"Always On" Awareness & Demand Campaign Results

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Genuine Alaska Pollock Producers

FY23 Awareness & Demand Campaign | omniearnedID Results

((CAMPAIGN OBJECTIVE))

Year-over-year consumer research shows that the more consumers are familiar with Wild Alaska Pollock, the more they like it. As GAPP's initiatives work to increase awareness and familiarity of Wild Alaska Pollock, we see positive increase in perception as well.

Research also shows that consumers are increasingly relying on social media trends, as well as friends and family, for trusted information and recipe inspiration.
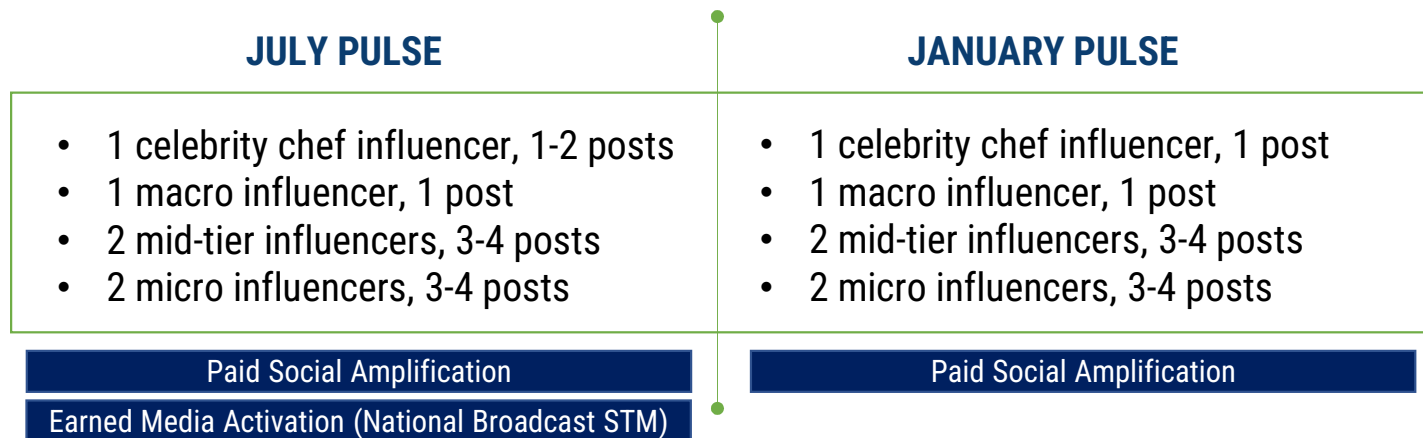
To capitalize on these insights, GAPP launched an integrated Awareness and Demand campaign – leveraging targeted influencer partners – with a focus on creating content that drives both **trial** and **awareness**.
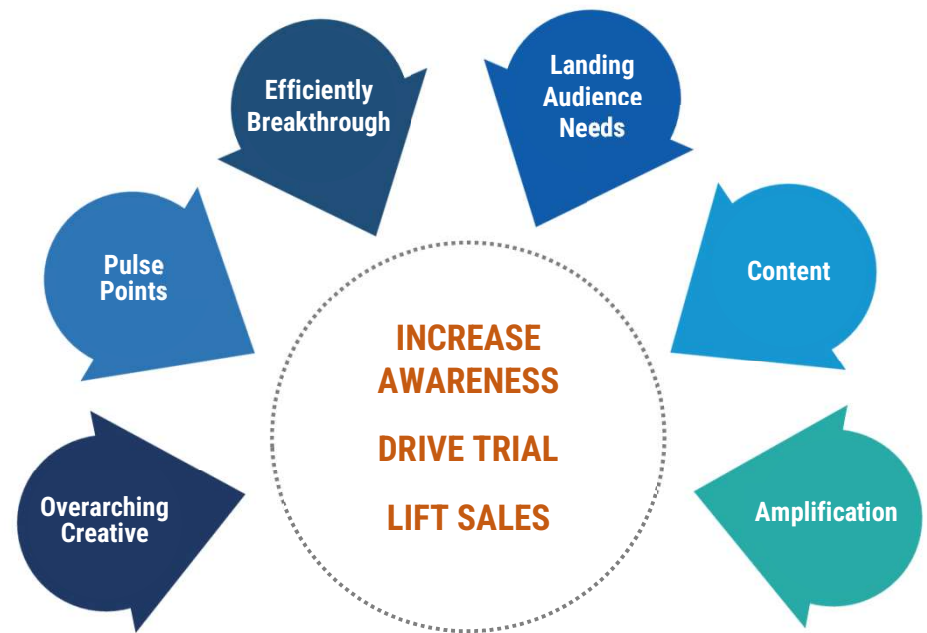
((CAMPAIGN OVERVIEW))

Targeted influencer partnerships – vetted through Ketchum's omniearnedID – were leveraged to create content that was tested to best resonate with audiences most likely to purchase Wild Alaska Pollock.

Two waves of content feature a variety of influencers who best deliver on engagement and awareness. Content was supported with paid amplification, as well as an earned media partnership.

