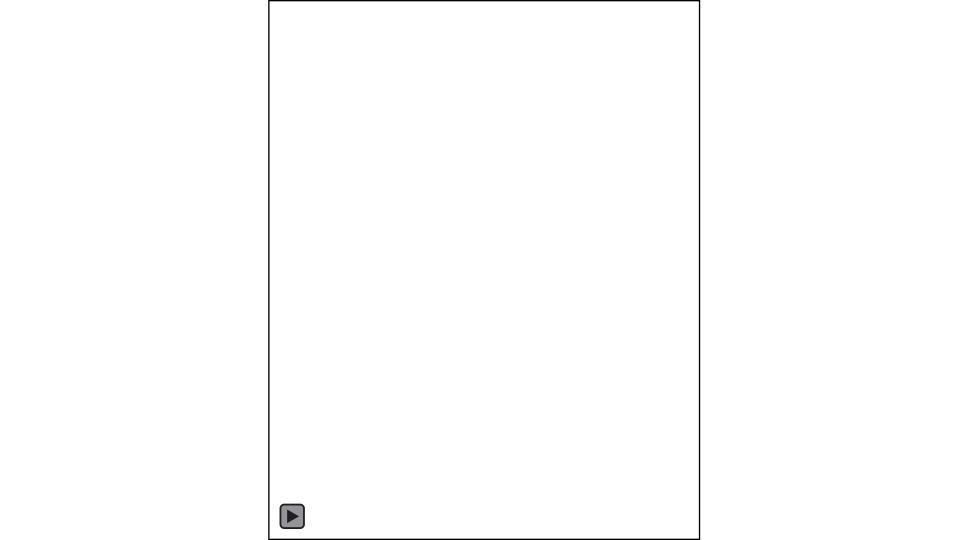
Building Lifelong Seafood Consumers

Empowering Moms to Cultivate Little Seafoodies





"Whenever I meet an adult that doesn't eat fish, they almost always say, we never had it when I was growing up."

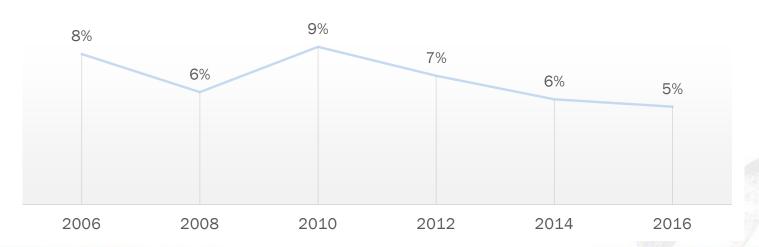
- **Ryan Nelson**, father, chef and owner of Indianapolis restaurant <u>Late Harvest Kitchen</u>





Kids Aren't Eating Enough Seafood

Kids Seafood Consumption (2+ times per week)







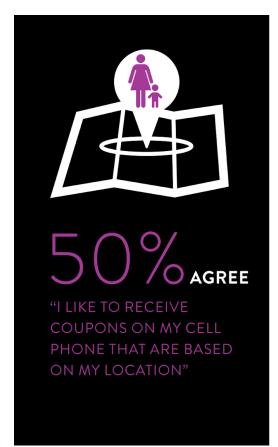
Proposed Solution

SNP is growing #LittleSeafoodies

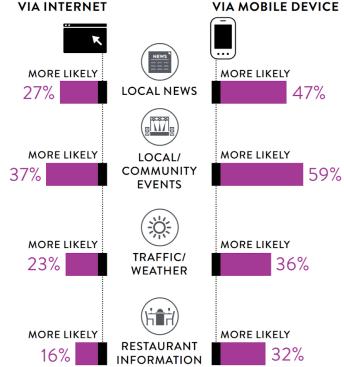


SEAFOODNUTRITION.ORG

SURVEY SAYS: MOMS ARE LOCALLY ENGAGED & INVESTED IN THE COMMUNITY ONLINE AND ON THE GO



WAYS USED DEVICE PAST 30 DAYS COMPARED TO AVERAGE FEMALE ADULT







Hypothesis: By positioning seafood as a very important factor in making their children smarter and healthier for a lifetime, and by providing tips for how to serve it to their children in ways they will like it, moms will want to offer fish and shellfish to their families more often and will inspire a new generation of seafood eaters.





