

The background of the slide features a scenic view of a coastal town, likely Ketchikan, Alaska. In the foreground, there is a body of water with gentle ripples. The middle ground shows a town with several buildings, including what appears to be a large industrial or commercial structure. Behind the town, there are rolling green hills under a bright, slightly hazy sky. The overall tone is natural and serene.

# **Impact of 2023 Influencer Program on Wild Alaska Pollock Perceptions & Sales**

Ketchum

March 2024

# ALWAYS ON INFLUENCER OVERVIEW

As part of the FY23 Always on Influencer Program, Ketchum executed targeted influencer partnerships – vetted and discovered through omnieamedID – and created three rounds of content for both paid and organic social including Instagram and TikTok, as added value. Selected influencers spanned across tiers (micro-macro) with the goal of delivering on engagement, sales, and awareness of the unique benefits of Wild Alaska Pollock (breaded and non-breaded) and Surimi Seafood.

## Mid-Tier



**Antonia Lofaso**  
[@chefantonia](#)  
323K IG followers



**Millennial**  
Flexitarians



**Pete Eats**  
[@pete\\_eatss](#)  
458K IG followers



**Millennial**  
Flexitarians



**Eliz + Dale**  
[@sweatsandthecity](#)  
120K IG followers



**Fish-Friendly**  
Parents



**Angela J Kim**  
[@mommydiary](#)  
309K IG followers



**Fish-Friendly**  
Parents



**Mikayla Shocks**  
[@mama\\_shocks](#)  
108K IG followers



**Fish-Friendly**  
Parents



**Angelica Castaneda**  
[@angelicacastaneda](#)  
46K IG followers



**Fish-Friendly**  
Parents



**Kenneth Temple**  
[@kennethtemple](#)  
28.6K IG followers



**Millennial**  
Flexitarians



**AJ Pollock**  
[@ajpollock](#)  
124K IG followers

The 2023 Influencer Program Perceptions and Sales Analysis also included AJ Pollock's content posted during his partnership with GAPP.



# KEY FINDINGS

**GAPP's 2023 faces of influence campaign continues to be successful in increasing familiarity with and sales of Wild Alaska Pollock.**



The campaign drove increased awareness of Wild Alaska Pollock's sustainability story and specific sustainability attributes such as good for the planet and climate friendly.



We also saw an increased likelihood to purchase Wild Alaska Pollock as a result of the campaign, particularly in frozen fillets, though we also saw a halo effect on intent to purchase in restaurants and quick service.



The campaign drove an increase in purchases of Wild Alaska Pollock among those exposed, particularly purchases of fillet. AJ Pollock, Angelica Castaneda and Chef Antonia Lofaso drove the highest sales lifts among those exposed to their content.



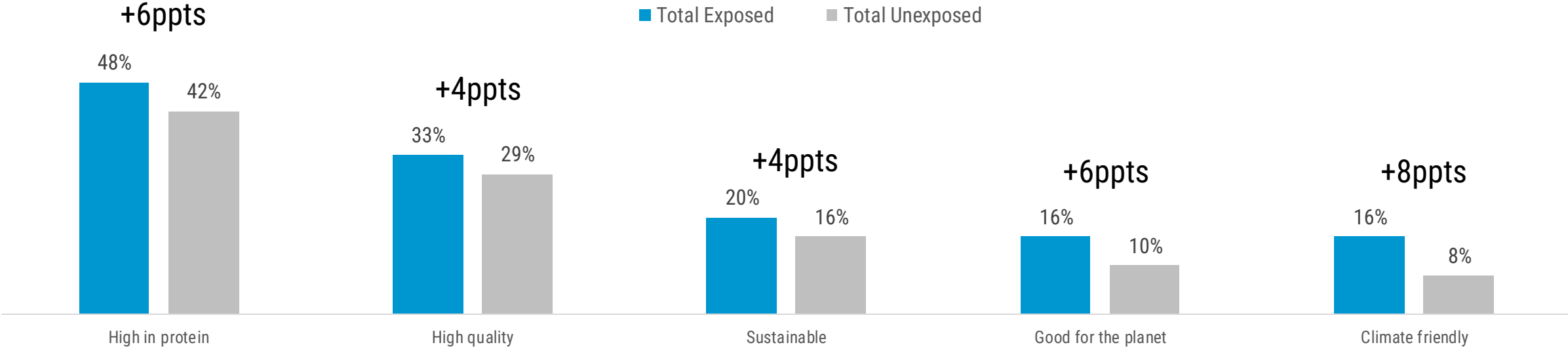
While we continue to see significant sales lift of Wild Alaska Pollock products among those exposed to influencer content, we did not see an increase in buyers among the influencers' audiences YoY as we've worked with several of our influencers in previous years. There may be opportunity to introduce new influencers in FY25 to broaden exposure.