JULY PULSE	JANUARY PULSE
• 1 celebrity chef influencer, 1-2 posts • 1 macro influencer, 1 post • 2 mid-tier influencers, 3-4 posts • 2 micro influencers, 3-4 posts	• 1 celebrity chef influencer, 1 post • 1 macro influencer, 1 post • 2 mid-tier influencers, 3-4 posts • 2 micro influencers, 3-4 posts

JULY PULSE
- Paid Social Amplification
- Earned Media Activation (National Broadcast STM)

JANUARY PULSE
- Paid Social Amplification

((DATA DRIVEN APPROACH TO INFLUENCER MARKETING))

omniearnedID™

By leveraging Ketchum's omniearnedID process, this campaign aims to not only **raise awareness and perception of Wild Alaska Pollock**, but to directly **lift sales** for member products. Built on Omnicom's people-based precision marketing and insights platform – OEID provides valuable, anonymized information about the individuals who are consuming and reacting to a brand's earned media and influencer content, and links them to measurable business impacts, such as sales and perceptions.

Plan

Use ID-based audience intelligence to determine & prioritize communications opportunities

Craft

Real-time and predictive data fuels content and messaging relevance and resonance

Execute

Ongoing optimization loop ensures campaign effectiveness and cross-channel impact

Measure & Attribute

Map earned and Influencer consumption to behavior and mindset change (perceptions or sales)

Identifying Influencers Who Deliver the Right Message to the Right Audience

GENUINE ALASKA POLLOCK PRODUCERS

INFLUENCER IDENTIFICATION PROCESS

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Initial shortlist of 20 Influencers

Chosen based on influencer relevance (follower size, content focused on high quality recipes, an openness to seafood) and audience relevance (engagement rate, alignment with target audience)

Narrowed down to 10 influencers

Chosen based on their audiences' likelihood to purchase pollock and surimi vs. all audiences and the average dollars, units and purchase trips.

6 Influencers

1 macro, 3 mid-tier
2 micro

((SELECTED PARTNERS))

Celebrity Chef

Antonia Lofaso
@chefantonia
323K IG followers

Millennial
Flexitarians

- Wild Alaska Pollock (Breaded / Frozen Fillet)
- Surimi

Macro

My Nguyen
@myhealthydish
1.5M IG followers

Millennial
Flexitarians

Fish-Friendly
Parents

- Wild Alaska Pollock (Breaded / Frozen Fillet)

Mid-Tier

Valentine Thomas
@valentinethomas
331K IG followers

Millennial
Flexitarians

Fish-Friendly
Parents

- Wild Alaska Pollock (Breaded / Frozen Fillet)
- Surimi

Angela J Kim
@mommydiary
275K IG followers

- Wild Alaska Pollock (Breaded / Frozen Fillet)

Micro

Angelica Castaneda
@angelicacastaneda_
46K IG followers

Fish-Friendly
Parents

- Wild Alaska Pollock (Breaded / Frozen Fillet)

Taku
@outdoorcheflife
58K IG followers

Millennial
Flexitarians

- Wild Alaska Pollock (Breaded / Frozen Fillet)
- Surimi

((JANUARY HIGHLIGHTS))

In January, the Awareness and Demand campaign achieved a total of **41** social posts featuring a diverse range of **10** on-trend recipes. Content was amplified across social channels, reaching over **3.9M+** consumers on social and achieving **8.9K** clicks to GAPP's '*Where To Buy*' landing page.
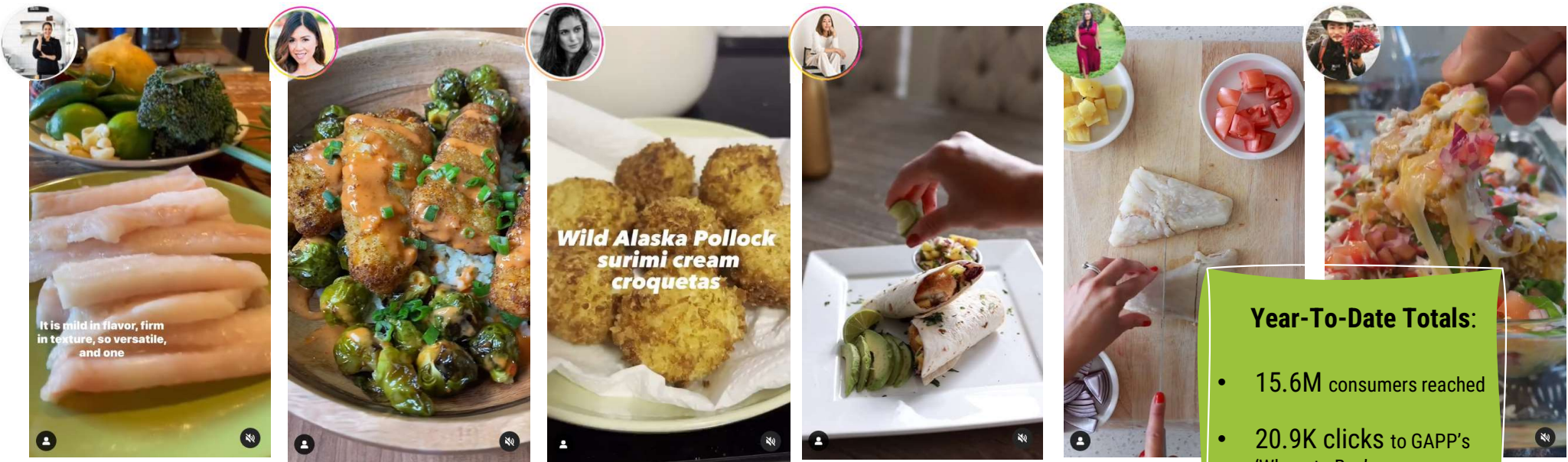
Year-To-Date Totals:

