


SNP 2024 State of the
Science Symposium
Make Every Day Count



September 26, 2024

Fall in Love with Seafood

Sarah Crowley
Seafood Nutrition Partnership

National Seafood Promotion

- Many industries have boards and organizations that support promotion of their products, often through a check-off program. Examples:

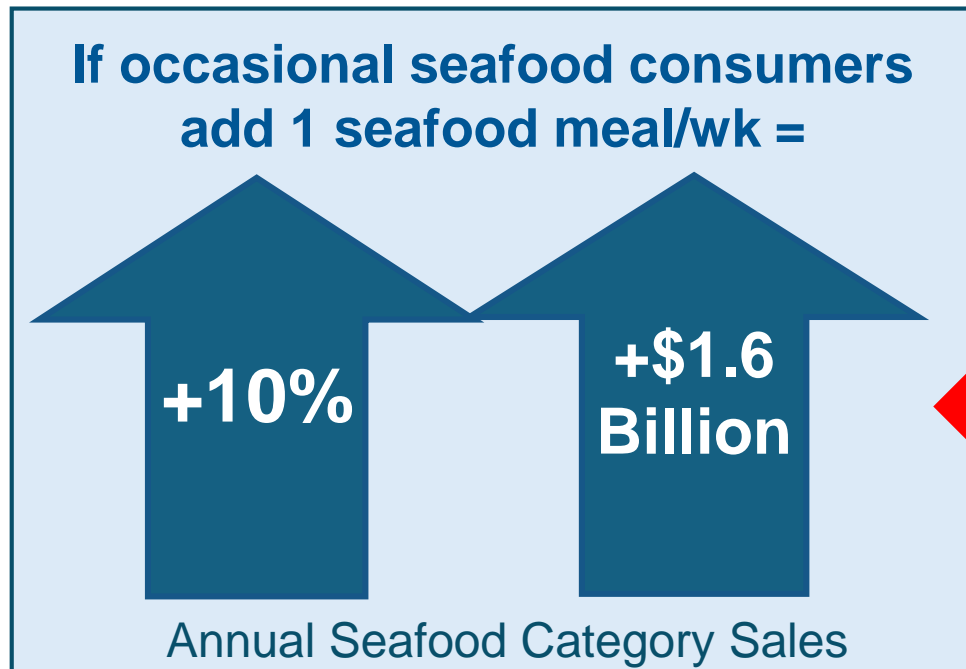


- Seafood does not have an industry board. Seafood Nutrition Partnership has taken the lead in creating a national seafood promotion campaign
 - Funded through voluntary donations to SNP
 - New Campaign: Fall in Love with launched in October 2023
 - On-going awareness and education with federal policymakers on the public health benefits of seafood consumption.

Seafood Promotion Campaign Target

Campaign targeting current seafood consumers

- Key demographic: Adults 25-45 with kids, HHI\$50k+
- Focus = occasional consumers (eat seafood 1x/month, but < 2x/wk)



Seafood Promotion Campaign Objectives

Consumer

- Increase awareness & seafood purchase consideration
- Increase seafood consumption in target markets
- Test creative & media options

Seafood Industry

- Be the catalyst to enable the industry to work together to drive consumption
- Demonstrate ability to drive sales across species, channels & brands
- Generate a positive ROI
- Create excitement and support for a National Seafood Promotion campaign

2024 Retail & Supplier FILWS Support

Five 2024 retail partner campaigns



Supported by 20+ seafood suppliers and brands

- All seafood categories
 - Fresh, frozen, shelf stable and ready meals
 - Multiple species
 - Own brand and national brand products

