

ALASKA SEAFOOD MARKETING INSTITUTE

PROGRAM RECAP

2024 - 2025 WEU

PRESENTED BY [mk² gmbh](#)



Sauvage, Naturel & Durable

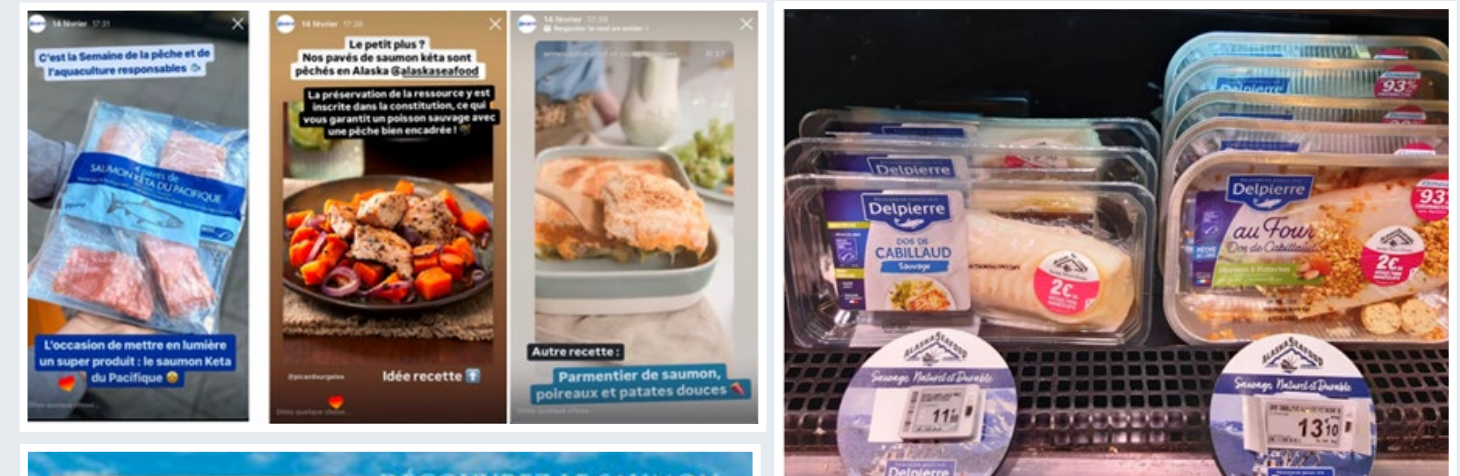
RECAP 24/25: SALES PROMOTIONS

- Total of 17 Alaska market activations
- Projects realized in France & Belgium
- Involving 7 retail and 2 discount chains
- Working with 16 EU industry partners
- Promoting 21 brands and private labels
- Advertising seven Alaska species

- ✓ Sockeye salmon (smoked & frozen)
- ✓ Keta Salmon (smoked, frozen fillets & refreshed)
- ✓ Pink Salmon (canned & frozen fillets)
- ✓ Coho Salmon (frozen fillets)
- ✓ Flatfish – Yellowfin Sole (refreshed & frozen fillets)
- ✓ Pollock (frozen fillets & Surimi)
- ✓ Cod (frozen loins)