# THE INFLUENCER CAMPAIGN SUCCESSFULLY IMPROVED PERCEPTIONS OF PROTEIN, QUALITY, AND SUSTAINABILITY

Overall, those exposed to the campaign were more likely to associate a variety of positive attributes with Wild Alaska Pollock, especially around sustainability. In future campaigns, there are strategic opportunities to showcase versatility and ease of cooking.

Attributes Associated with Wild Alaska Pollock^



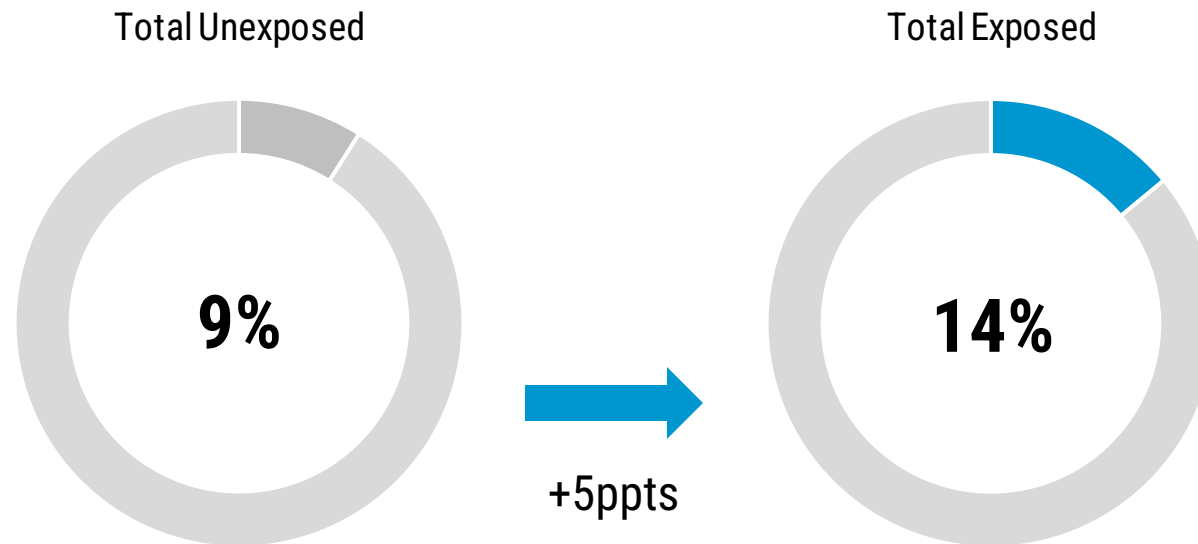
^Directional difference between Exposed and Unexposed audiences on all except "None of the above."  
Q11\_01: Thinking about the attributes associated with fish, which of the following attributes, if any, would you use to describe Wild Alaska Pollock?