- **15.6M** consumers reached

- **20.9K clicks** to GAPP's 'Where to Buy' page

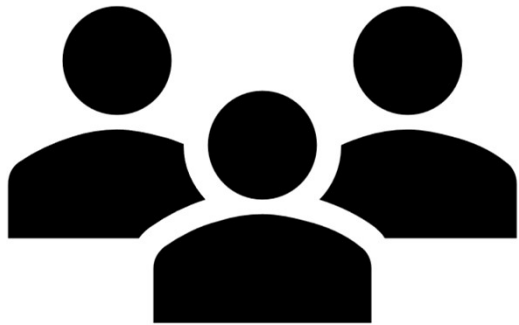- **1.09M** engagements (likes, saves, shares, views)
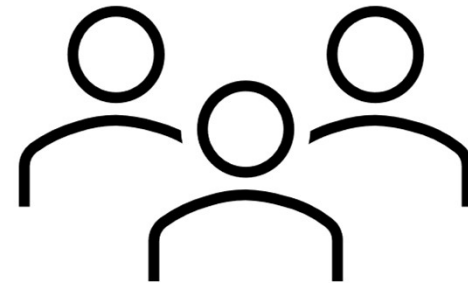
Performance Results

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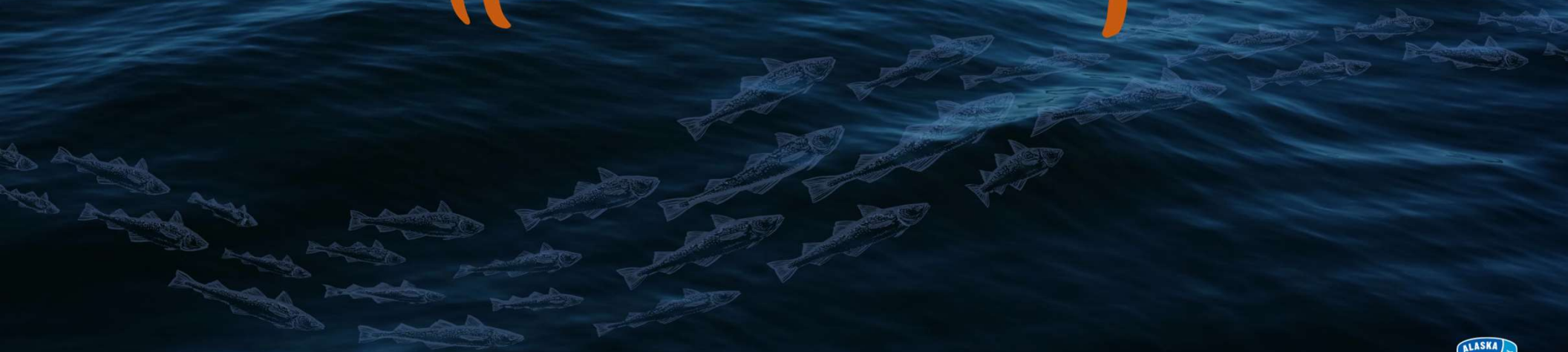
By comparing two similar groups over the **same time period, with the only difference being…**

Compared
to

People who saw the campaign content
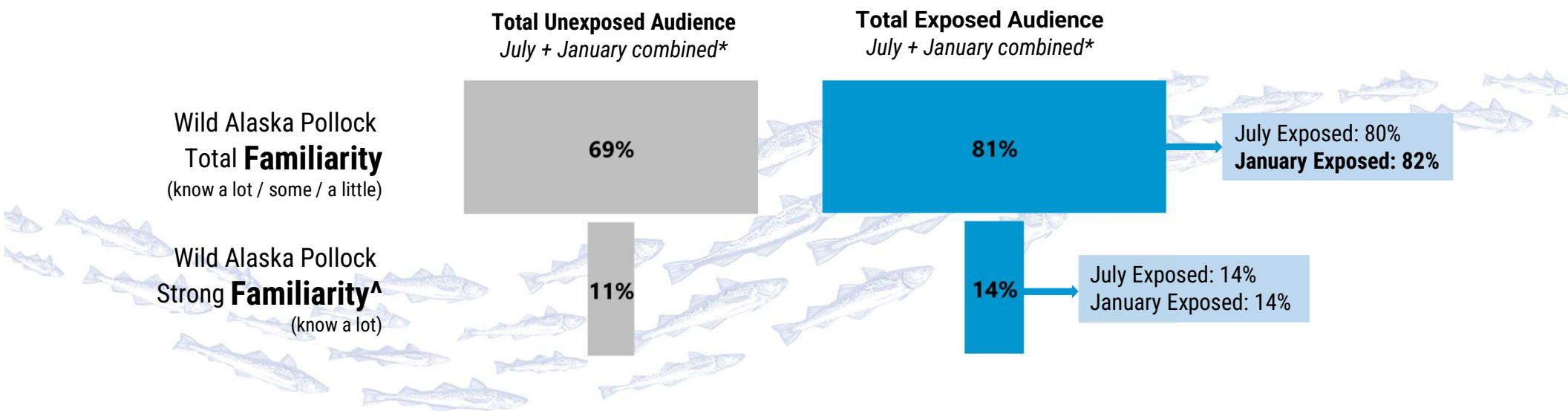(exposed group)