Retail sales value
→ just OVER US\$ 4 mio

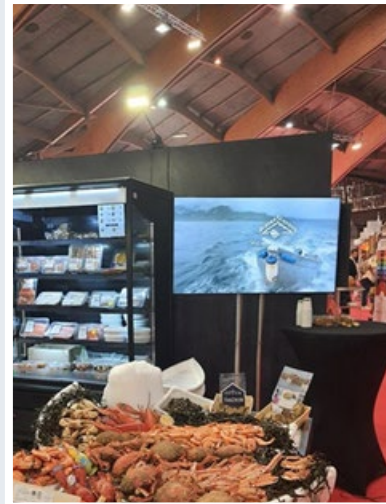
Return on investment
→ 1.196,5 %



SALES PROMOTIONS - HIGHLIGHTS

AGRO MOUSQUETAIRES SALES CAMPAIGN

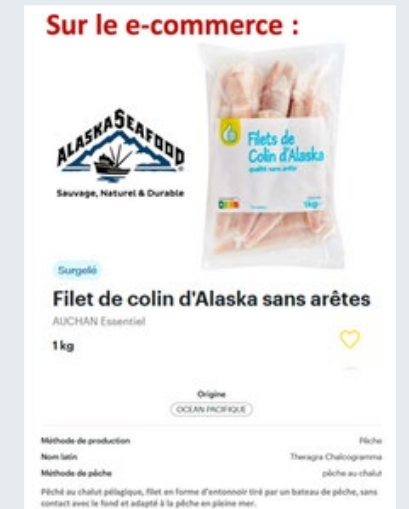
- Work with sales team for retail listings
- Present at seven Intermarché exhibitions
- Focus on Capitaine Cook smoked salmon
 - ✓ Highlight Alaska origin and ASMI logo
 - ✓ Tell story of the product / AK message



On-site orders rounded to → US\$ 210,000 | sales increase compared to 2024 → 12% | ROI on ASMI funds → 1,312.5%

FJORD IMPORT POLLOCK PROMOTION

- Promote 1kg packs of AK pollock fillets
- Displays in 125 Auchan Hypermarkets
- Banners on Auchan e-commerce pages
- ASMI logo and AK origin call-out
- Running for four weeks in May 2025



Packs distributed → 50,000 | sales increase compared to non-promo period → 43% | ROI on ASMI funds → 2,333.5%

RECAP 24/25: COMMUNICATION & BRAND BUILDING

- Goal: improve overall awareness of origin Alaska
- Inform about specific products & species
- Implemented wide range of marketing activities
 - ✓ Media: SoMe, blogs, print media
 - ✓ In-person: POS, exhibitions, industry events
- Work with 4 industry partners for media collabs
- Closely connected with sales promotions
- Linked to generic ASMI channels for reference

- 15 Targeted influencer partnerships with audience of → 4.3 million users
- 1.6 million views → 32,000 interactions
- 11 publications with → 1.05 million readers
- 6 B2C & B2B events (FR & BE)
- 2.7 million packs of seafood with ASMI logo



COMMUNICATION & BRAND BUILDING - HIGHLIGHTS

MCF COOPERATION & COOKING CLASSES

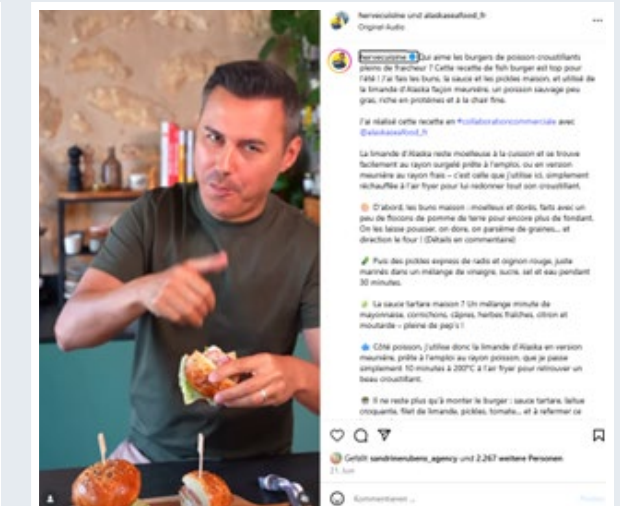
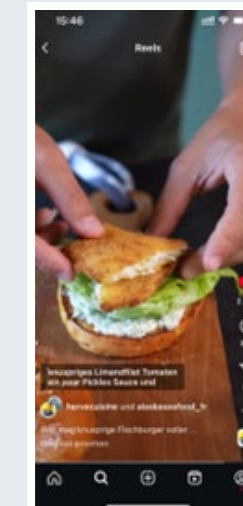
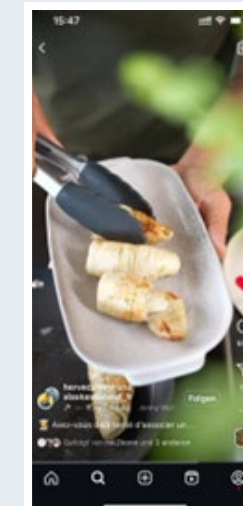
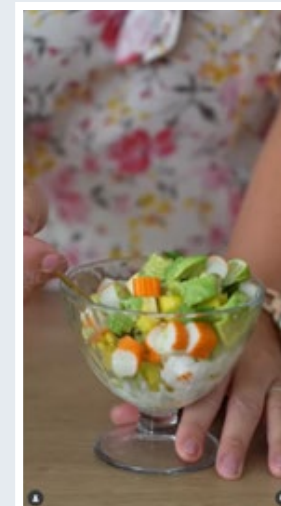
- Realize four events in cooperation with MCF
- Resulting in gastro promotions for Black Cod
- Showcase Alaska on largest culinary stage
 - Explain origin & species
 - Encourage to work with AK



