

**SEAFOOD
NUTRITION
PARTNERSHIP®**
STATE OF THE SCIENCE
SYMPOSIUM

National Seafood Promotion Campaign

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Seafood Nutrition Partnership

SNP Seafood Promotion Creative Campaign

‘Fall in Love with Seafood’

- ✓ **77% of consumers agreed campaign made them want to eat more seafood**
 - Has stopping power – catch attention in social media feed
 - Is engaging and amusing – will make consumers smile
 - Showcases a broad range of seafood - craveability



SNP Seafood Promotion Creative Campaign

America has always loved seafood. But that love affair has dimmed a bit as other proteins take center stage and center plate. That's why, the Seafood Nutrition Partnership will remind America that with seafood, there is so much to love. It's delicious, nutritious and unmatched in variety.

Throughout this campaign, we'll educate consumers that seafood is a protein with health benefits they can enjoy and count on every day.

We will increase their craving for dine-in and at-home consumption, encouraging America to...

**Fall in Love
with Seafood**

Campaign Objectives

Consumers

Increase Seafood Consumption

- Increase awareness & consideration of seafood consumption at home and away-from-home nationally and in key target markets
- Increase consumption in key target markets focused on occasional seafood consumers
- Test creative & media options including new formats and channels

Industry

Demonstrate Precompetitive Campaign ROI

- Demonstrate campaign's ability to drive overall seafood sales across species, channels and brands and generate a positive ROI
- Create excitement about a National Seafood Promotion campaign
- Be ready to 'hit the ground running' when federal funding comes through

Target Audience: Occasional Consumers

Primary: Consumers ages 35-54 with kids

- Xennials = Millennials & Gen X

Consumers currently eating seafood

- Occasional consumers
 - increase to 2+/wk
- Frequent consumers
 - Maintain & grow - don't lose ground
 - Frequent seafood consumers decreased from 29% of Americans to 24% in 2022 v. 2021 (2023 Power of Seafood, FMI)



If the 12MM occasional consumers added 1 seafood meal/wk, annual sales would increase 10%, +\$1.6 billion



Taste is the Primary Reason for Eating Seafood

- **Taste is the #1 reason**
- Nutrition & Health the #2 reason
- Price, Variety were distant 3rd & 4th reasons
- Environmental impact ranked low with only 11%

Seafood Consumption rank top 3	
Primary Driver	%
Taste or Flavor	85%
Health and Nutrition	70%
Price	41%
Variety and Versatility	38%
Preparation Time	29%
Convenience	25%
Environmental Impact	11%

93%+ agree seafood is healthy and should be part of their diet

Campaign Core Strategies

- **Keep seafood top-of-mind with core consumers**

- As people plan their meals, ensure seafood is always in the consideration set

- **Showcase the taste appeal of seafood**

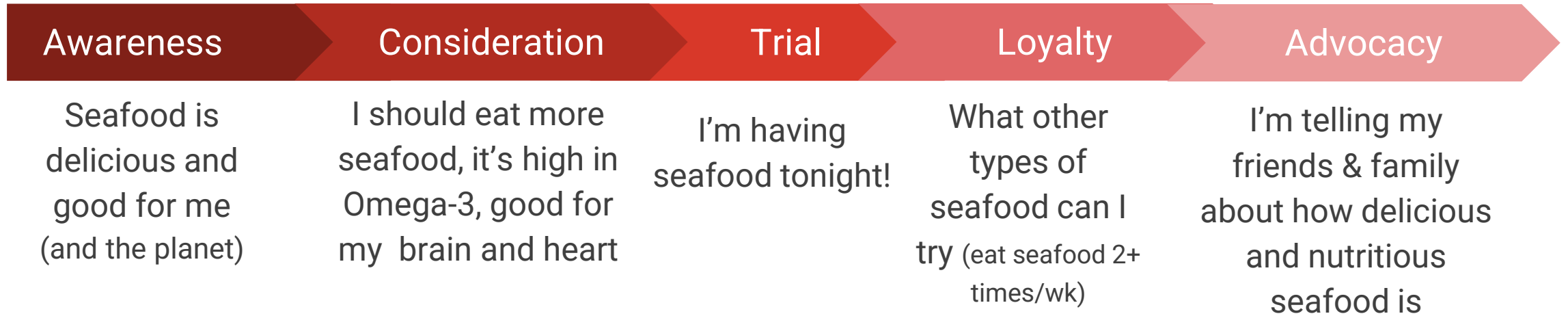
- Showcase the breadth of seafood offerings
- Demonstrate selection & preparation