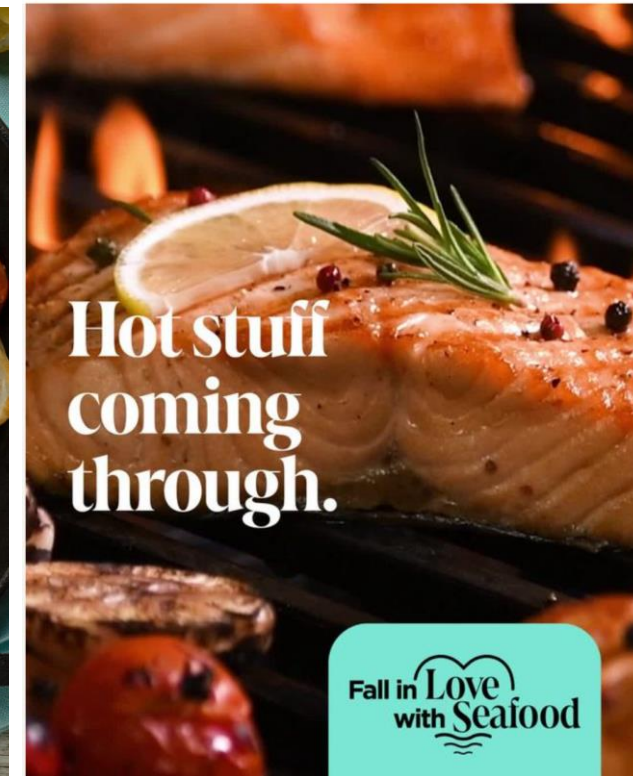


**Fall in Love
with Seafood**

Fall in Love with Seafood Campaign

77% of consumers said campaign made them want to eat more seafood

- Bold mouthwatering images making consumers crave seafood
- Cheeky headlines to make campaign memorable and drive engagement



FILWS Creative Strategy

Animated/video creative increased consumer engagement rate by 40%+










FILWS Creative Strategy



Catch
Some
Tail.

Fall in Love
with Seafood

Retail Campaign Rollout Phases

Q3'23 Industry Launch	Oct'23 Soft Launch	Q1'24	Q'24	Q3'24	Q4'24	Q1'25
Engage Industry		 Jan'24 \$4.24 ROI	 May/June'24	 Harris Teeter Sept'24	 Publix Oct'24	 Jan'25
Rollout Toolkit	Partner Social & Digital Activations	 Mar/Apr				
Trade Media PR						

Active
Discussions
for 2025



FILWS Campaign Results

Expanding Reach

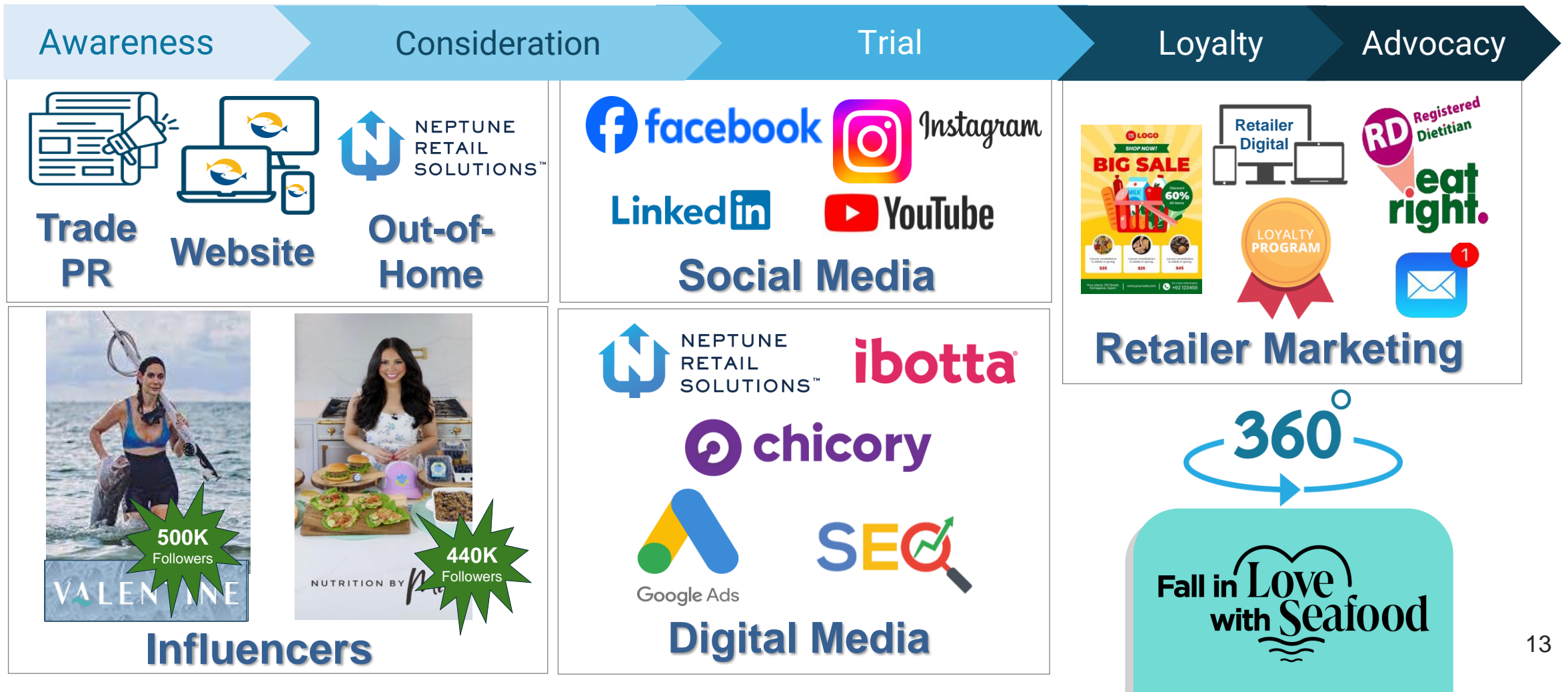
- Five retail partners = 2,600+ grocery stores
- In 2024, FILWS campaign will be seen over **60 million times!**