Number of addressed chefs and gastronomes → 352 | Number of products presented for HRI → 4

POLLOCK & FLATFISH CAMPAIGNS

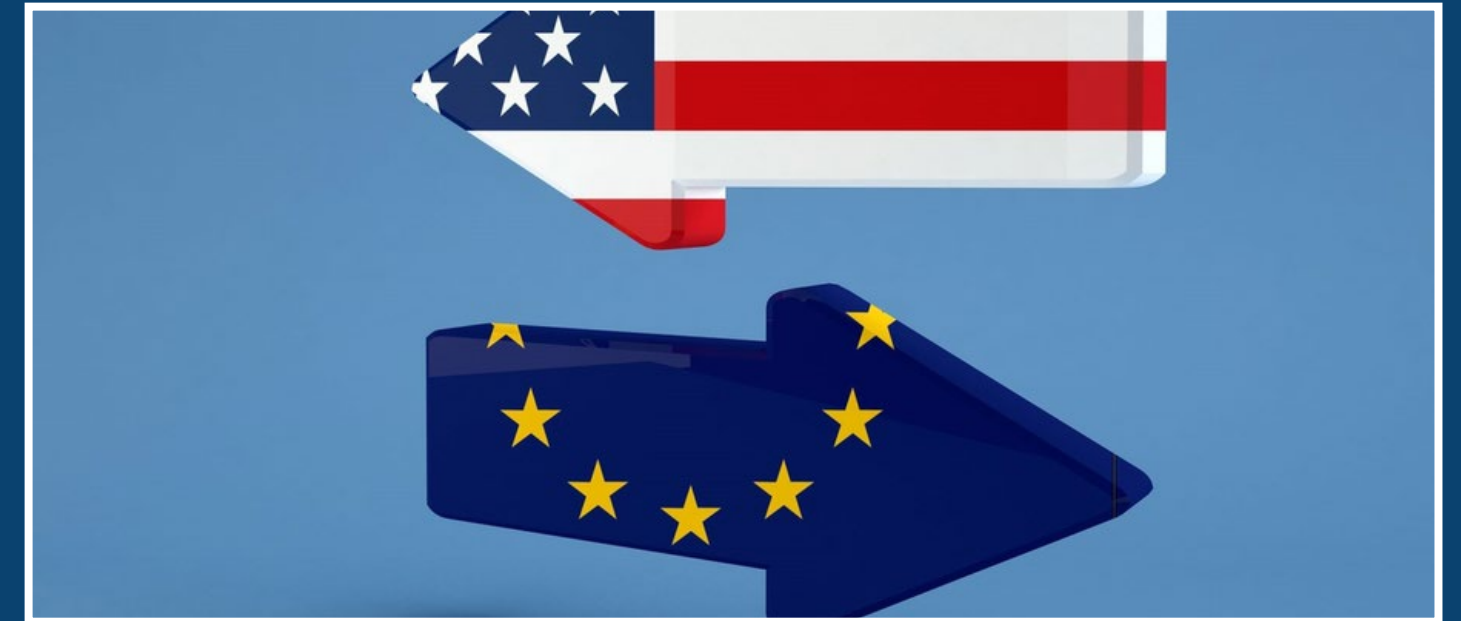
- Set up five customized cooperations
- Put undervalued species in spotlight
- Address current key buying motivators
 - ✓ Health & Nutrition ✓ Culinary innovation
 - ✓ Value for money



