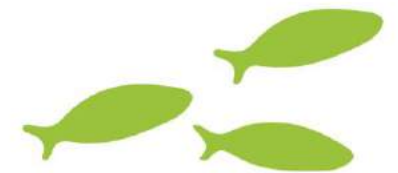




Surimi Holiday Campaign Recap Report March 4, 2022





What the Surimi A&U Told Us

The recent Surimi A&U study was filled with data driven findings to help GAPP understand more about consumer attitudes, perception and awareness of surimi seafood. As part of the study, two takeaways became clear:

1. Consumers are not knowledgeable about how imitation crab is made or what ingredients it has, and often associate imitation crab with being unnatural, processed, and artificial.

Awareness of Wild Alaska Pollock in imitation crab elevates purchase frequency and positively impacts interest for more than a third of consumers.

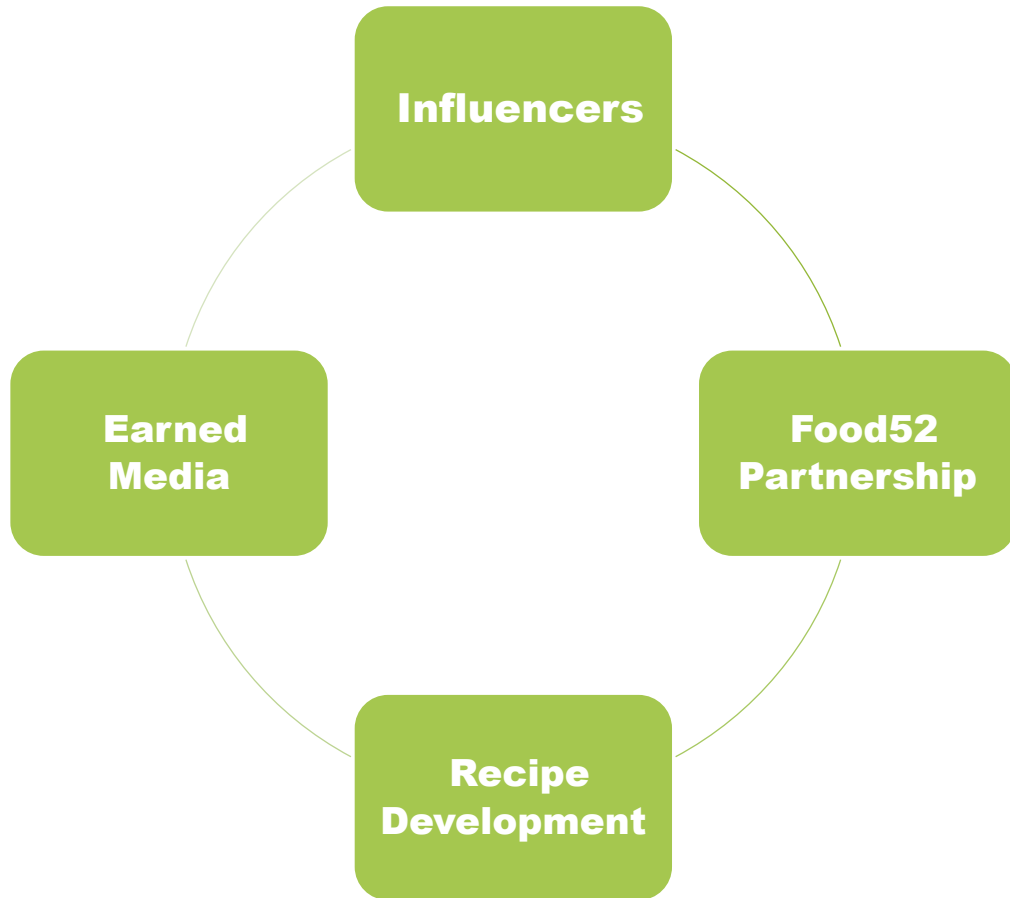
2. Although imitation crab is viewed as easy-to-use and versatile, it is also perceived as having limited usage occasions, and a lack of saliency hinders more frequent purchasing among category users.

Purchasers are looking for more ways in which to use imitation crab and seek recipe inspiration for ideas.





Seizing an Opportunity



Grounded in consumer research and insights, GAPP created a 360-consumer campaign, the biggest in the history of the association, to drive education about Surimi Seafood and inspire usage ideas amongst an audience ripe for action.