Strong Results to Date

- 1st half campaigns at H-E-B and Weis generated average **\$4 ROI**
 - For each \$1 invested, campaign returned \$4 in incremental seafood sales
- 3.5% click-thru rate on social media, over 2x the industry average (1.5%)
- 175,000+ consumer engagements – clicks, likes, shares, comments...etc.
 - Over 1/3rd of engagements from consumers aged 18-34

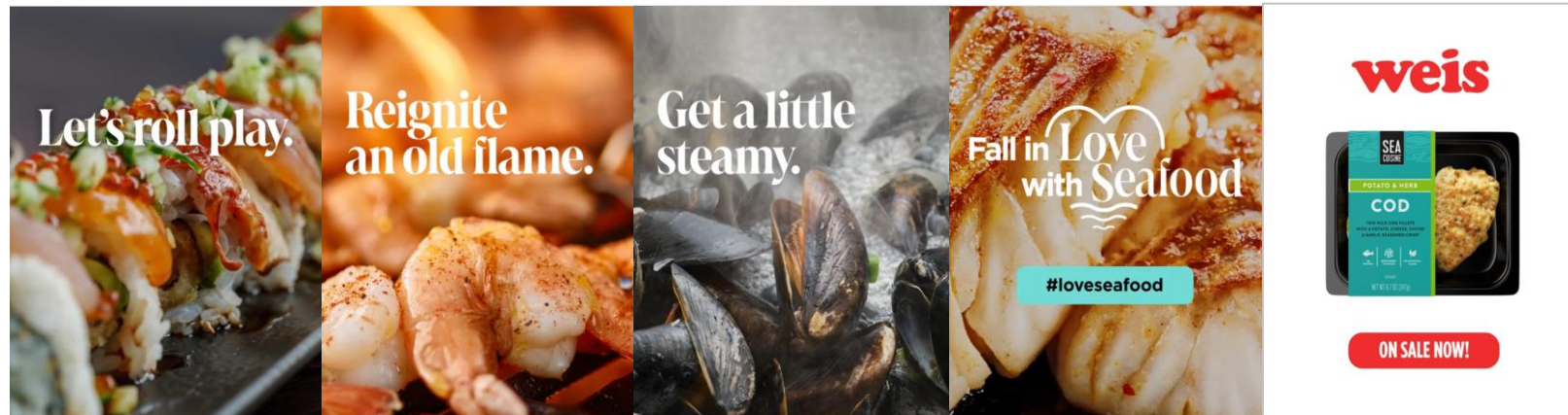
Driving Consumers Down the Purchase Path

- Reach consumers throughout their day via a multi-media campaign
- Customize marketing plan by retail partner



