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

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
Halibut—it’s not just for the hell of it! It’s high in protein and Omega-3 fatty acids, low in fat, and mild in flavor. Wild Alaskan halibut is certified sustainable.

Wild Alaska seafood – food fit for a president.
During his trek through Alaska, President Barack Obama and Bear Grylls enjoyed some fresh Alaska salmon. Take a leak!

Alaska Seafood Marketing Institute
September 9 at 10:30 AM – Cited - VI

VIDEO: President Obama Eats Salmon Previously Cheved on by a Bear
President Obama eats Bear Grylls a “medicore cook” as he eats salmon previously picked on by an actual wild bear.

PEOPLE.COM

JOURNAL SENTINEL

Halibut with Tangy Fruit Salsa
Wild Alaska halibut harvest season began this past weekend. Take advantage of this quick-cooking fish for an easy, healthy weekday dinner.
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
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)”

APRIL – SEPTEMBER 2015
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 @ASMIAkSeafood reached a total **25,383 people** throughout the day on Twitter alone
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


• 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
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
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 (Annissa, 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
Women Fishermen in Alaska: "It’s a Small but Incredibly Strong Pocket of Amazing Women Up Here"

(Almost) Everything I Ate In Alaska
A Beginner’s Guide on How the Hell to Shop for, Store, Prep & Cook Fish
13 Canned Fish Dishes That are Easy, Cheap and Delicious

Chef Elizabeth Falkner Cooks Cavachiette with Salmon Tartar
Tom Douglas Demos Sizzling Wild Salmon
Great Wine Pairings for Alaskan Seafood
Alaska Grows its Oyster Harvest
Women Fishermen in Alaska: "It’s a Small but Incredibly Strong Pocket of Amazing Women Up Here"

A Beginner’s Guide on How the Hell to Shop for, Store, Prep & Cook Fish
13 Canned Fish Dishes That are Easy, Cheap and Delicious
Execute #ASKFORALASKA seafood spotting campaign to ignite excitement for purchasing Alaska seafood

**PROGRAM**

- Partnered with top You Tube star/millennial influencer [iJustine](https://www.youtube.com/user/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)
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

OCT. 3-6, 2015
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

ON GOING

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 @justine tweet.
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
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

**OCT. 2015 AND ONGOING**
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
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
QUESTIONS?