- **Reinforce health benefits of eating seafood:**

- Nutrients: Omega-3's DHA & EPA, selenium...etc.
- Brain & Mental Health, Heart Health, Immune Health and overall health

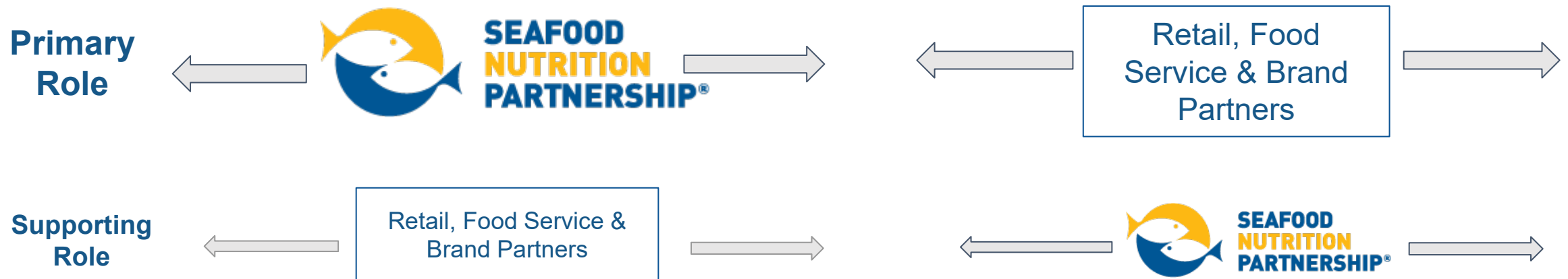


Campaign Purchase Path Roles



SNP = Filling the Pipeline

SNP Partners = Compelling Purchase



Creative Campaign

Fall in Love
with Seafood



A close-up photograph of several skewers of grilled shrimp. The shrimp are cooked to a golden-brown color with some char marks, and are garnished with black pepper. The background is blurred, showing more skewers and a warm, orange-toned light.

**Reignite
an old
flame.**

Fall in Love
with Seafood





Let's spice things up.

Fall in Love
with Seafood



You'll never forget
your first crush



Fall in Love
with Seafood



Let's roll play tonight.

Fall in Love
with Seafood



A close-up photograph of a copper pan on a gas stove. The pan is filled with mussels, some of which are open, and garnished with fresh green herbs. Steam is rising from the pan, indicating it is hot. The background is slightly blurred, showing the blue flame of the stove.

Things are getting
hot and steamy.