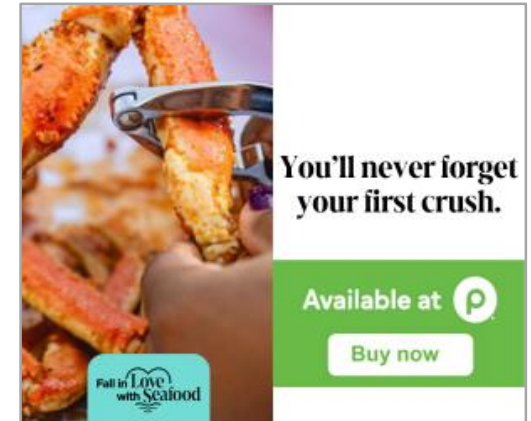
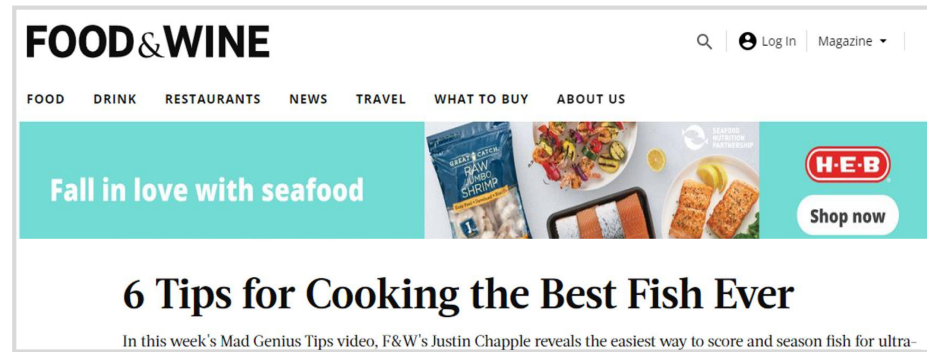
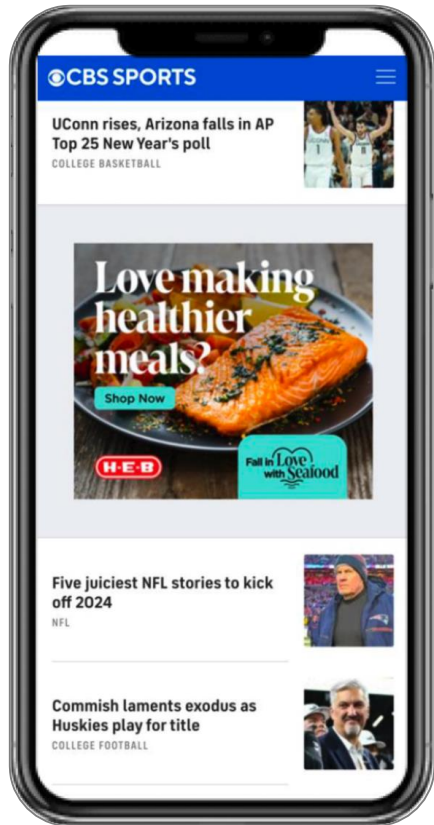
Optimizing & Customizing FILWS Campaign

Social Media: Posts, Reel & Influencers



Optimizing & Customizing FILWS Campaign

Digital Marketing: Reaching Consumers throughout Their Day



Optimizing & Customizing FILWS Campaign

In-Store Magazine: Weis & Harris Teeter

Fall in Love with Seafood

It's so easy to Fall in Love with Seafood with all of the delicious and nutritious options you can find at Weis Markets. These Mediterranean Salmon Bowls are a breeze to prepare, and Crispy Salmon Tacos are sure to bring smiles to Taco Tuesday. Plus, seafood is packed with vital nutrients and will provide your family with protein, omega-3 fatty acids, and vitamins and minerals including vitamin B12 and vitamin D.



Mediterranean Salmon Bowl With Quinoa & Chickpeas

Crispy Salmon Tacos *Recipe courtesy True North Seafood Company**

Prep: 20 minutes • Cook: 15 minutes

Slaw:

- 1/2 head purple cabbage, finely shredded
- 1/2 large cucumber
- 3 tablespoons dill, chopped
- 1/4 cup white wine vinegar
- Salt and pepper to taste

Avocado Mash:

- 3 ripe avocados
- 1-2 teaspoons hot or sriracha sauce
- 1 lime, juiced
- Salt and pepper to taste

Salmon:

- 2 pounds salmon, skinless
- 2 teaspoons chipotle powder
- 2 teaspoons Weis Quality Chili Powder
- 1 teaspoon Weis Quality Onion Powder
- 1 teaspoon dried Weis Quality Oregano
- 1 lime, zested & juiced

