



# ASMI/Edelman Consumer Public Relations and Digital Activity Highlights and Upcoming Projects

All Hands Meeting – Oct. 21, 2015



# OBJECTIVES

- Drive increased brand recognition and preference for Alaska Seafood through media relations and social media programs that illustrate the Alaska story
- Further showcase the Alaska Seafood taste experience through culinary media and influencers
- Educate consumers with articles, programs and events focused on nutrition, sustainability, frozen vs. fresh debunking, and the business of Alaska Seafood
- Support ASMI's mission to increase the economic value of Alaska Seafood



# STRATEGIES

- **FROZEN:** Leverage superior taste and convenience to initiate new momentum for frozen product and COOK IT FROZEN!® techniques
- **WILD:** Hammer hard on the powerful, unspoiled imagery of Alaska Seafood and fisheries to make Alaska synonymous with “wild” and illuminate the Alaska story
- **SUSTAINABILITY:** Exploit superior product positioning of Alaska Seafood to lead and innovate the sustainability discussion
- **CULINARY:** Place Alaska Seafood at the center of the modern food movement by showcasing the product nationwide via events, chefs and via media placements
- **NUTRITION:** Preempt the release of the DGAC guidelines with nutritional messaging



# RESULTS TO DATE

## 1.1 billion impressions

From earned media placements in top tier outlets like Associated Press, New York Times, Martha Stewart, RealSimple.com, Allrecipes.com, Food Network, Glamour.com, Oprah.com, BuzzFeed and more.

## 7 editors & 4 chef influencers in Alaska

attended the 3 FAMs in Anchorage and Juneau, developing an appreciation for Alaska seafood and agreed to become future ambassadors.

## 16 articles & 4 videos showcasing the Alaska experience

via top-tier national outlets as a result of the FAM trips this year

## 141% increase in social engagement

on ASMI's social channels across Facebook, Twitter and Instagram.  
(Sept '14 – Jan '15 vs. Feb '15 – Aug '15)

## #AskForAlaska Video: 191,000 views and 6,318 likes

#AskForAlaska video with leading You Tube personality iJustine showing "How to Cook Wild Alaska Sockeye Salmon"

## 85 million blogger impressions

as a result of 83 posts and over 90 Alaska seafood recipes through targeted outreach.

## 36 editors at Alaska salmon tasting event

from top-tier national outlets attended the salmon harvest kickoff tasting event in NYC

## \$603,000

total spent (fee and expenses) from January – June 2015. (less than \$652,000 budget)

## \$208,000

total spent (fee and expenses) from July – September 2015. (annual budget - \$1 million)