# IT ALSO INCREASED WILD ALASKA POLLOCK SUSTAINABILITY KNOWLEDGE

## Familiarity with sustainability of Wild Alaska Pollock<sup>^</sup>

*(know some / know a lot)*

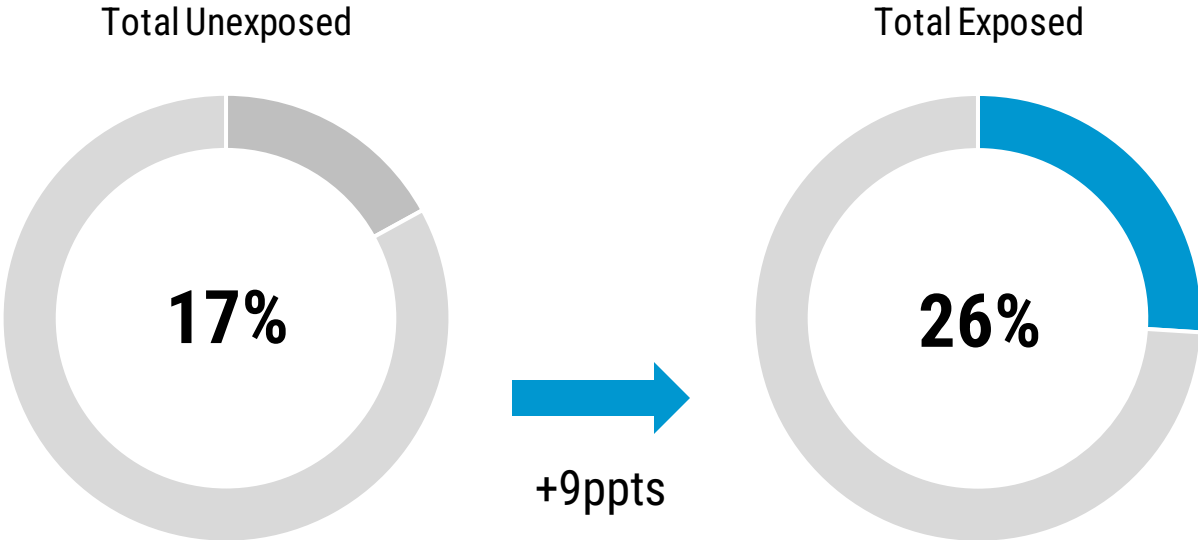


<sup>^</sup>Directional difference between Exposed and Unexposed audiences.  
Q12: How familiar, if at all, are you with the sustainability of Wild Alaska Pollock?