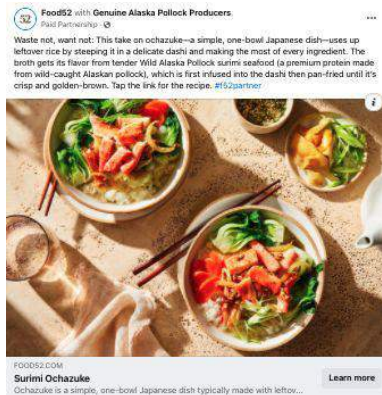


Media Amplification

Food52 Partnership

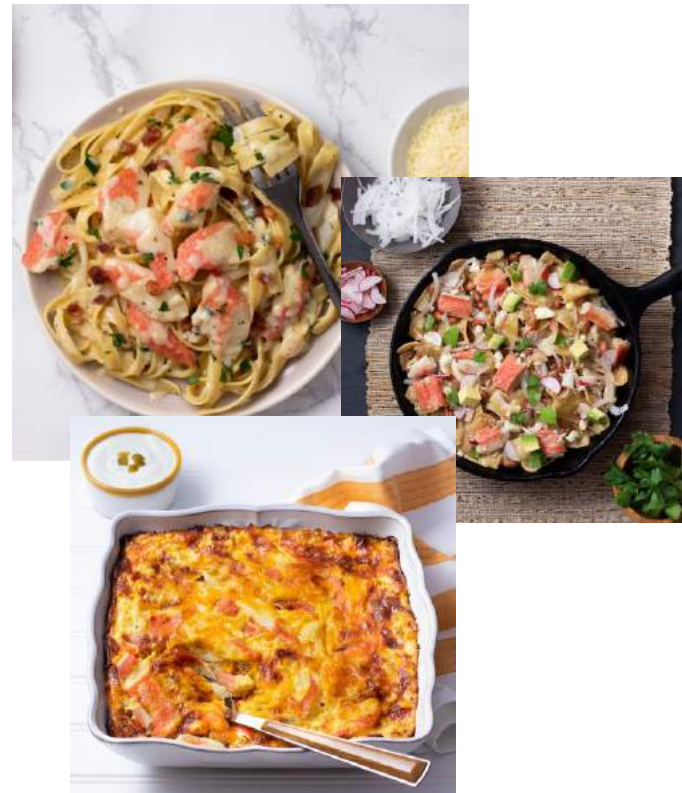
We partnered with a buzzing online community reaching millions of cooks and food lovers to create a warm, winter favorite recipe featuring surimi seafood. The campaign served to provide education, shift perceptions, and promote purchase for surimi.

- Generated 2.9M impressions, and 1,448 clicks to shop for surimi seafood.



Recipe Development

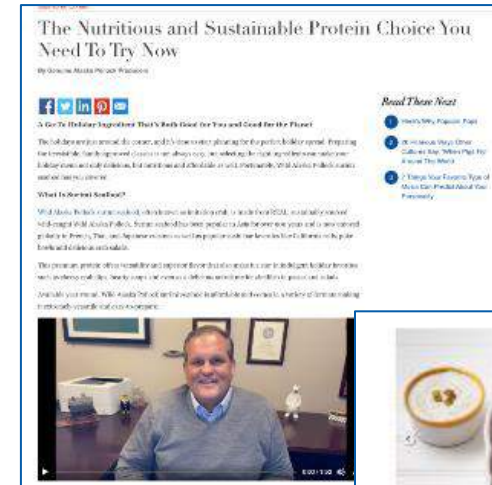
To inspire usage at home, GAPP created 5 unique recipes tying into the comforts of the holiday season and current trends in flavors and ingredients.



Earned Media

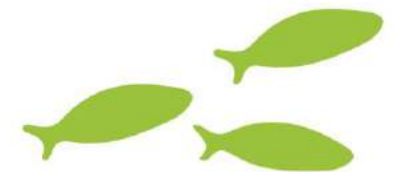
Ketchum pitched relevant media editors to integrate surimi seafood messaging into timely editorial opportunities, including *NewsFlash*, *Good Housekeeping*, *Supermarket Perimeter*, *Bake Magazine* and *Civil Eats*.

- SMT interview with Craig achieved 1,600 airings across 6 major networks totaling 16.9M impressions.
- A native article featuring surimi facts and recipe inspiration achieved 500k impressions across relevant publications.





OEID Results

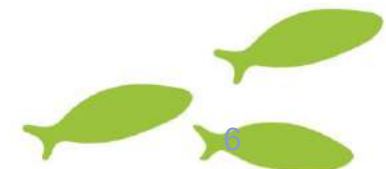




Measurement System



Most measurement systems can only show sales at a population level along with media mix and reach. Imagine what you can see when you look at a body of water.





Measurement System



omniearnedID takes you beneath the surface by showing sales at a precise level so we can have a better understanding for how to get the most ROI, true program impact and insights and learnings.





Measurement System



omniearnedID's pre-campaign influencer sales propensity ID tells you which influencers have the greatest potential sales and engagement with their audiences.





omniearnedID measures...

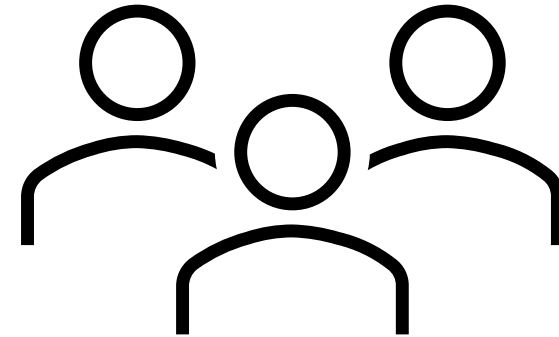


Two similar groups over the same time period, with the only difference being...