# NEWS BUREAU

*RAISE AWARENESS FOR ALL ALASKA SPECIES AND THE ALASKA STORY  
THROUGH MEDIA RELATIONS*



# MEDIA RELATIONS – *ongoing outreach to hundreds of reporters year round*



**Recipes For 2015 Halibut Season (It Starts Saturday)**



**Simple Guide (with Recipes) for Mastering Salmon Seasonality**



**If You Like Canned Tuna, You Should Give Canned Salmon A Try**



**Why Alaska Will Have a Record Salmon Harvest, Whether it Wants One or Not**



**Women Fishermen in Alaska: "It's a Small But Incredibly Strong Pocket of Amazing Women Up Here"**



**Q&A: Elite Runners Ryan and Sara Hall Share Top Nutrition Strategies**



# SALMON HARVEST

*EDUCATE CONSUMERS ABOUT ALL WILD ALASKA SALMON SPECIES  
TIED TO PROJECTED RECORD HARVEST*

# MEDIA RELATIONS AND TOP STORY: ASSOCIATED PRESS

APRIL – SEPTEMBER 2015

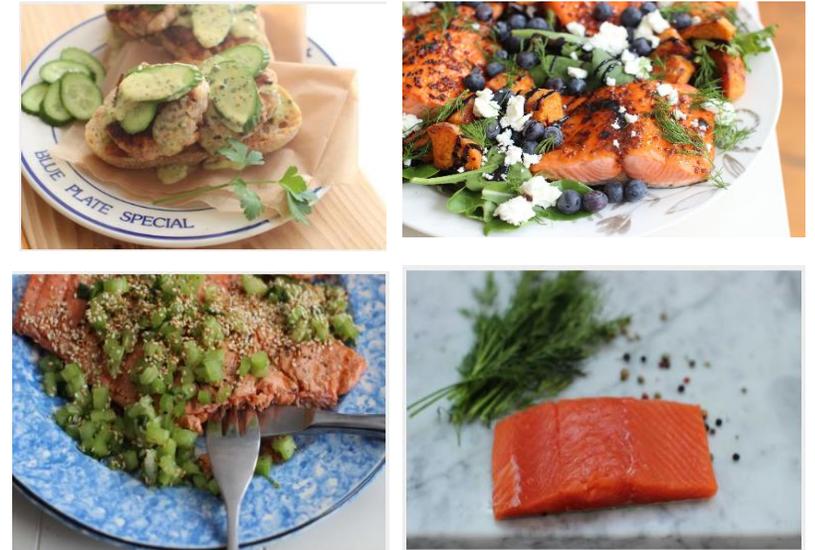
Executed robust media relations campaign tied to salmon season. Kicked off blitz with Associated Press feature on Alaska salmon and five separate stories on each species with an accompanying recipe and photos.

## RESULTS

- AP story: 201 articles via 77 different outlets
- 619 million total impressions

## HEADLINES

- *“Simple Guide (with Recipes) for Mastering Salmon Seasonality”*
- *“A Seasonal Salmon Primer: King Salmon (also Called Chinook)”*
- *“A Seasonal Salmon Primer: Coho Salmon (also Called Silver)”*
- *“A Seasonal Salmon Primer: Sockeye Salmon (also Called Red)”*
- *“A Seasonal Salmon Primer: Pink Salmon”*
- *“A Seasonal Salmon Primer: Keta Salmon (also Called Chum)”*



**AP** Associated Press

**The Seattle Times**

**abc NEWS**

**The Washington Post**

**The Salt Lake Tribune**

**San Antonio Express-News**

**YAHOO!**  
News

**Poughkeepsie Journal**  
A GANNETT COMPANY

# NEW YORK MEDIA DEMOS

APRIL 30 – MAY 1, 2015

Educate NY media and chefs about Alaska salmon species and techniques for cooking frozen, canned and fresh

## PROGRAM

Hosted two tasting events for top-tier media at Tasting Table and Food Network

## RESULTS

- **36 top-tier national media** attended Tasting Table event; **25 Food Network** editors, producers and social media leads attended to learn about Alaska seafood.
- Tasting Table posted a Facebook gallery, featured Alaska Seafood in custom advertorials sent to its large subscriber base (**2MM subscribers, 1MM social followers**)
- The ASMI Twitter and Instagram accounts shared 14 event photos in real-time
- #wildalaskaseafood and @ASMIAlaskaSeafood reached a total **25,383 people** throughout the day on Twitter alone



### Feast of the Salmon Dishes

Do dinner right with Alaska salmon

6/6/15

By TT Partner MTRG.

Cooking



Sponsored Content

Take a high dive from drab dinners with **wild Alaska salmon**, your ticket to quick, healthy and delicious meals.

It all starts in frosty Alaska. The icy waters off the northernmost state lend the five species a taste. And all season fast-chill pristine quality

Try one of the

fresh dill, garlic

• Fry up some

• Tap into the

an Asian-inspired

Sauce (get the

• Craft your own

Korean Mixed

Pear Kimchi

Alaska salmon

# NEW VIDEO CONTENT

MAY 2015

Raise more awareness for salmon tied to the projected historic salmon harvest; support ASMI in-state Alaska Grown program

## PROGRAM

- Produced two new videos featuring summertime salmon recipes: Alaska Sockeye Salmon Burgers with Rhubarb Chutney and Planked Alaska Sockeye Salmon With Asian Glaze.
- Distributed videos to media and via video network to secure placement via AOL, HuffPo and Relish; pitched to editors as part of the salmon harvest announcement.