Additional items:

- 8 small corn tortillas



Crispy Salmon Tacos



SEA CUISINE MEDITERRANEAN SALMON
TWO WILD ALASKA SALMON FILLETS WITH A CHEESE, TOMATO, PINE NUT & GARLIC SEASONED CRUST



Harris Teeter Discovery
Inspiring your Culinary Journey

Start Awesomer!
at Harris Teeter

***What's Inside:**

- Signature Produce Savings
- How to Buy to Save
- Children's Recipes
- Fall Activity Page



For overall wellness **Fall in Love with Seafood**

Harris Teeter seafood is delicious and full of nutrients that play an important role in energy, metabolism, immune function, and bone health. Plus, it's easy to prepare!



Fall in Love with Seafood

It's so easy to Fall in Love with Seafood, it's delicious, nutritious and Harris Teeter has so many options. Our seafood is sustainably sourced and so easy to prepare. Scan the QR code for this delicious recipe

Grilled Salmon with Spinach Lemon Pesto



Optimizing & Customizing FILWS Campaign

Retail Dietitian: Weis & Hy-Vee Local TV Station Segments

HyVee



07:55 69 WFMZ TV - 69 News at Sunrise
Friday, May 17, 2024



Optimizing & Customizing FILWS Campaign

Retail Dietitian: Healthy Eating Promos & Cooking Classes



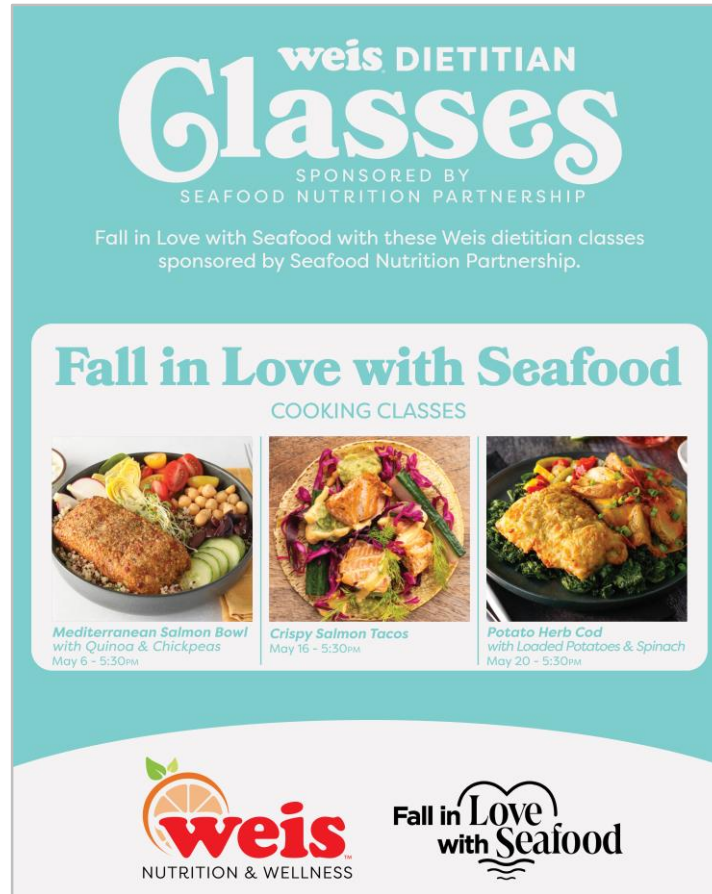
weis DIETITIAN
Glasses
SPONSORED BY
SEAFOOD NUTRITION PARTNERSHIP

Fall in Love with Seafood with these Weis dietitian classes sponsored by the Seafood Nutrition Partnership.