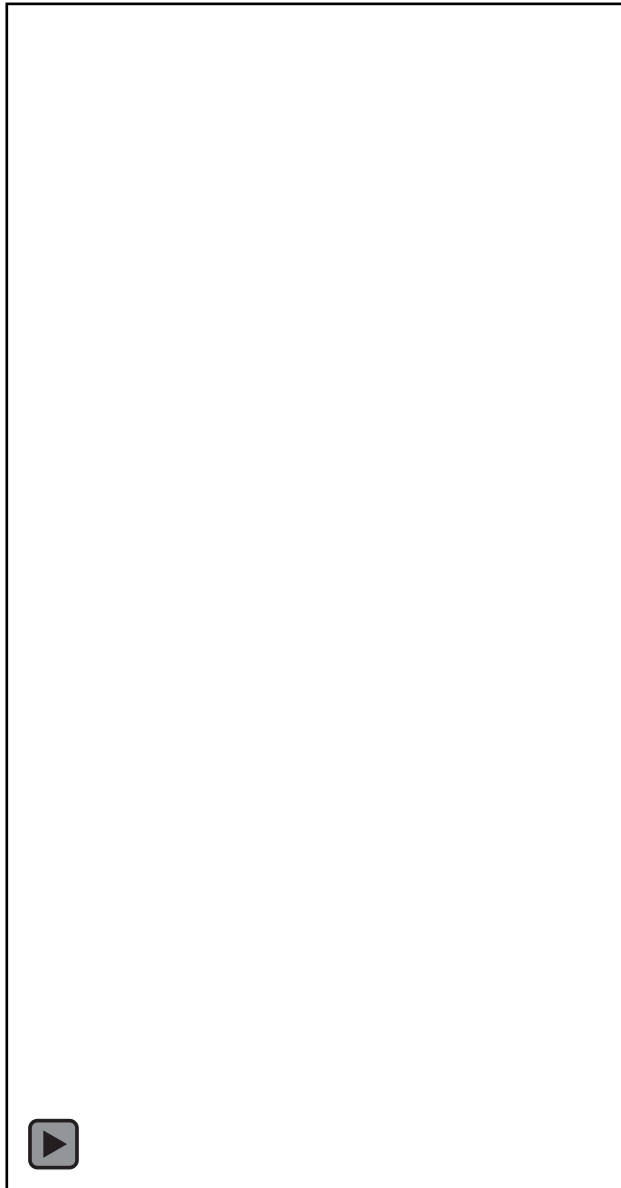
Fall in Love
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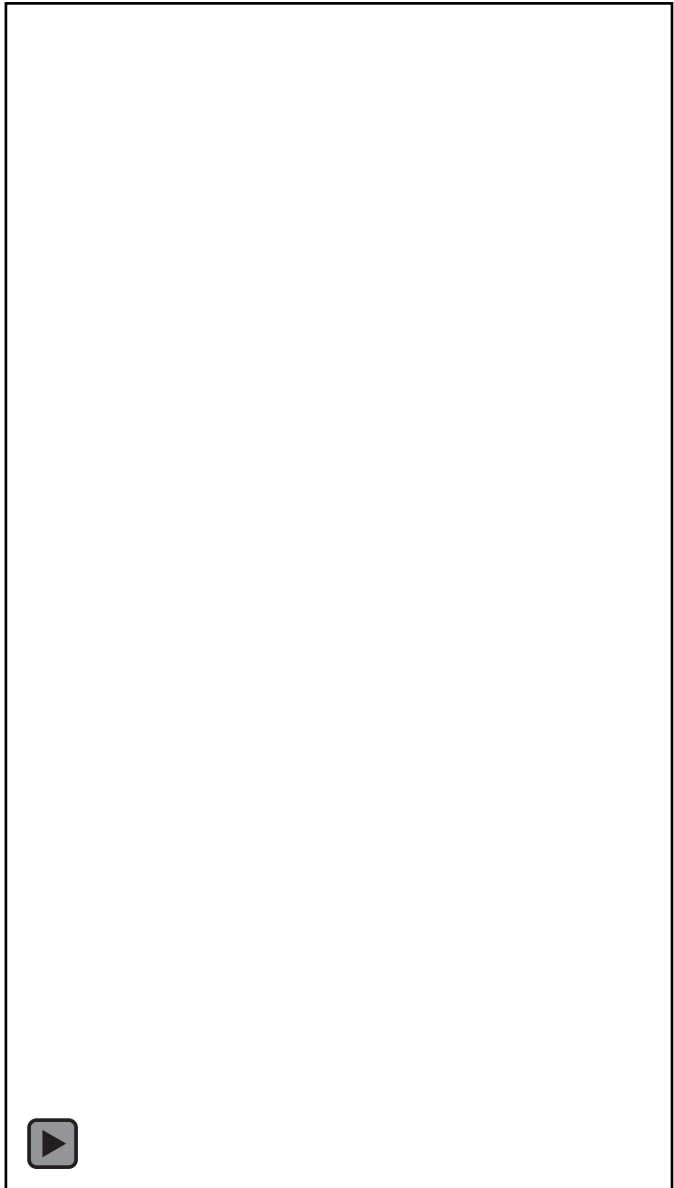