## RESULTS

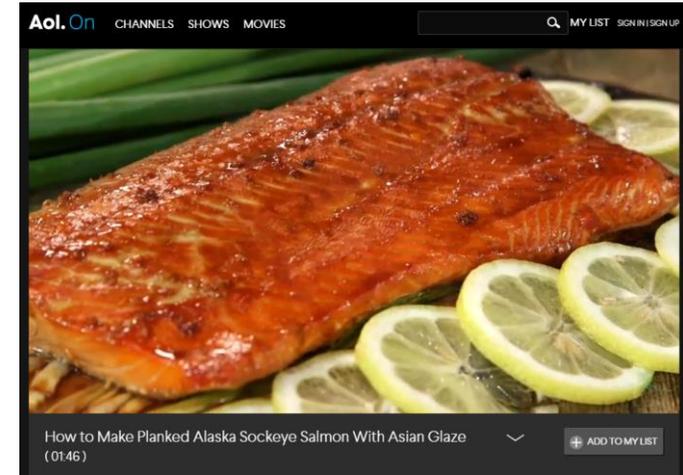
- 26,675 total plays
- Coverage in 49 outlets
- Shared both videos on ASMI social channels

### Wild Alaska Sockeye Salmon Burgers with Rhubarb Chutney

By Relish Contributor on May 1, 2015



Burgers are an All-American classic and when you are ready for something special with exceptional flavors, try our recipe for Wild Alaska Sockeye Salmon Burgers with Rhubarb Chutney.



**Aol. relish.**

The **Daily**  
**Telegram**

HUFFPOST VIDEO

CAMBRIDGE  
**CHRONICLE**

**The News Eagle**

THE STATE  
**Journal Register**  
THE OLDEST NEWSPAPER IN ILLINOIS

The  
**WellingtonDailyNews.com**



# THE ALASKA SEAFOOD STORY

*EXCITE AND INFORM CHEFS AND MEDIA TO TELL THE ALASKA SEAFOOD STORY AND INCORPORATE MORE ALASKA SPECIES IN ARTICLES AND RECIPES; HIGHLIGHT NUTRITIONAL BENEFITS TO HELP INCREASE CONSUMPTION*

# FAMILIARIZATION TRIPS

JULY – AUGUST 2015

Collaborated with ASMI in-state team to bring editors and chefs to Alaska for in-depth education and fishing experience to drive media coverage

## PROGRAM

Worked with in-state team to develop and staff trips highlighting all species.

- Culinary: Kirsten and Mandy Dixon's Tutka Bay Lodge provided a backdrop for culinary demonstrations, lessons and fishing with a variety of guest speakers.
- Sikumi Boat: Two trips took guests on a first-hand "sea-to-table" experience with fishing, visits to local processors, cooking and more.

Booked all media and chefs and coordinated travel, educational materials and resulting coverage

## RESULTS

- 83 million impressions to date via 16 articles and 4 videos
- Seven editors from top-tier national media: FoodNetwork.com, Bon Appetit, Refinery29, Glamour, Food Republic, Thrillist, Food Network/Cooking Channel and Eating Well
- Four chefs: Tom Douglas, Andrew D'ambrosi (Bergen Hill, NYC), Elizabeth Falkner and Anita Lo (Annisa, NYC) serving as spokespeople for coverage via Allrecipes, Hallmark Channel, Food Republic and more.



# FAM COVERAGE - 83 million impressions as a result of 16 articles and 4 videos

ONGOING



9 Things You Didn't Know About Salmon

Are You Eating Enough Seafood?



Tom Douglas Demos Sizzling Wild Salmon



Great Wine Pairings for Alaskan Seafood

Alaska Grows its Oyster Harvest



Alaska Seafood Demystified



The Road to Tutka Bay & slideshow



GLAMOUR

(Almost) Everything I Ate In Alaska



Women Fishermen in Alaska: "It's a Small but Incredibly Strong Pocket of Amazing Women Up Here"



13 Canned Fish Dishes That are Easy, Cheap and Delicious



A Beginner's Guide on How the Hell to Shop for, Store, Prep & Cook Fish



HOME & FAMILY

Chef Elizabeth Falkner Cooks Cavachiette with Salmon Tartar



# #ASKFORALASKA

JULY 2015 – JUNE 2016

Execute #ASKFORALASKA seafood spotting campaign to ignite excitement for purchasing Alaska seafood

## PROGRAM

- Partnered with top YouTube star/millennial influencer [iJustine](#) to create and distribute a wild Alaska sockeye salmon recipe video and announce #ASKFORALASKA campaign on Aug. 4
- Distributed media alert with 7 Reasons to Ask for Alaska, video link and contest information to media and bloggers nationwide
- Continue to support #ASKFORALASKA program through ongoing media outreach, influencer engagement and social media efforts



