

FROZEN IS FRESH: USING A SOCIETAL MARKETING STRATEGY TO RETAIN & GROW SALES

ABOUT SEAFOOD PRODUCERS COOPERATIVE. Seafood Producers Cooperative (SPC) has been serving Alaskan fishermen, fishing communities, and the seafood market since its foundation in 1944. The cooperative is comprised of over 575 small boat hook and line fishermen, and its main processing plant is located in Sitka, Alaska, with around 30 employees. Over the decades, SPC has grown to supply the global market with quality sablefish, salmon, albacore tuna, halibut, and rockfish through the internationally recognized brands of Alaska Gold, Longliner, and SPC brand names.

THE CHALLENGE. Seafood Producers Cooperative found themselves fighting the negative perception in American consumer markets that fresh fish is always better than frozen. Although frozen fish can often be of higher quality than non-frozen fish, farmed fish processors in other nations have tapped into the reluctance in the U.S. market through “fresh, never frozen” marketing campaigns. SPC needed a marketing campaign to educate consumers about the advantages frozen, wild-caught salmon.

MEP CENTER'S ROLE. The MAKE Partnership, part of the MEP National Network™, funded the Alaska Longline Fishermen Association (ALFA) to provide SPC with the marketing solutions they needed. The project gave SPC the opportunity to tell their story in a high quality, beautifully directed three-minute video: “A Fish Story: Frozen is Fresh”. ALFA worked with representatives from SPC to gather footage for the short video, which showcased local Alaskan fishermen and processors, the care they take with their products, the quality of the wild-caught fish, and the health benefits of eating wild-caught frozen fish.

SPC used the video in newsletters, social media blasts, and on their Alaska Gold’s retail website to help drive sales and educate consumers. The company saved thousands of dollars on a professional educational video and marketing tool, while also getting their brands, products, and story out in front of new audiences. Sales Director Kendall Whitney says both new and prior customers have referenced the video, which has generated over one thousand engagements through either the newsletter or social media. While one aspect of the project was to retain sales, Whitney says it has also generated some new sales and will continue to be a useful tool in their marketing strategy.

"We used the video to illustrate the many competitive advantages that frozen has over 'fresh, never frozen.' I thought the video did a good job of illustrating those advantages...it educated Americans on a very counterintuitive notion: that frozen is fresher than fresh."

-Kendall Whitney, Marketing Manager

RESULTS



Saved between **\$3,000** and **\$10,000** on video production costs



Generated over **1,000** website/social media engagements

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