Address audience of → 2.34 MILLION | Views of created content → 1,178,053 | Interaction of activated followers → 20,253

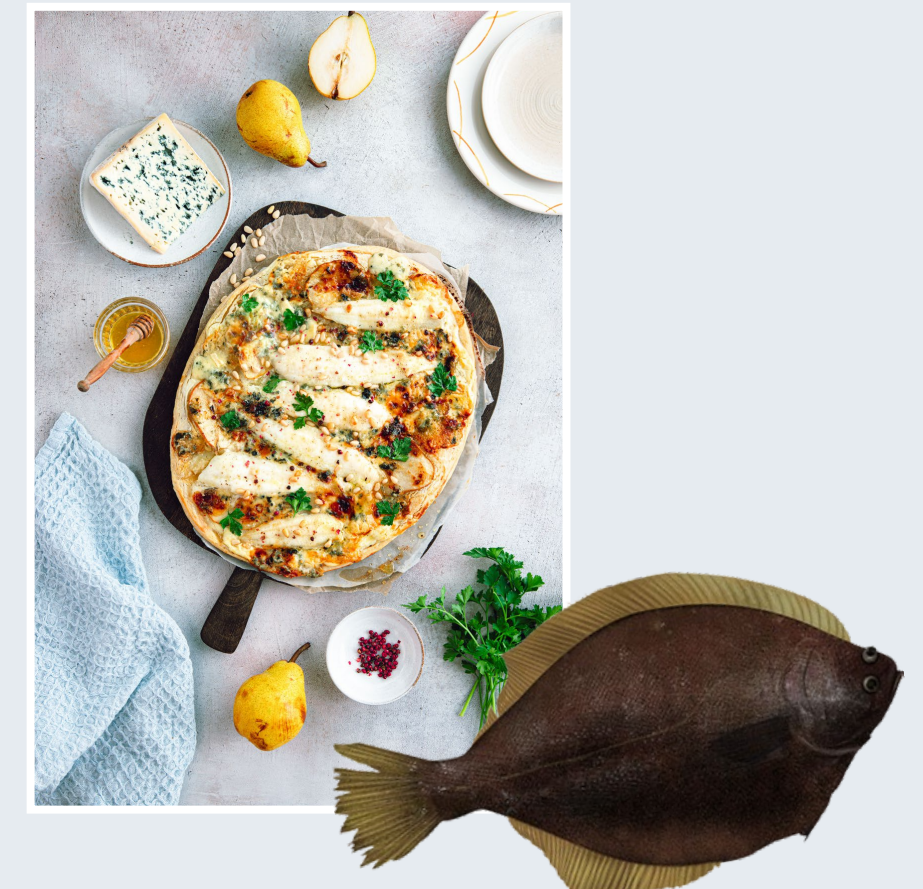
OUTLOOK: RAPP PROGRAM 25/26

- Additional funding for strong species focus
- Increase the ASMI footprint in WEU markets
- Finance larger-scaled education programs
- Generally, improve the visibility of Alaska
- Enables the program to add new partners



EXAMPLE #1: YELLOWFIN SOLE & SURIMI PROGRAMS

- Two established species that need a boost
- Win over largest players in WEU for cooperations
 - Vici and Fleury Michon for Surimi
 - Cité Marine, Sysco, and Hubco for Sole
- Sole program in partnership with WASA
- Surimi program in coordination with EU OMRs
- Combine sales activation and image campaigns
- Address especially younger consumers
- Highlight value for money and health aspects



OUTLOOK: RAPP PROGRAM 25/26

EXAMPLE #2: KNOW YOUR FISH

- **Behind-The Scenes Videos for species**
- **Work with brands to use them via QR code**
- **Provide consumers with detailed info at the POS**
- **Valuable addition to the ASMI logo usage**
- **Respond to the demand for transparency**
- **Corresponds with efforts of WEU traders**
- **Help partners to better tell the Alaska story**
- **Permanently improve origin recognition**



ALASKA SEAFOOD MARKETING INSTITUTE

THANK YOU

2024 - 2025 WEU

PRESENTED BY mk² gmbh



Sauvage, Naturel & Durable