# CONTENT DROVE AN INCREASED LIKELIHOOD TO EAT AMONG EXPOSED AUDIENCES

## Likelihood to eat Wild Alaska Pollock in the coming month<sup>^</sup> *(net: likely)*

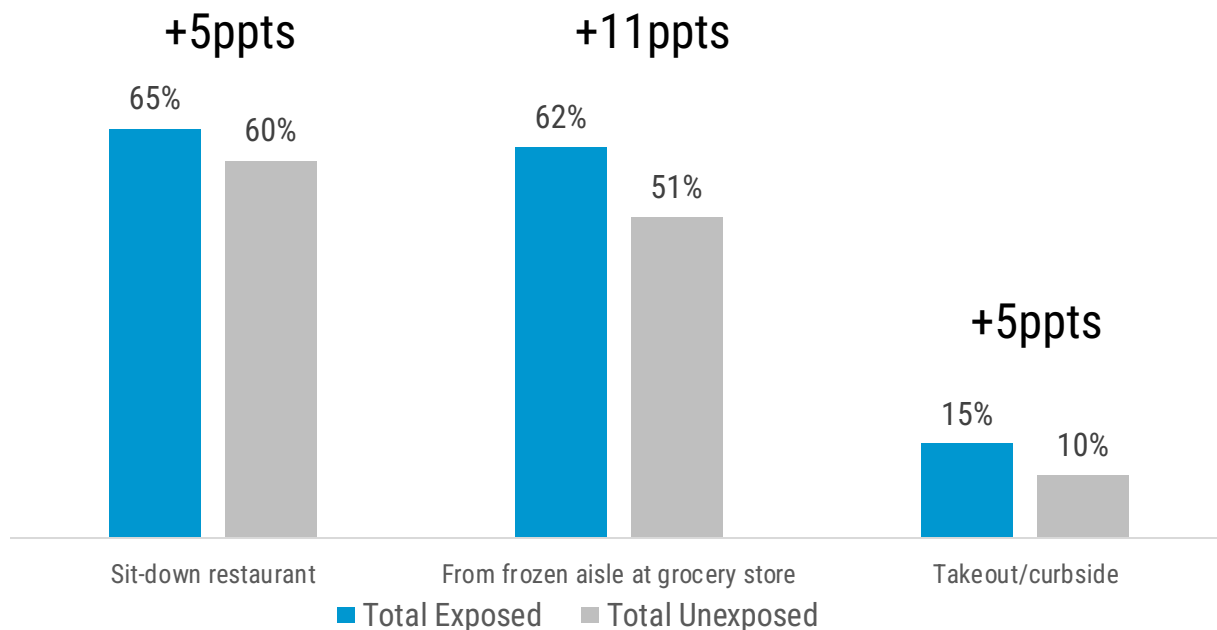


<sup>^</sup>Directional difference between Exposed and Unexposed audiences.  
Q8s\_01: How likely are you to eat Likely (4-5) in the coming month? Please use a 1 to 5 scale, with 1 being “not at all likely” and 5 being, “extremely likely.”

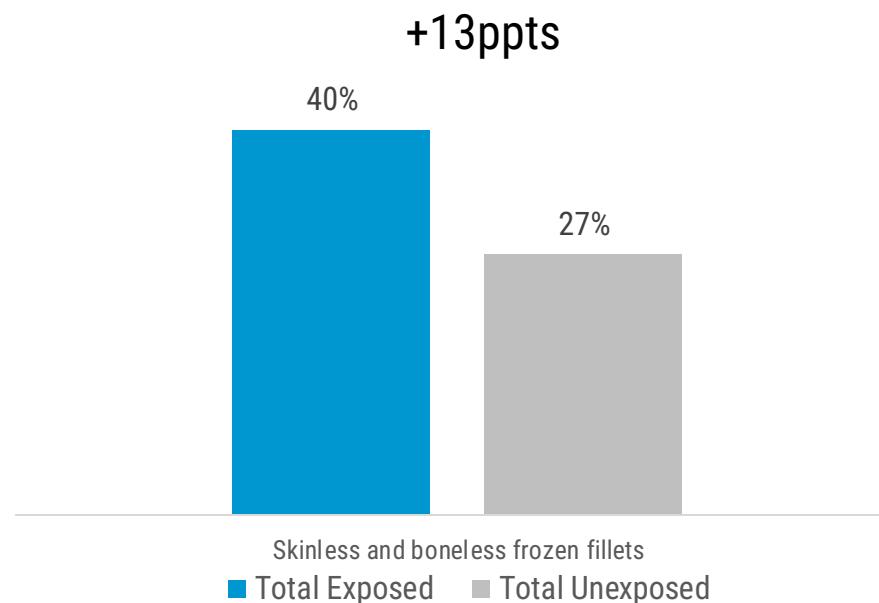


# AND LIKELIHOOD TO EAT WILD ALASKA POLLOCK IN SIT-DOWN RESTAURANTS, FROM THE FROZEN AISLE AND TAKEOUT/CURBSIDE, ALONG WITH SKINLESS/BONELESS FROZEN FILETS

Likelihood to eat Wild Alaska Pollock in the following settings in the coming month