People who did <u>not</u> see the campaign content
(control group)

Key metrics:
- Product awareness and familiarity
- Product perception
- Retail purchase

((INFLUENCER CONTENT SUCCESSFULLY INCREASED WILD ALASKA POLLOCK FAMILIARITY, ESPECIALLY IN JANUARY))

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Total Unexposed Audience
July + January combined*

Total Exposed Audience
July + January combined*

Wild Alaska Pollock
Total **Familiarity**
(know a lot / some / a little)

69%

81%

July Exposed: 80%
January Exposed: 82%

Wild Alaska Pollock
Strong **Familiarity^**
(know a lot)

11%

14%

July Exposed: 14%
January Exposed: 14%

In January's content, increased familiarity with Wild Alaska Pollock is directionally driven by those who **eat fish at least weekly** (82% exposed versus 62% unexposed).
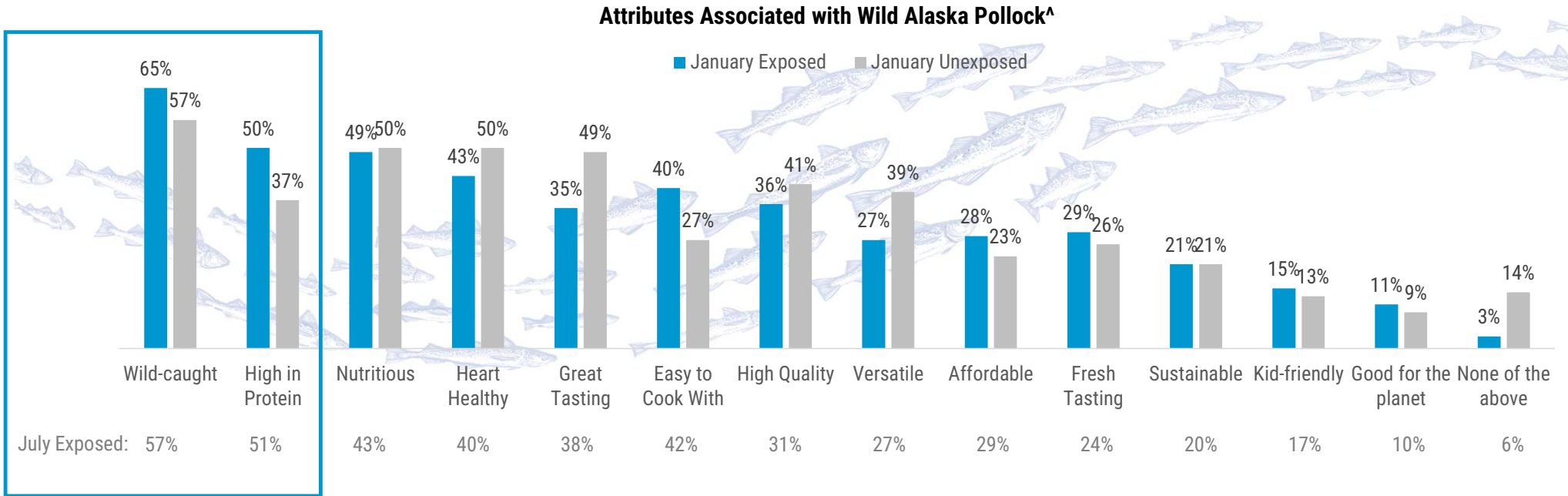
*Removed July response from respondents who answered the survey in both July and January in order to prevent duplicates reflected in the total.
^Directional difference between Exposed and Unexposed audiences.

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Overall, those exposed to the campaign in January are more likely to associate at least one positive attribute with Wild Alaska Pollock (97% vs. 86% January Unexposed). For future campaigns, opportunity exists to communicate taste, versatility, and heart health.
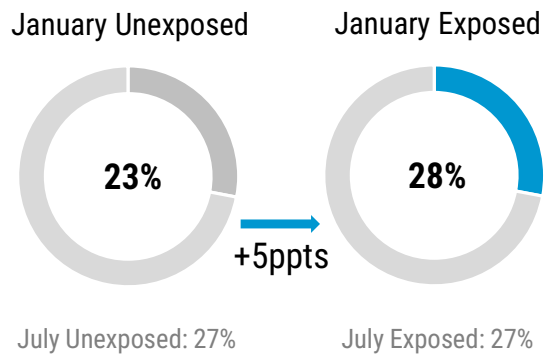
Attributes Associated with Wild Alaska Pollock^

Legend: ■ January Exposed   ■ January Unexposed

Attribute	January Exposed	January Unexposed	July Exposed
Wild-caught	65%	57%	57%
High in Protein	50%	37%	51%
Nutritious	49%	50%	43%
Heart Healthy	43%	50%	40%
Great Tasting	35%	49%	38%
Easy to Cook With	40%	27%	42%
High Quality	36%	41%	31%
Versatile	27%	39%	27%
Affordable	28%	23%	29%
Fresh Tasting	29%	26%	24%
Sustainable	21%	21%	20%
Kid-friendly	15%	13%	17%
Good for the planet	11%	9%	10%
None of the above	3%	14%	6%

