

LITTLE SEAFOODIES 2019

PILOT CAMPAIGN TO BUILD LIFELONG SEAFOOD CONSUMERS

PROBLEM: US KIDS EATING LESS SEAFOOD

We are in the midst of a dangerous trend: kids in the U.S. are eating less seafood per the CDC. This is a threat to their health, the industry, and to the planet if the next generation consumes even less seafood than their parents.

Seafood and omega-3s are essential building blocks for the brain and enables the brain to function at its optimal capacity.

Seafood Nutrition Partnership's solution to arrest and reverse that trend is to educate moms on the health benefits of seafood for their children with a digital outreach campaign called Little Seafoodies.

PROPOSED SOLUTION: LITTLE SEAFOODIES DIGITAL PILOT CAMPAIGN

SNP recently invested \$100,000 to conduct an 8-week digital pilot campaign in Indianapolis, IN. Using advanced digital technologies to reach 300,000 moms with young kids, serving more than 7.5 million impressions from March 1 to April 25, 2019. We tested our campaign concept by delivering messages on building Little Seafoodies to moms' mobile devices, social media accounts, favorite blogs and morning lifestyle shows, and we refined messages and ads in real time based on performance.

INITIAL CAMPAIGN RESULTS: SUCCESS!

Seafood dollar sales grew by 2.4% promotional period year-over-year during Lent, generating a 300% return on investment, and outperformed control cities of Cincinnati/Dayton, OH and Louisville, KY.



- Seafood dollar sales up 2.4% in grocery, YOY Lent period
- 3X return on \$100K investment with approximately \$300K in sales growth
- 64% of moms intended to serve more seafood after our ads
- “Kids won’t eat seafood” went down 35.56%
- 13.5% increase in positive sentiment of seafood

SEAFOOD CONSUMPTION DATA FROM IRI

% CHANGE YOY 2018-2019 LENT	TOTAL US - MULTI OUTLET	TOTAL U.S. FOOD	INDIANAPOLIS FOOD	CINCINNATI FOOD	LOUISVILLE FOOD
DOLLAR SALES	3.68%	2.78%	2.40%	-0.81%	1.18%
UNIT SALES	0.15%	-2.40%	0.73%	-3.45%	-3.02%

The next step is to conduct additional test markets to replicate our success and refine our methodologies before scaling this campaign concept to a national initiative.

Let's come together and grow Little Seafoodies!



[CLICK HERE TO VIEW OUR LITTLE SEAFOODIES PILOT](#)



HELP US GROW LITTLE SEAFOODIES

Each city we impact means more seafood sales, smarter and healthier kids, reduced 'sick care' costs, and a healthier planet.

WHY SNP: A CHARITABLE NON-PROFIT WITH A PROVEN TRACK RECORD

Seafood Nutrition Partnership is the leading charitable non-profit in the U.S. helping Americans to eat more seafood for better health.

Founded in 2013, SNP has been moving the needle on seafood consumption through public health campaigns. Our programs are pre-competitive and promote consumption of sustainable seafood.

INVITATION TO SUPPORT SNP

Please consider an annual tax-deductible contribution to SNP. Your support will enable us to expand and scale the campaign, and help the next generation of Americans become lifelong seafood consumers.

	Founder's Circle \$50,000	Visionary \$25,000	Champion \$10,000	Advocate \$5,000	Supporter \$2,500
SNP experts support donor initiatives when feasible	x				
Recognition in press release and blog	x	x			
Representation on National Leadership Council	x	x	x		
Limited license rights to use SNP icon	x	x	x		
Tickets to SNP events	6	4	3	2	1
Recognition on SNP website & annual report	x	x	x	x	x
Provide content for SNP programs	x	x	x	x	x

Thank you to everyone whose support made this project and SNP programs possible this past year:

Alaska Bering Sea Crabbers
 Alaska Seafood Marketing Institute
 Aquaculture Stewardship Council • Australis Aquaculture
 Beaver Street Fisheries • Bristol Seafood
 Bumble Bee • Camanchaca • Carlson Laboratories
 Catalina Offshore Products • CenSea
 Chilean Salmon Marketing Council • Corbion • DSM
 The Fishin' Company • Fishpeople Seafood
 Fortune Fish & Gourmet • Global Aquaculture Alliance
 GOED • Google • Gorton's • Harbor Seafood
 Harvest Select • Hudson Valley Fisheries
 King & Prince Seafood • Late Harvest Kitchen
 Mazzetta Company • Ms. Sonja Connor
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 Mr. Judson Reis • Mr. Wally Stevens
 Multiexport Foods • National Marine Sanctuary Foundation
 NOAA Fisheries • Nuts Over Fish • OmegaQuant
 Open Blue • Pacific Seafood Processors Association
 Pharmavite • Preferred Freezer Services • Red Lobster
 Rich Products • Santa Monica Seafood
 Seabreeze Seafoods International
 Seafood Exchange of Florida • StarKist
 Sustainable Shrimp Partnership • Trident Seafoods
 Veramaris • Verlasso • Vital Choice
 The Walton Family Foundation • Wiley's Finest



JOIN THE GROWING LIST OF SNP SUPPORTERS! CALL OR EMAIL:

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