## RESULTS

- To date: 191,000 views and 6,318+ likes
- First 24 hours: 24,511 views
- Distributed to YouTube (2,378,271 subscribers), Facebook (1M fans), Twitter (1.82M followers), and Instagram (192K followers)

# NUTRITIONAL BENEFITS: RECEPTION FOR RDs at FNCE

OCT. 3-6, 2015

Highlight nutritional benefits of Alaska seafood at annual **Food & Nutrition Conference & Expo (FNCE)** and interact with members of Academy of Nutrition and Dietetics and media

## PROGRAM

- Partnered with Sunkist to host reception for 150 RS/members of SCAN (Sports, Cardiovascular and Wellness Nutrition) and nutrition focused media
- Coordinated with RD Michelle Dudash to demonstrate **Soy-Honey Alaska Cod with Sunkist Lemon**
- Distributed ASMI nutritional collateral to all attendees
- Collaborated with Seafood Nutrition Partnership to share messaging/collateral

## RESULTS

- Booked media attendees from Eating Well, Foodnetwork.com and more and coordinating for future coverage
- Leveraging relationships with RDs for ongoing media relations efforts
- Conducting outreach to health/wellness media post-event



**EatingWell**  
WHERE GOOD TASTE MEETS GOOD HEALTH

*edible*  
NASHVILLE



A SUPER FOOD  
→ for you and your family

DID YOU KNOW SEAFOOD is one of the leanest sources of protein and a super food packed with nutrients like OMEGA-3<sup>2,3</sup> which is essential for your good heart health?

- ♥ Eating seafood while you're expecting can help your baby's brain and eye development.<sup>4</sup>
- ♥ Seniors who eat seafood regularly have better memory and live longer.<sup>3</sup>
- ♥ It's easy to get healthy with seafood.

MOST SEAFOOD  
→ can be prepared in just 15 minutes or less

MAKING IT EASY TO SAY "YES!" TO YOUR HEALTH...

- ♥ ASK YOUR LOCAL GROCER what seafood is in-season and remember frozen or canned seafood is just as healthy as fresh seafood, and is a tasty, cost-effective alternative.
- ♥ BE ADVENTUROUS WHEN DINING OUT. Many restaurants have healthy seafood options on the menu. Try a new seafood dish the next time you go out to eat.
- ♥ TAKE THE HEALTHY HEART PLEDGE and learn more about the health benefits of seafood at [SeafoodNutrition.org](http://SeafoodNutrition.org)

LOVE YOUR HEART,  
Eat Your Seafood

EATING SEAFOOD TWICE A WEEK  
CAN REDUCE YOUR RISK OF HEART DISEASE  
BY AT LEAST 36% AND GIVE YOU MORE  
ENERGY THROUGHOUT THE DAY.<sup>1</sup>



SEAFOODNUTRITION.ORG



# SOCIAL & DIGITAL

*INCREASE ASMI'S ONLINE PRESENCE AND ACTIVITY TO MAXIMIZE REAL TIME CONVERSATIONS AND INCREASE VIRAL DISCUSSION TO REACH AN ALWAYS ON AUDIENCE*

# DIGITAL AND SOCIAL EFFORTS

## ONGOING

Improve Brand Recognition, Expand Online Presence, Create a Two-Way Dialogue, Support PR, Sales and Marketing by cross-promoting marketing activities on Facebook, Instagram and Twitter.

### PROGRAM

Developed and executed monthly social editorial calendars for Facebook, Instagram and Twitter including upcoming campaigns, events, news and content, Monitored and flagged proactive engagement opportunities on Facebook, Instagram and Twitter, Provided monthly reporting and analysis.

### RESULTS

- **Twitter:** Over the last six months, average engagements per post have increased **169%** from 2.9 to 7.8.
- **Facebook:** Over the last six months (February 2015 – August 2015), total organic engagements increased **73%** compared to the six months prior.
- June's paid Facebook program drove **13.7K** clicks to the ASMI website.
- **Instagram:** Average engagements per post have increased **67%** from 27 to 45 over the last six months.

### #AskForAlaska

- Online conversation for #AskForAlaska had nearly **265 mentions** over the last month and reached nearly **3.6M impressions** on Twitter. These were largely driven by the [@ijustine tweet](#).