^Directional difference between Exposed and Unexposed audiences on all except "None of the above."
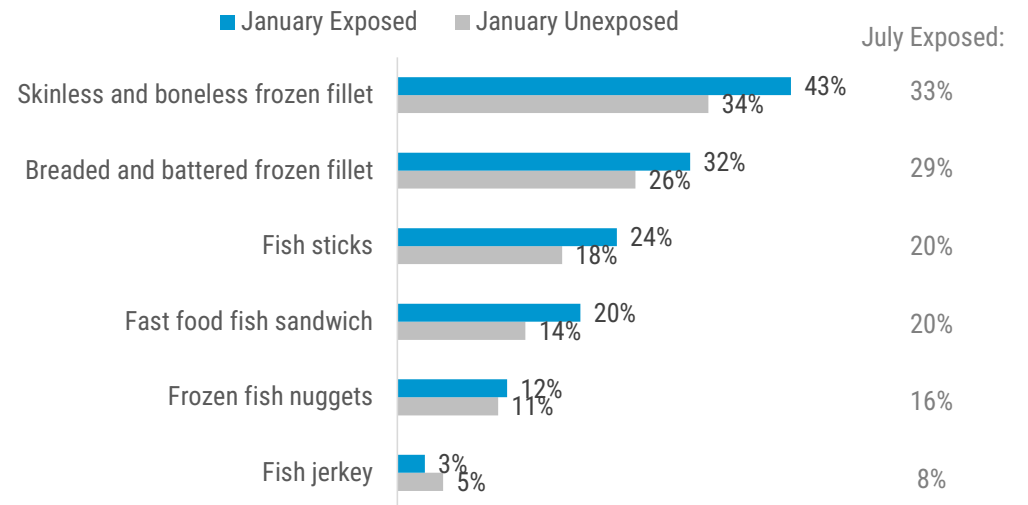
JANUARY INFLUENCER CONTENT INCREASED LIKELIHOOD TO PURCHASE AND EAT WILD ALASLA POLLOCK

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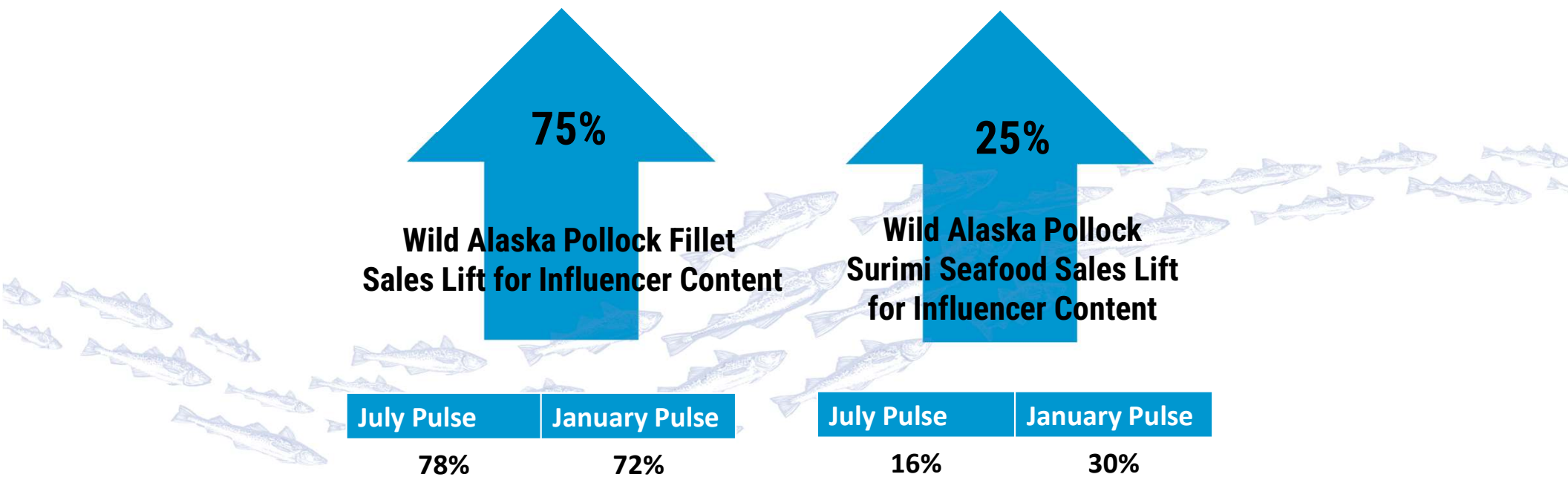## Likelihood to Eat Wild Alaska Pollock in the Coming Month^

January Unexposed

23%

+5ppts →

January Exposed

28%

July Unexposed: 27%

July Exposed: 27%

Likely to Purchase the Following Forms of Wild Alaska Pollock^

■ January Exposed   ■ January Unexposed

July Exposed:

Form	January Exposed	January Unexposed	July Exposed
Skinless and boneless frozen fillet	43%	34%	33%
Breaded and battered frozen fillet	32%	26%	29%
Fish sticks	24%	18%	20%
Fast food fish sandwich	20%	14%	20%
Frozen fish nuggets	12%	11%	16%
Fish jerky	3%	5%	8%

^Directional difference between Exposed and Unexposed audiences.