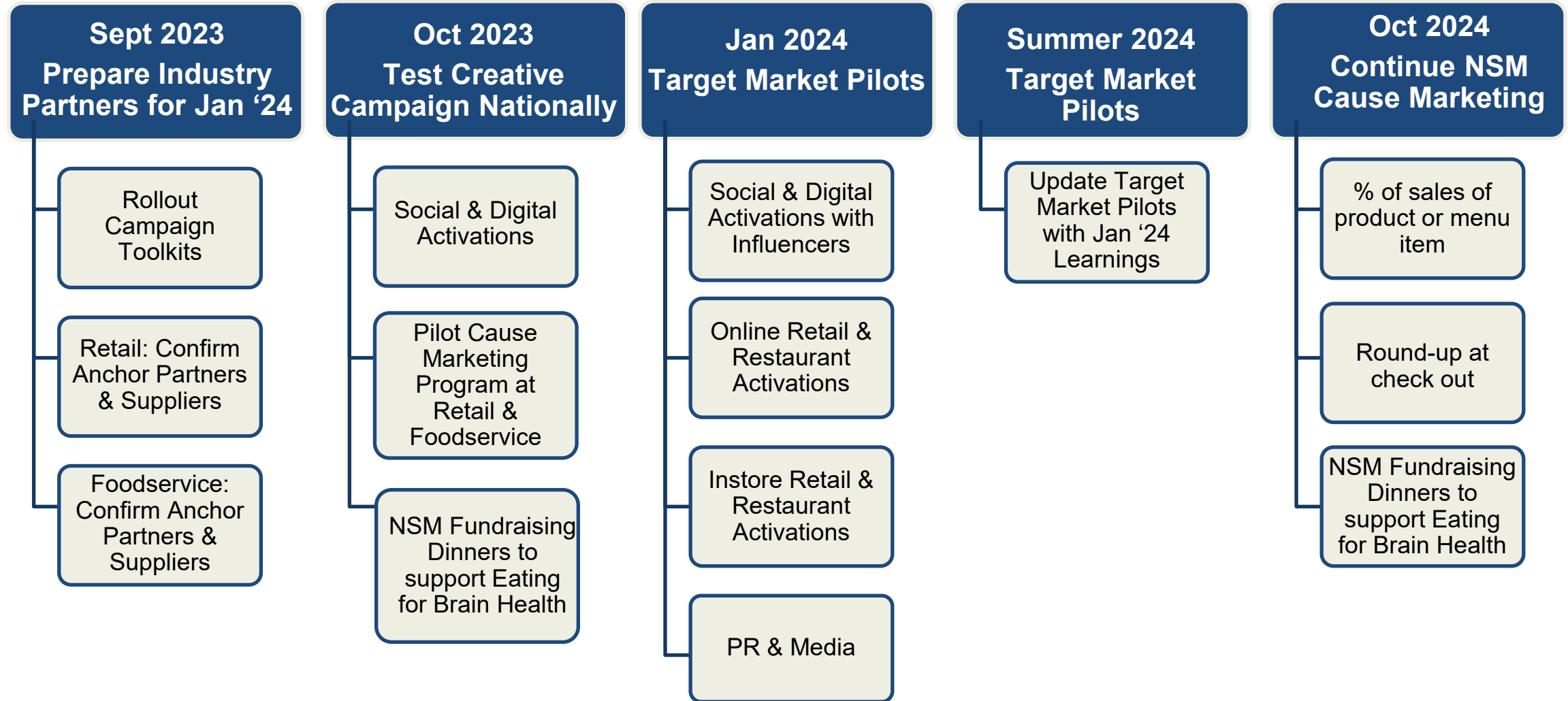
Fins with benefits.