Likelihood to purchase different forms of Wild Alaska Pollock^



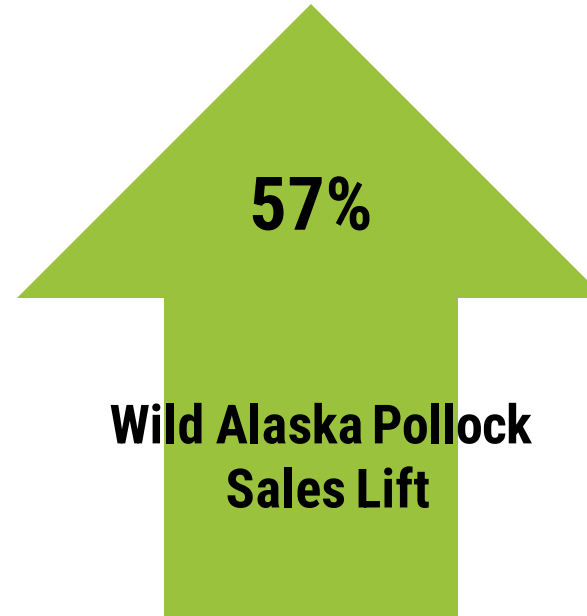
^Directional difference between Exposed and Unexposed audiences on all except "None of the above."

Q9: In which of the following settings are you likely to eat Wild Alaska Pollock in the coming month? Please select all that apply.

Q10s\_01: How likely are you to purchase the following forms of Wild Alaska Pollock in the coming month?



# THE INFLUENCER CAMPAIGN ALSO DROVE CONVERSION IN RETAIL

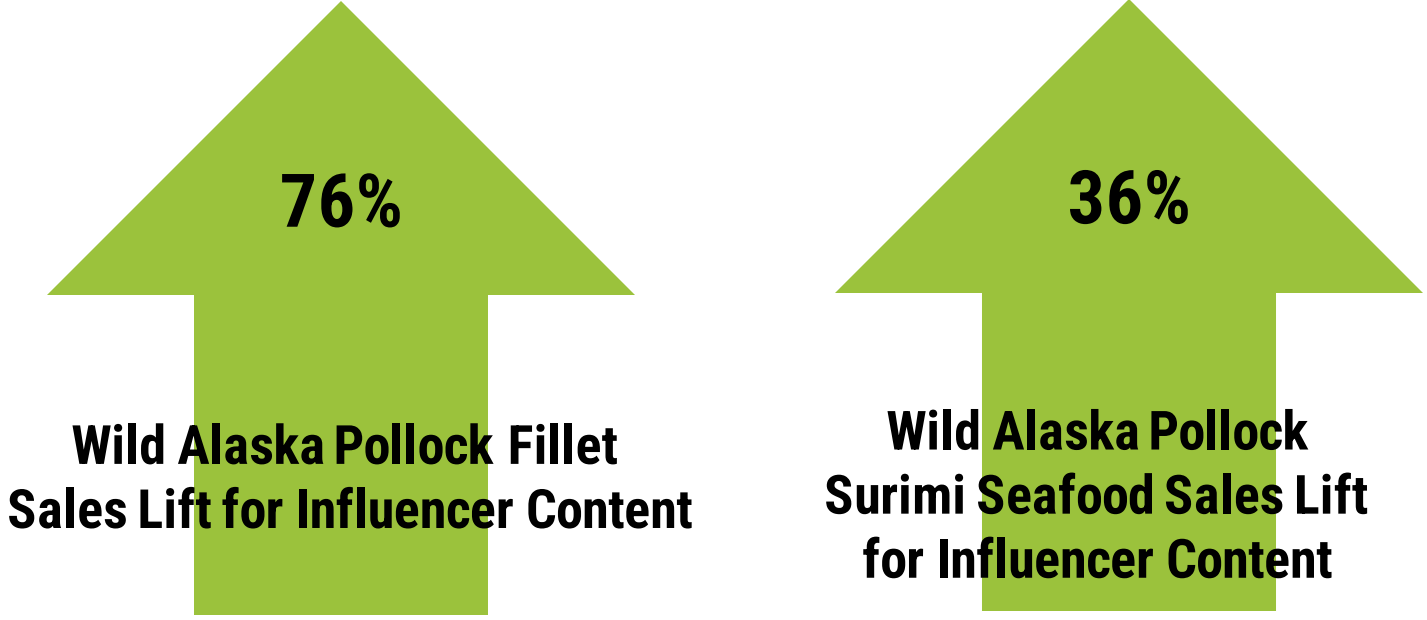


Influencer content prompted a 57% lift in Wild Alaska Pollock among people who saw the campaign vs. those that did not.