Fall in Love with Seafood
COOKING CLASSES

 <p><i>Mediterranean Salmon Bowl with Quinoa & Chickpeas</i> May 6 - 5:30PM</p>	 <p><i>Crispy Salmon Tacos</i> May 16 - 5:30PM</p>	 <p><i>Potato Herb Cod with Loaded Potatoes & Spinach</i> May 20 - 5:30PM</p>
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weis NUTRITION & WELLNESS
Fall in Love with Seafood



weis DIETITIAN
Glasses
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weis NUTRITION & WELLNESS
Fall in Love with Seafood



hyveedietitians 8h

Seafood challenge

SPONSORED BY:
SEAFOOD NUTRITION PARTNERSHIP
Fall in Love with Seafood
ALASKA SEAFOOD

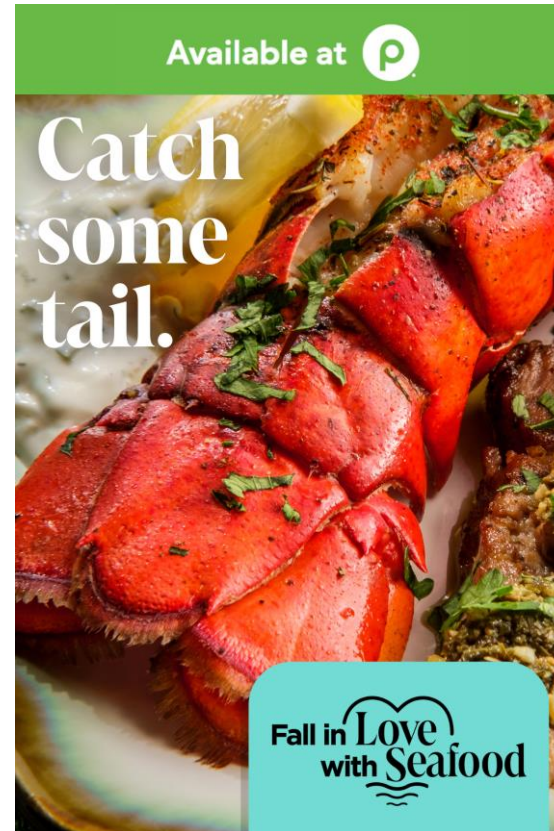
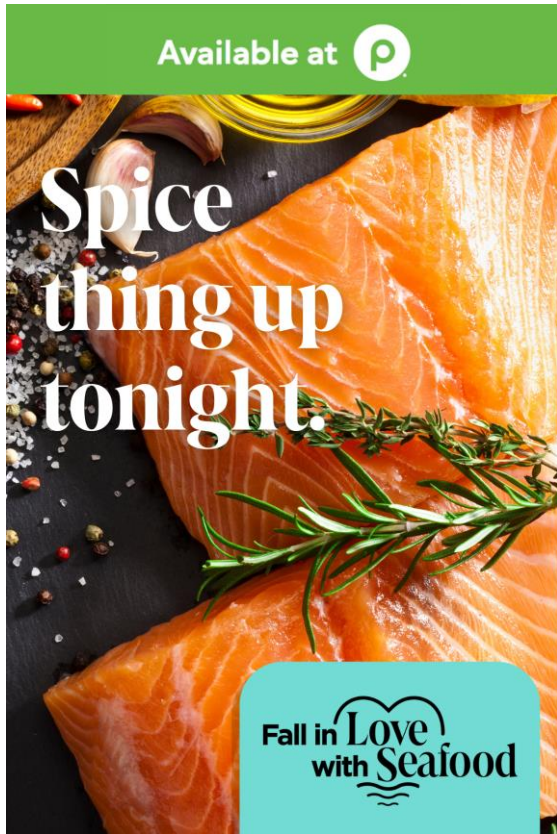
**There's still time to sign up!
Don't miss your chance to win a \$100 Hy-Vee gift card (thanks to our wonderful sponsors!! @seafood4health and @alaskaseafood)**

[CLICK HERE TO SIGN UP!](#)

Optimizing & Customizing FILWS Campaign



Digital Out-of-Home



2025 FILWS Campaign Goals

- Expand # of retail campaigns from 5 in 2024 to 8+ in 2025
 - Total retail locations from 2,600 to 4,000+
- Launch a Food Service pilot campaign
- Leverage learnings from 2024 retail campaigns to optimize performance
 - Continue to deliver an ROI between \$3 and \$5
 - Increase Retail Dietitians as strong campaign partners – underscore nutritional benefits of seafood
 - Work with retail buyers to secure a stronger in-store presence via signage and displays
 - Develop strategy for on-going campaign beyond month-long efforts
 - Explore affinity product participation and support – recipe solutions