((CONTENT HAS ALSO DRIVEN CONVERSION IN RETAIL))

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75%

**Wild Alaska Pollock Fillet
Sales Lift for Influencer Content**

July Pulse	January Pulse
78%	72%

25%

**Wild Alaska Pollock
Surimi Seafood Sales Lift
for Influencer Content**

July Pulse	January Pulse
16%	30%

The influencer components of the campaign prompted a 75% lift in Wild Alaska Pollock and a 25% lift in surimi purchases among people who saw the campaign vs. those that did not.

Campaign sales period analyzed 1/2/2023 – 1/26/2023.

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275%

**Wild Alaska Pollock Fillet
Sales Lift for Influencer Content**

14%

**Wild Alaska Pollock
Surimi Seafood Sales Lift
for Influencer Content**

July Pulse	January Pulse
100%	311%

July Pulse	January Pulse
24%	2%
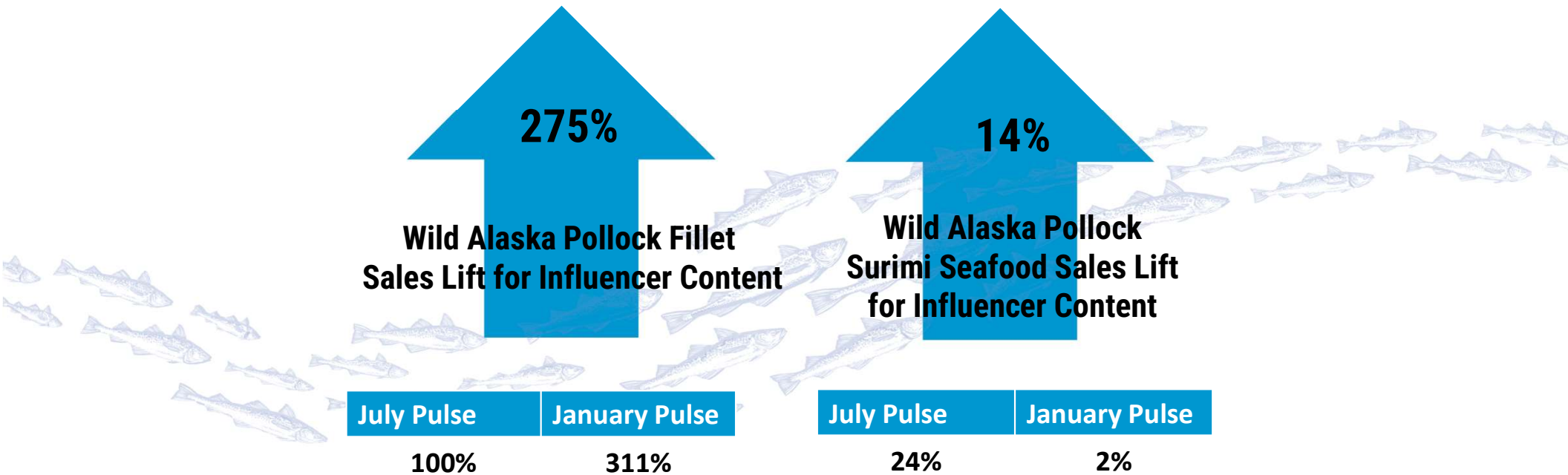
Influencer audiences bought Wild Alaska Pollock and surimi at a higher rate
during the campaign compared to the same time last year.

Campaign sales period analyzed 1/2/2023 – 1/26/2023.

((OTHER MEANINGFUL RESULTS))

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Influencer efforts exceeded expectations, overdelivering across all set KPIs including engagement rate and sales lift.

Total Campaign Reach*
15,576,451
(The # of unique users
exposed to a piece of content)

**Total Campaign
Engagements***
1,091,893
(The # of users who like, share,
comment, or save a post)

Engagement Rate
7.0%
(The % of users who engaged by liking, sharing,
viewing, saving, or clicking on a post)

Campaign sales period analyzed 1/2/2023 – 1/26/2023.

(((LOOKING AHEAD)))

- GAPP's first-ever influencer campaign showed success in not only driving awareness for Wild Alaska Pollock, but proved it influenced demand through sales lift results

- In 2023, GAPP has the opportunity to leverage this momentum by continuing to leverage top-performing partners while building on its network with new influential partners to continue a steady drumbeat of engaging content that drives awareness and demand for Wild Alaska Pollock