## Top Organic Posts



# CULINARY BLOGGER PROGRAM

MARCH – SEPTEMBER 2015

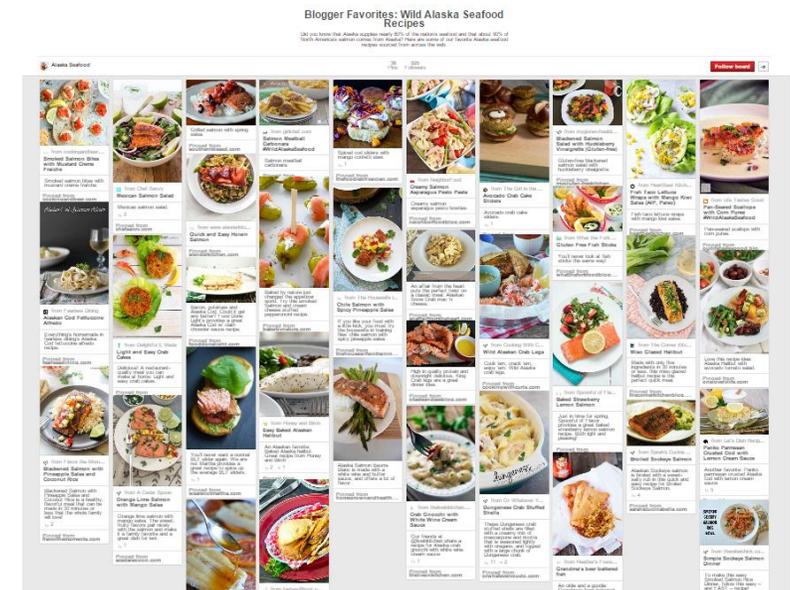
Target millennials, drive increased recognition for Alaska Seafood, secure coverage of Alaska Seafood recipes

## PROGRAM

Collaborated on 40 food, health/nutrition blog posts featuring recipes using a canned, fresh or frozen Alaska seafood species for four weeks (March 12 to April 10); coordinated for additional ongoing pick up.

## RESULTS:

- 48 million impressions
  - 40 blog posts, 40 Facebook posts, 80 tweets, and 40 Pinterest pins; many included the Seafood for all Seasons guide.
  - Posts continue to be picked up by national outlets (e.g., Huffington Post, Parade's Community Table, etc.)
- Amplified coverage via dedicated ASMI Pinterest board and shared posts on ASMI's Facebook and Twitter.





# CURRENT AND UPCOMING PROGRAMS

# FROZEN TO FORK

OCT. 2015 AND ONGOING

Support ASMI retail initiative to raise consumer awareness and sales of frozen Alaska seafood; Educate media through in-depth frozen seafood educational program highlighting COOK IT FROZEN!® techniques and more than 600 in-store demos in October

## MEDIA RELATIONS PROGRAM

- Conducted omnibus study to secure new data about frozen seafood preferences
- Designed new one-sheet about frozen Alaska seafood's convenience and benefits
- Distributed press release highlighting new frozen seafood consumption data, cooking techniques, John Ash cooking video and retailer demo information
- Sent creative media mailer to top-tier media, bloggers and influencers to drive coverage
- Conducted ongoing outreach year round to secure frozen focused coverage



### FROZEN ALASKA SEAFOOD IS AS EASY AND CONVENIENT TO PREPARE AS IT IS SATISFYING.

There's no need to wait for it to thaw. With Alaska Seafood's simple, time-saving COOK IT FROZEN!® techniques, prepare a delicious, healthy meal in as little as 15 minutes cooking directly from frozen using familiar methods—sautéing, roasting, steaming, broiling, poaching and grilling.



#### Try this pan-steaming technique and watch as it goes from Frozen to Fork™:

- Simply rinse seafood under cold water to remove any ice glaze.
- Bring an inch of water or seasoned liquid to a simmer over medium-high heat.
- Place the seafood in the pan, skin side down.
- Return liquid to a simmer; liquid should simmer not boil.
- Cover the pan tightly.
- Cook frozen fillets for 5 minutes; turn off the heat and let seafood rest in liquid for 5 minutes.
- If desired, create a quick reduction sauce with the poaching liquid.

## ALASKA:

pristine, unspoiled, wild and natural.