People who saw the campaign content
(exposed group)

Compared
to



People who did not see the campaign content
(control group)





Identifying Influencers Who Deliver the Right Message to the Right Audience





Influencer Identification Process

Initial shortlist of 16 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 of 25-34 years old)

Narrowed down to 6 influencers

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

2 Influencers





Our Partners



@rachlmansfield



- IG: 456K followers
- EG: 0.9%
- % of audience 25 – 34: 60%

Rachel created two delicious holiday appetizers based on meals that she already authentically loved. Her **Surimi Crispy Rice** dish was her top performer, garnering 2K engagements on IG and over 10K on TikTok. However, her **Surimi Bacon Dip** followed close behind. Rachel also provided 9 bonus pieces of content (2 TikToks + 7 IG Story Frames), allowing us to exceed benchmarks and garner an amazing ER of 3.9%.





Our Partners



@sohlae



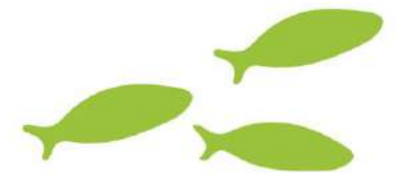
- IG: 556K followers
- EG: 2.5%
- % of audience 25 – 34: 65%

Sohla created two amazing and authentic dishes for the holiday season. Her diverse background and passion for food came to life through her surimi content. She gave her followers an inside look at her culture and this authentic storytelling garnered incredible numbers. Her delicious **Surimi Fuchka** and **Surimi Rockefeller Dip** gained 748K impressions and a reach of 522K leading to an overall average ER of 4.3%, exceeding all industry benchmarks.



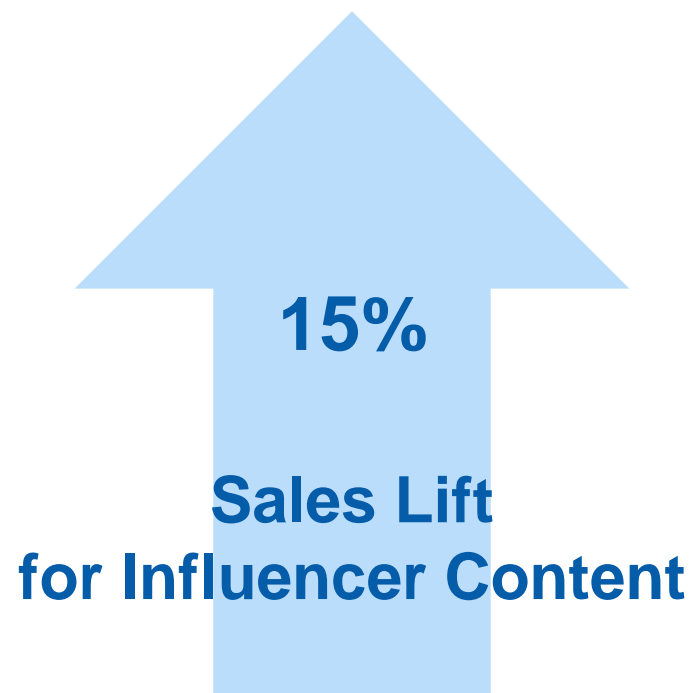


Performance Results





OEID Results



The influencer components of the holiday campaign prompted a 15% lift in surimi purchases among people who saw the campaign vs. those that did not.





OEID Results



188%
**YoY Conversion for
Influencer Audiences**

Influencer audiences bought surimi at a substantially higher rate during the campaign compared to the same time last year.





OEID Results



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



Impressions

1.6M

Exceeded Goal by 180%



Reach

964.9K



Engagement Rate

4.1%

Exceeded Goal by 2.8 PP



Sales Lift

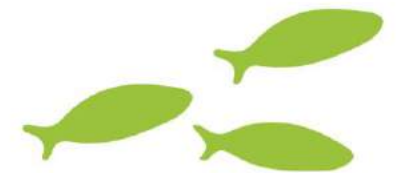
15%

Exceeded Goal by 8 PP





Appendix





OEID Detailed Results



Influencer Audience Exposed	Reach	Impressions	ER	Conversion Rate	Sales Lift	Sales Lift vs. Same Period Last Year
Control Group: U.S. 25-34yo, not exposed to influencer content Conversion Rate*: 0.13%	The total # of unique users exposed to a piece of content	The # of times a piece of content is displayed to a user	Engagements ÷ Reach	Percentage of exposed audience turned into surimi buyer during sales period	When compared to the control group	Sales vs. campaign period last year for control group = 804%
Influencer Only	964.9K	1.6M	4.1%	0.16%	15%	188%
Sohla El Waylly	522.1K	748.5K	4.3%	0.24%	56%	800%
Rachel Mansfield	442.8K	803.4K	3.9%	0.14%	2%	133%