- Considerations for optimizations include continued pulse points throughout the year to create a steady drumbeat of content
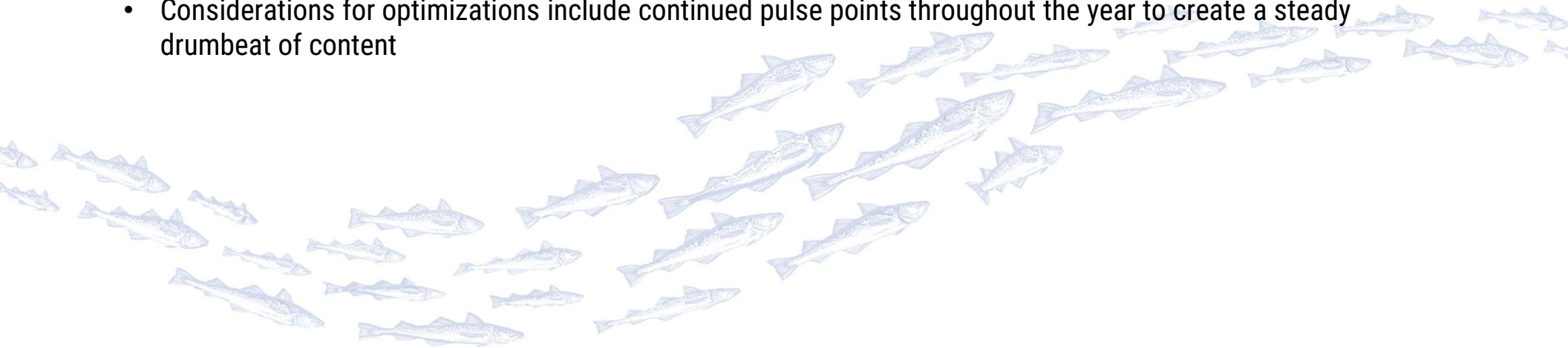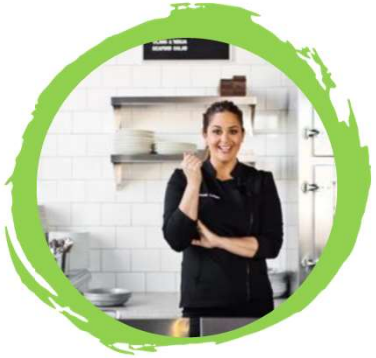
Thank You!
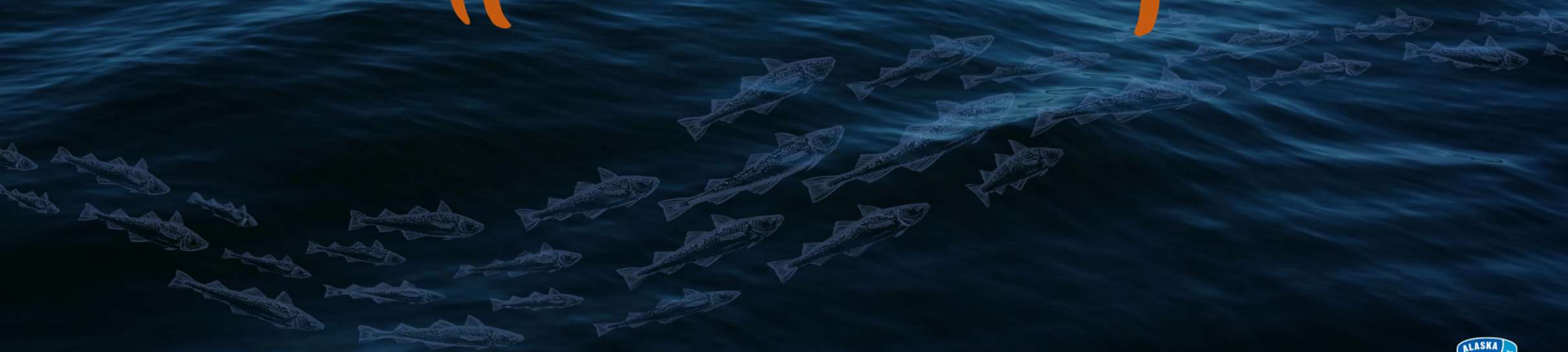
GENUINE ALASKA POLLOCK PRODUCERS

Antonia Lofaso| @chefantonia

333K followers
3.3% engagement rate

Antonia is known for her performance on Top Chef: Chicago and Top Chef: All Stars, as well as her role as a judge on CNBC's Restaurant Startup and recurring roles on The Food Network's Cutthroat Kitchen, Man vs. Child, and ABC's Real O'neals. She authored The Busy Mom's Cookbook: 100 Recipes for Quick, Delicious, Home-cooked Meals, and enjoys sharing a behind-the-scenes look at her life on Instagram.

Highlights
- Antonia created a delicious Wild Alaska Pollock Milanese with a Summer Tarragon Salad based on a recipe passed down from her mother.
- Her IGTV was her top-performing post, garnering 3.89% engagement rate.
- Antonia's content contributed to a 170% year-over-year sales lift for Wild Alaska Pollock and Surimi Seafood as compared to the same period last year.

My Nguyen | @myhealthydish

1.5M followers
2.8% engagement rate

My is a mother of two with a background in finance, who went on to follow her dreams to become a dietitian. Through social media and her blog, My Healthy Dish, My promotes a whole, healthy lifestyle while embracing a healthy diet. She posts recipes that are simple, delicious, and nutritious, and specializes in reinventing favorite dishes to make them healthier. My is also a cookbook author and could authentically speak to sustainability.