Alaska's clean, icy waters are home to the world's finest seafood and nearly 60% of the seafood that is harvested in the US.

Known for its wild salmon, crab and whitefish varieties, Alaska preserves much of the fresh catch immediately after it leaves the icy water. By rapidly chilling, then commercially flash freezing it at well below zero, Alaska seafood is kept at the peak of freshness, locking in quality and flavor.

The seafood is held or transported at or below zero degrees Fahrenheit until it's ready to be eaten, preventing dehydration and preserving nutritional value and flavor. Best of all, home cooks can take frozen Alaska seafood from Frozen to Fork™ in minutes.



www.WildAlaskaSeafood.com  
#Frozentofork

# FROZEN TO FORK – CONT'D

OCT. 2015 AND ONGOING

## DIGITAL & SOCIAL MEDIA PROGRAM

- Partnered on 20 blog posts highlighting COOK IT FROZEN! techniques, benefits and convenience value
- Posted original content on ASMI's social channels
- Provided retailer social media deck with suggested content for Facebook, Twitter and Instagram to incorporate into their own social editorial calendars

## RESULTS

- Release distributed via the WIRE for millions of impressions
- Blogger posts resulted: in 525,007 impressions to date with expected impressions: totaling more than 2.4 million



WICKED SPATULA

DAIRY FREE ALASKA KING CRAB BISQUE



Wendy Polisi

Maple Glazed Salmon with Cranberry Pecan Quinoa Salad



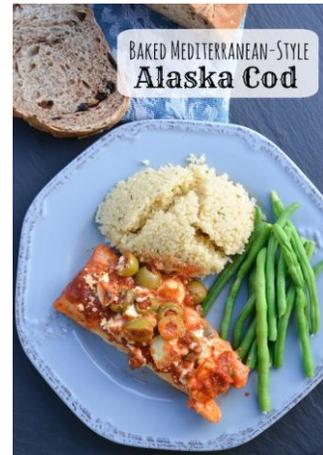
4 Frozen Foods You Don't Have to Defrost

If there just isn't time to thaw these dinner staples first, you can just cook them frozen with delicious results. Here's how.



Flying

ON JESS FUEL



Ditch Your Fish Excuses

From Food Network Kitchen  
Here are some solutions to the most-common reasons...



# THE ALASKA SEAFOOD BOUNTY

NOVEMBER – DECEMBER 2015, MARCH 2016, MAY 2016

Continue to increase awareness for Alaska seafood species pegged to the start of each harvest season

## **MEDIA OUTREACH**

- November: create and distribute “Ultimate Guide to Alaska Crab” one sheet timed with crab harvest season release; Send Alaska crab to top food editors in time for the holiday seasons, educate media to cook with crab and share their recipes/experiences
- March: create and distribute “Ultimate Guide to Alaska Whitefish” book and press release timed with opening of halibut and black cod season, which will include other species like rockfish, etc. Hold media event in NYC – see following slide
- May: create and distribute press release announcing salmon harvest season and re-distribute “Ultimate Guide to Alaska Salmon”

## **SOCIAL/DIGITAL SUPPORT**

- Feature recipes and videos across ASMI's social channels with an emphasis on each seasonal species



# BRING THE ALASKA EXPERIENCE TO NYC

MARCH 2016

Educate NYC media on the wide array of Alaska seafood with a focus on Alaska whitefish timed to Alaska black cod and halibut harvest

## PROGRAM

- Create and distribute Ultimate Guide to Alaska Whitefish to be distributed at events and ongoing
- Host dinner event for media and influencers focused on the variety of all Alaska Seafood whitefish species and preparation ideas, including COOK IT FROZEN methods.
- Host demo events at NYC test kitchens

## MEDIA OUTREACH

- Secure top-tier culinary, health, nutritional and lifestyle editors, bloggers and social influencers to attend
- Invite NYC chefs and restaurateurs to drive maximum awareness and integration potential
- Pitch event chef to local morning shows for halibut and black cod demos

## SOCIAL/DIGITAL SUPPORT

- Highlight Alaska whitefish species in both planned and real-time content throughout March
- Generate local and remote interest in wild Alaska seafood leading up to the event by featuring #ASKFORALASKA content specific to foods NY is famous for such as bagels topped with cream cheese and salmon or NY pizza with seafood



bon appétit





QUESTIONS?