



KNOW BETTER CHOOSE BETTER

Pan European Costco campaign sampling Alaska sockeye in Spain, Germany, France and UK, pan European influencer campaign with a focus on health fitness and nutrition and pan European Wild Alaska Seafood Month editorial and advertising in print media.

Regional activations include: -

Retail: CEU/WEU

- Online shop and in-store advertising with Rewe (3,600 stores)
- In-store TV promo with 1,100 stores of Edeka and Kaufland
- Sticker Promo on packaging of 30,000+ Fish Tales smoked salmon packages
- Webshop logo placement with Friedrichs and Die Räuherei
- Quick Commerce Promotion with Lelka
- E-Commerce Promotion with shopping App Bring
- Sales catalogue placements with Maximo, Argel and Croquegel
- Retail buyer bags in cooperation with Wechsler

Retail SEU

- El Corte Inglés – 40 stores in Spain and Portugal promoting wild Alaska salmon in the fresh seafood department
- Pam Panorama – 124 stores in northern Italy promoting wild Alaska sockeye salmon in the fresh seafood department
- Taste of America – 16 stores in Spain promoting smoked wild Alaska sockeye salmon
- Makro – 30 stores in Spain and Portugal promoting wild Alaska cod
- Traditional seafood shops – Alaska Seafood Month posters and ice picks in numerous top seafood shops in Madrid and Barcelona areas

Retail NEU

- National Sainsbury campaign promoting multiple ASMI products. Campaign to include instore trolley media, recipe barker, digital six sheets display, full page in Sainsbury magazine, featured shop with traffic drivers and social media posts
- Waitrose wild Alaska frozen pollock campaign, advertorial in Waitrose magazine, digital ads and shopper basked promotion
- New England Seafood campaign including always on paid social through January, Tesco sponsored search on Leap smoked sockeye salmon and Waitrose.com sponsored product
- Wild Alaska Seafood Month Ocado on-site supplier event
- Online retail campaign with Gorillas in NL
- Retail campaign with Albert Hein in NL

Consumer campaign across Europe

- Smart TV launches through close to 800,000 TVs in Germany
- Sponsorship of TV cooking show "Cotto e magiato" in Italy
- Podcast features on sustainability and nutritious in Germany
- Roll Up Banners in fitness studios in Germany
- Editorial content in radio including nutritionist interview in Germany



- Digital campaign with Daily Telegraph Cook UK
- Recipe campaign with sport app UK
- Influencer cook off in NL supported by multi market competition
- Jan. 22-30 Wild Alaska Seafood Week restaurant promotion Lisbon area, 10 restaurants offering special Alaska seafood dishes.
- Press receptions to launch Alaska Seafood Month in early January in Lisbon, Madrid, and Milan.