# THE INFLUENCER CAMPAIGN DROVE THE LARGEST LIFT FOR WILD ALASKA POLLOCK FILLETS

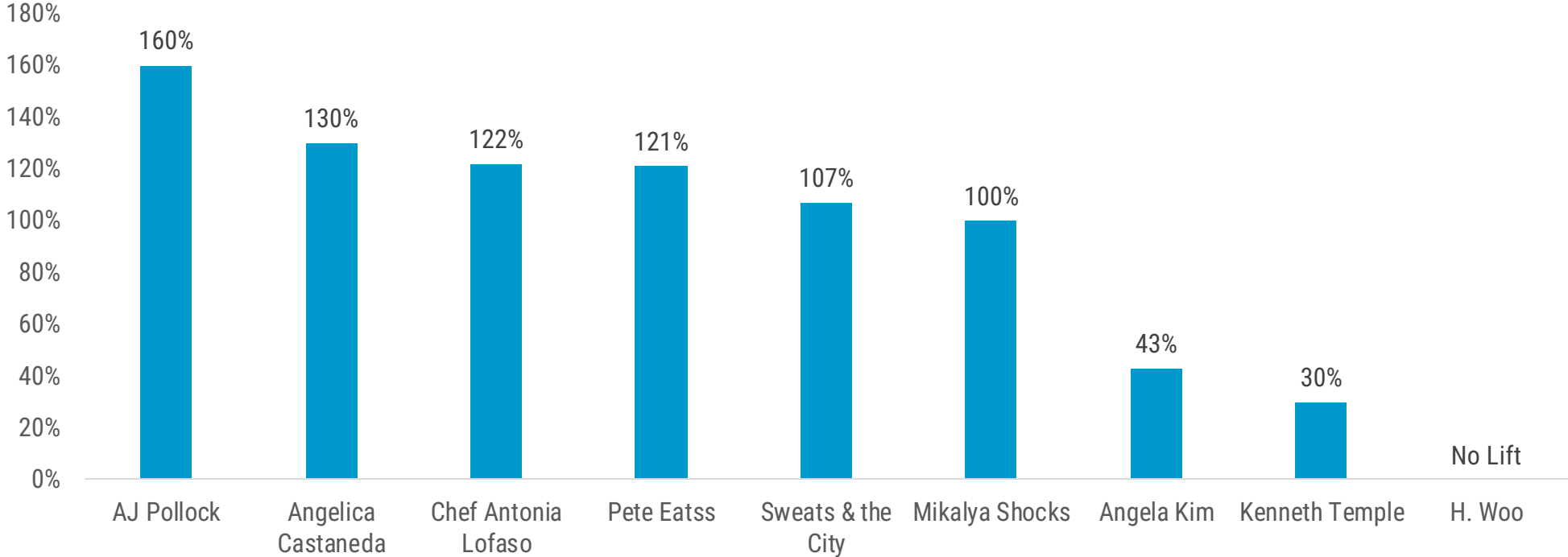
## Results by Product



Influencer content prompted a 76% lift in Fillets and a 36% lift in Surimi among people who saw the campaign vs. those that did not.

