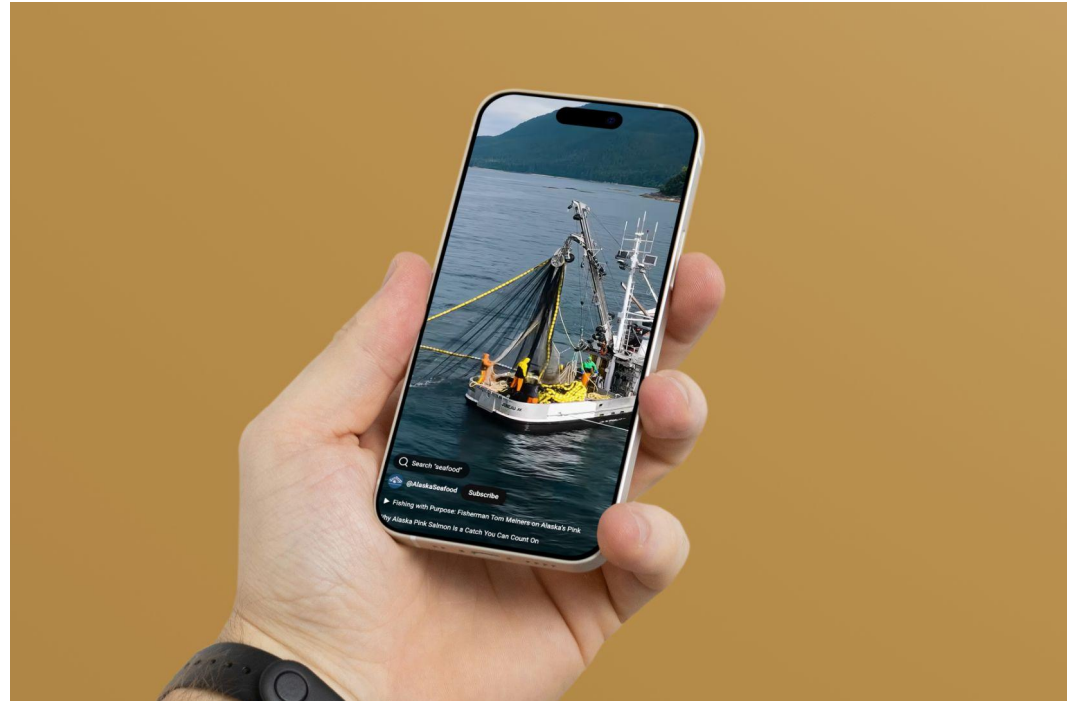
# Retail Tie-Ins

Point of Sale Materials



# Coming Soon

Language Neutral  
International Videos





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*Alaska*  
*Pink* WILD  
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*Salmon*