Making Seafood a Family Habit



Behavior Change & the Habit Loop

When developing this campaign, we looked at how we could break the habit loop, wanting to get at the motivators and triggers to make seafood in family meals a permanent choice.







Behavior Change & the Habit Loop

Cue/Trigger

- Remind moms that she likes seafood
- Offer simple tips for easy, quick dinner
- Health benefits for her kids

Reward: Layered Wins

- Bragging rights, picky kids try new foods
- Feel happy and a good mom
- Better grades for kids

Routine: Cooking seafood for the family

- Equip her with easy tips, recipes, videos, coupons
- Real Moms Share
- #Seafood2xWk





6 Tips to Get Kids to Eat More Seafood



#1: Have Fin Fun!

"My boys all love wildlife and pretending they're eagles and bears eating freshly-caught fish!"

 - <u>Jennifer McQuire</u>, NFI dietitian and mother of three boys







Fun Ways to Engage your Little Seafoodies

Get kids cooking in the kitchen









SEAFOOD, THE PERFECT

KETCHUP DELIVERY DEVICE!





#3: Do the Seafood Swap!

Our kids love tacos and spaghetti...whose kids don't? So sometimes I substitute beef with shrimp or fish in my tacos and spaghetti sauce. I find if you introduce seafood with familiar flavors your kids already love, they'll eat it with few or no questions.

- Stephanie Hart, Indianapolis mom of 2







#4: Top It. Kids Love It!

"Serve fish with sauces and toppings that are flavorful. My Orange Maple Salmon goes over swimmingly with kids because of the sweet flavor of maple syrup."

- **Jessica Levinson**, mom of twin girls, dietitian & 52-Week Meal Planner author









#5: Add It to a Fave

Adding melty cheese makes it easy to please! Check out this video of dietitian **Annessa Chumbley** and her family making super simple shrimp pesto pizza.







#6: Our Best Advice Is to Keep Trying

"Get rid of preconceived notions about what your kids will like or dislike and offer up seafood in different ways with different flavors."

"Offer it on a consistent basis. It's easier for a child to say no to something that appears exotic or special. Make it familiar and a regular part of the dinner rotation."





Message Testing

Based on survey results and conversations with moms, we know sustainability matters, even if it isn't a top driver of sales.







The Results

Sales & Sentiment from the Indianapolis Pilot



- Achieved 3X on our project investment with seafood dollar sales up 2.4% YOY.
- Reduced perception that 'kids won't eat seafood' by 35%.

% 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%

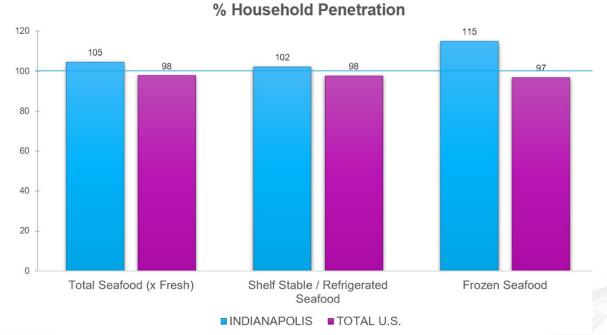
- 64% of moms intended to serve more seafood after exposure to ads.
- 13.5% increase in positive sentiment over the three months prior for seafood conversations.





Penetration of Seafood in Indy

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The Future of Little Seafoodies





Launching Next Week!

Hartford/New Haven, CT

Coming this Spring

Las Vegas, NV Kansas City, MO-KS





Ways to Engage

In addition to financially supporting the campaign or specific programs, you can engage with:

- Contribute Content: eCoupons, kid-friendly recipes, Real Moms Share, in addition to giveaways we can use to host contests
- Retail/Foodservice: Increase any retail or restaurant promotion opportunities in target market throughout the campaign period
- Social: Share campaign messages through your channels and tag relevant familyfriendly content with #LittleSeafoodies
- We can explore opportunities to integrate your product into influencer content,
 TV segments, cooking demos, or events







And don't forget,

October is National Seafood Month











Honoring the Family Meal

Helping families be healthier & happier with quick, easy seafood meals