# AJ POLLOCK, ANGELICA CASTANEDA & CHEF ANTONIA DROVE LARGEST LIFT IN SALES

### Sales Lift by Influencer



# DETAILED SALES RESULTS: FULL CAMPAIGN

Influencer Audience Exposed	Product Promoted	Wild Alaska Pollock & Surimi Seafood		Wild Alaska Pollock		Surimi Seafood	
		Conversion Rate	Sales Lift	Conversion Rate	Sales Lift	Conversion Rate	Sales Lift
Control Group: U.S. 25-34yo, not exposed to influencer content	Product/s influencers promoted within content	Percentage of exposed audience turned into WAP or surimi buyer during sales period	When compared to the control group	Percentage of exposed audience turned into WAP buyer during sales period	When compared to the control group	Percentage of exposed audience turned into surimi buyer during sales period	When compared to the control group
<b>Influencer Only</b>	WAP/Surimi	0.04%	57%	0.02%	76%	0.05%	36%
Chef Antonia Lofaso	WAP/Surimi	0.09%	122%	0.03%	125%	0.12%	112%
Angela Kim	WAP/Surimi	0.04%	43%	0.02%	86%	0.05%	29%
AJ Pollock	WAP/Surimi	0.21%	160%	0.05%	144%	0.40%	168%
Pete Eatss	WAP/Surimi	0.09%	121%	-	-	0.12%	108%
Kenneth Temple	WAP/Surimi	0.03%	30%	-	-	0.03%	No lift
Sweats & the City	WAP/Surimi	0.08%	107%	0.03%	124%	0.09%	88%
H. Woo	WAP/Surimi	0.02%	No Lift	-	-	0.02%	No lift
Mikalya Shocks	WAP/Surimi	0.07%	100%	0.02%	87%	0.12%	108%
Angelica Castaneda	WAP/Surimi	0.11%	130%	0.02%	93%	0.14%	121%



# DETAILED SALES RESULTS: Pulse 1

		Wild Alaska Pollock & Surimi Seafood		Wild Alaska Pollock		Surimi Seafood	
Influencer Audience Exposed	Product Promoted	Conversion Rate	Sales Lift	Conversion Rate	Sales Lift	Conversion Rate	Sales Lift
Control Group: U.S. 25-34yo, not exposed to influencer content	Product/s influencers promoted within content	Percentage of exposed audience turned into WAP or surimi buyer during sales period	When compared to the control group	Percentage of exposed audience turned into WAP buyer during sales period	When compared to the control group	Percentage of exposed audience turned into surimi buyer during sales period	When compared to the control group
<b>Influencer Only</b>		0.07%	36%	0.02%	43%	0.09%	1%
Angela Kim	WAP	0.05%	No lift	-	-	0.05%	No lift
AJ Pollock	WAP	1.03%	183%	-	-	1.03%	170%
Pete Eatss	WAP	0.13%	96%	0.03%	87%	0.24%	97%
Sweats & the City	WAP	0.05%	7%	0.02%	72%	0.06%	No lift
Mikalya Shocks	WAP	0.10%	70%	0.02%	60%	0.18%	71%
Angelica Castaneda	WAP	0.12%	117%	0.02%	56%	0.26%	103%



# DETAILED SALES RESULTS: Pulse 2/3

Influencer Audience Exposed	Product Promoted	Wild Alaska Pollock & Surimi Seafood		Wild Alaska Pollock		Surimi Seafood	
		Conversion Rate	Sales Lift	Conversion Rate	Sales Lift	Conversion Rate	Sales Lift
Control Group: U.S. 25-34yo, not exposed to influencer content	Product/s influencers promoted within content	Percentage of exposed audience turned into WAP or surimi buyer during sales period	When compared to the control group	Percentage of exposed audience turned into WAP buyer during sales period	When compared to the control group	Percentage of exposed audience turned into surimi buyer during sales period	When compared to the control group
<b>Influencer Only</b>	WAP/Surimi	0.03%	89%	0.02%	142%	0.03%	71%
Chef Antonia Lofaso	WAP/Surimi	0.09%	157%	0.03%	170%	0.12%	153%
Angela Kim	WAP/Surimi	0.03%	98%	0.02%	149%	0.05%	97%
AJ Pollock	WAP/Surimi	0.04%	112%	0.05%	179%	0.02%	36%
Pete Eatss	WAP/Surimi	0.04%	105%	-	-	0.04%	74%
Kenneth Temple	WAP/Surimi	0.03%	93%	-	-	0.03%	60%
Sweats & the City	WAP/Surimi	0.19%	177%	0.08%	187%	0.23%	173%
H. Woo	WAP/Surimi	0.02%	68%	-	-	0.02%	32%
Mikalya Shocks	WAP/Surimi	0.04%	116%	0.02%	147%	0.07%	121%
Angelica Castaneda	WAP/Surimi	0.05%	122%	0.02%	155%	0.06%	107%