Fall in Love
with Seafood








Campaign Rollout Phases



Jan'24 Strategic Test Markets

Midwest	South	West	Northeast
<p>Kansas City - test Minneapolis -control</p> <p><u>Anchor Partners:</u></p> <ul style="list-style-type: none"> Retail:  Food Service:  	<p>Texas – aligning with HEB 350+ store trade area</p> <p><u>Anchor Partners:</u></p> <ul style="list-style-type: none"> Retail:  Food Service: Pappadeaux's (in discussion) 	<p>Seattle - test Sacramento - control</p> <p><u>Anchor Partners:</u></p> <ul style="list-style-type: none"> Retail: Kroger (in discussion) Food Service: Duke's (in discussion) 	<p>Syracuse- Buffalo/Rochester</p> <p><u>Anchor Partners:</u></p> <ul style="list-style-type: none"> Retail: AHOLD (in discussion) Foodservice: Red Lobster (in discussion)

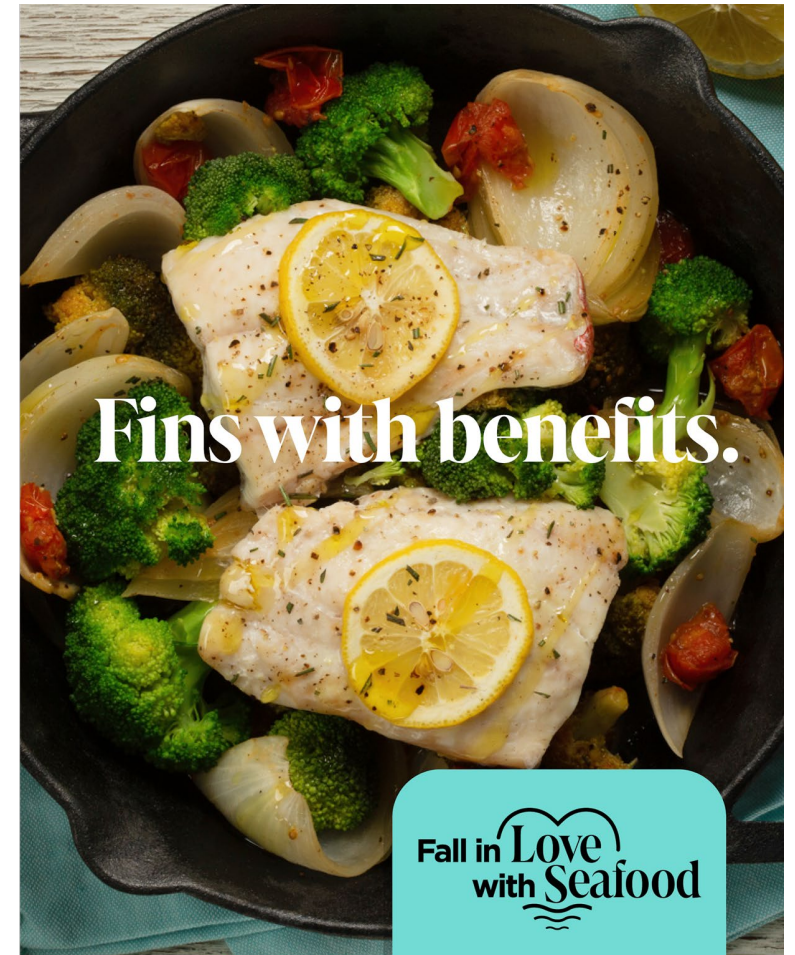
Other Potential Retail Anchor Partners:

- Publix
- Walmart/SAMS
- Wegman's
- Whole Foods

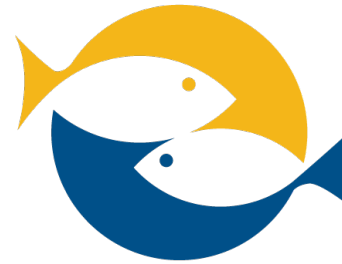
Campaign Partner Toolkit

Activating Fall in Love with Seafood with our Industry Partners

- ‘Copy & paste’ social media posts
 - Post copy will nutritional benefits of seafood
- All executions drive to website landing page:
 - Featured recipes and link to all recipes
 - Nutritional information
 - Link to key consumer guides and information
 - Seafood Cooking Tips
 - Deals & Promos, link to partner promo page
- Toolkit assets went live: 09/15/23



THANK
YOU!!



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