Highlights

- My created a delicious Wild Alaska Pollock Sushi Bake, highlighting both Wild Alaska Pollock and Surimi Seafood products as the star protein.
- Her post garnered over 600K impressions and a reach of over 1.4M.
- My's content contributed to a 25% year-over-year sales lift for Wild Alaska Pollock and Surimi Seafood as compared to the same time period last year.
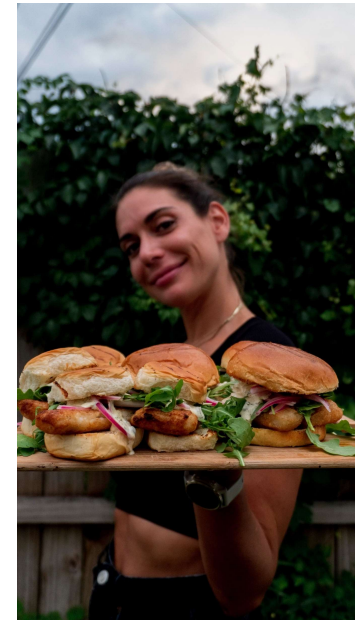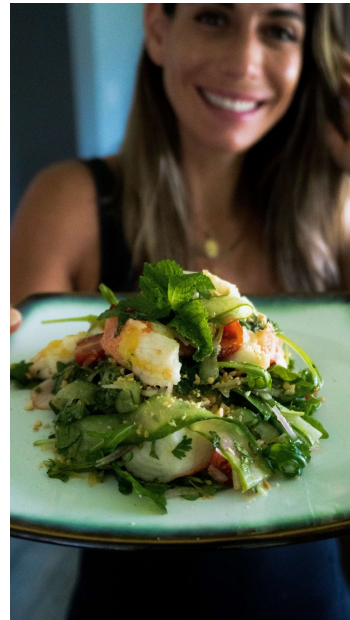
Valentine Thomas | @valentinethomas

332K followers
0.3% engagement rate

Born in Montreal, Valentine was trained as a lawyer in Canada and worked in finance in London for six years before leaving it all behind to pursue her passions. She quit her job and gave up the urban lifestyle to fiercely advocate for sustainable seafood systems while encouraging people to reconsider their relationship with nature, as well as their own self confidence and health and wellness. Valentine is a world-class spear-fisher, freediving instructor, published author, thought-leader, educator and influencer with a global platform and reach. She is very vocal about causes she cares about on social media and isn't afraid to get personal. Her book, *À contre-courant : récits et recettes d'une aventurière des mers*, shares her life story, as well as recipes!

Highlights

- Valentine created two delicious summer recipes: Wild Alaska Pollock Summer BBQ and a Surimi Thai Salad.
- Her Surimi Thai Salad was a top-performing post and gained an above average 4.9% engagement rate.
- Valentine's content contributed to a 33% year-over-year increase in Wild Alaska Pollock and Surimi Seafood sales as compared to the same time period last year.

Angela Kim| @mommydiary

288K followers
35.2% engagement rate

Angela is a mom to 4 and the creator behind the Mommy Diary blog and podcast. She seeks to inspire and empower other moms and has been featured in Pop Sugar and Healthline. Angela enjoys entertaining at home and brings her followers along on her journey, sharing tips and hacks to recreate her look, style, or preparation.

Highlights

- Angela created two delicious recipes perfect for the summer: Crispy Baked Wild Alaska Pollock Fish Sticks and Seared Wild Alaska Pollock with Ponzu Mayo.
- Her Seared Wild Alaska Pollock with Ponzu Mayo post exceeded industry benchmark with over 78K impressions and an engagement rate of 8.17%.

Breaded Wild Alaska Pollock
✓ cook in an air fryer at 400 degrees for 13-15 minutes until browned and crispy
✓ Add vegetables of choice to the side
✓ dip in tartar sauce
#WILDALASKAPOLLOCK
@wildakpollock
#ClimateFriendlyPollock
#ad

✓ Wild Alaska Pollock is versatile, quick and easy to prepare
✓ It's the ultimate kid-friendly fish, with a mild taste and texture
✓ It's the most sustainable, climate-friendly protein in earth
✓ Never farmed, always wild-caught!
#CLIMATEFRIENDLYPOLLOCK
@wildakpollock
#WildAlaskaPollock
#ad

Angelica Castaneda|
@angelicacastaneda_

49K followers
8.4% engagement rate

This former fortune 100 corporate sales and travel manager is now a full-time lifestyle blogger and mom. She and her wife travel the world as a family in effort to create lifelong memories. She hopes to motivate moms on finding their own style and embracing who they are after entering motherhood. From sharing best practices, travel guidance and inspiration to favorite products and recipes, Angelica welcomes you into her life journey. She provides a storytelling approach to captions and often features her kids and wife.

Highlights

- Angelica created two authentic, family-friendly summer recipes, highlighting her own heritage: Ceviche de Pescado Tostadas and Mexican-Style Fish & Chips.
- Her Mexican-Style Fish & Chips exceeded industry benchmarks with an engagement rate oof 14.88%.
- Angelica's content contributed to a 50% increase in Wild Alaska Pollock and Surimi Seafood sales as compared to the same time period as last year.

Taku| @outdoorcheflife

104K followers
1.5% engagement rate

Outdoor Chef Life got started in May of 2018 by Taku. He decided to combine his passion for the outdoors and cooking to create a unique and exciting channel. He always had a love for fishing, but foraging became his main method of harvesting. He was always making delicious meals while camping even before the channel started so it was only natural for him to display his culinary expertise. As a sushi chef, seafood doesn't get fresher than harvesting your own. While most of the content takes place in the Bay Area, Outdoor Chef Life will eventually be expanding to cover different parts of the world!

Highlights
- Taku created two authentic recipes while capturing the beautiful Alaskan scenery as a backdrop. Recipes included Wild Alaska Pollock 'Ramein' and a Hazelnut Crusted Wild Alaska Pollock Vermicelli Bowl.
- His Hazelnut Crusted Wild Alaska Pollock Vermicelli Bowl post gained over 52K impressions to an overall engagement rate of 9.01%.
- Taku contributed to a 169% increase in sales for Wild Alaska Pollock and Surimi Seafood when compared to a control group.