

MAINE LOBSTER MARKETING COLLABORATIVE



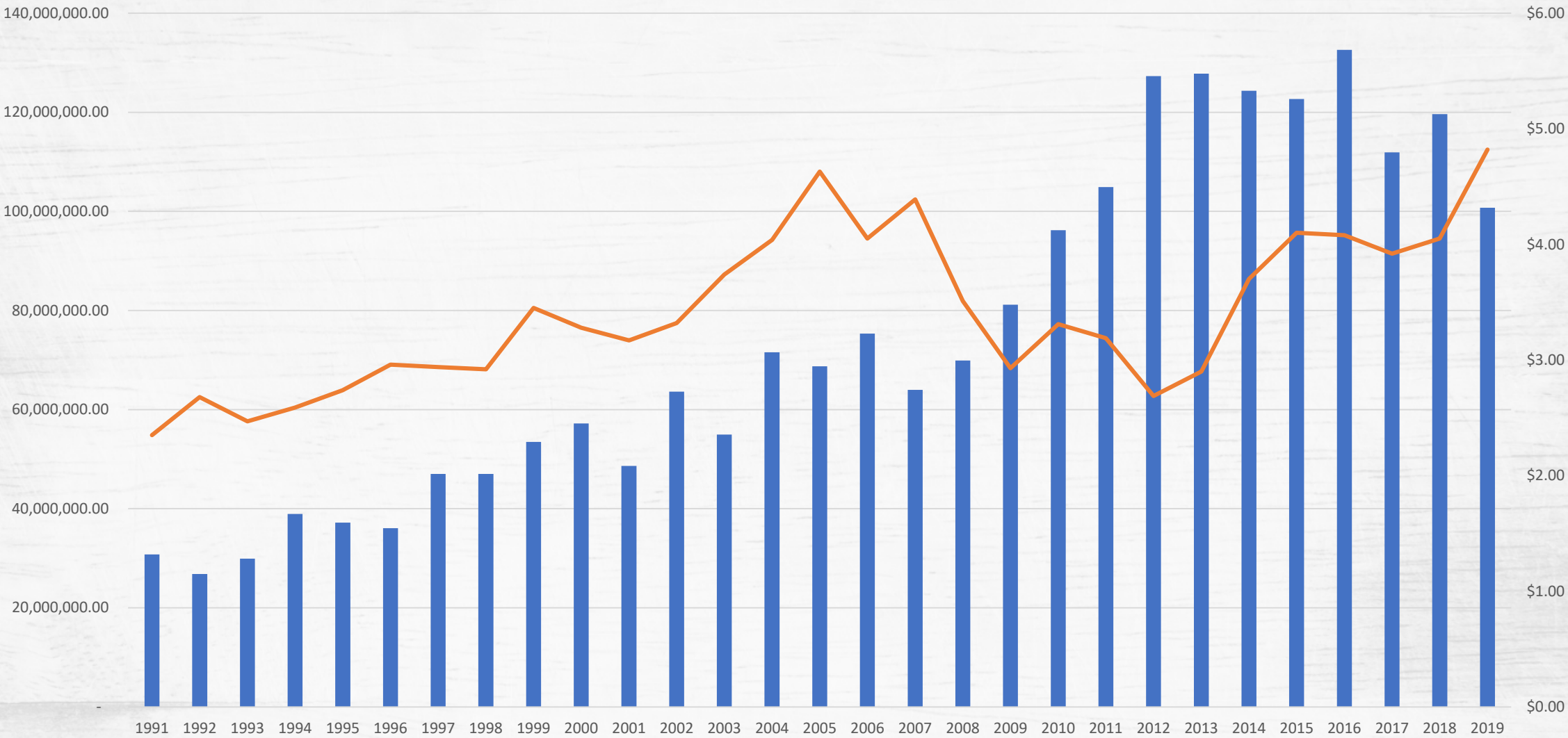


OVERVIEW

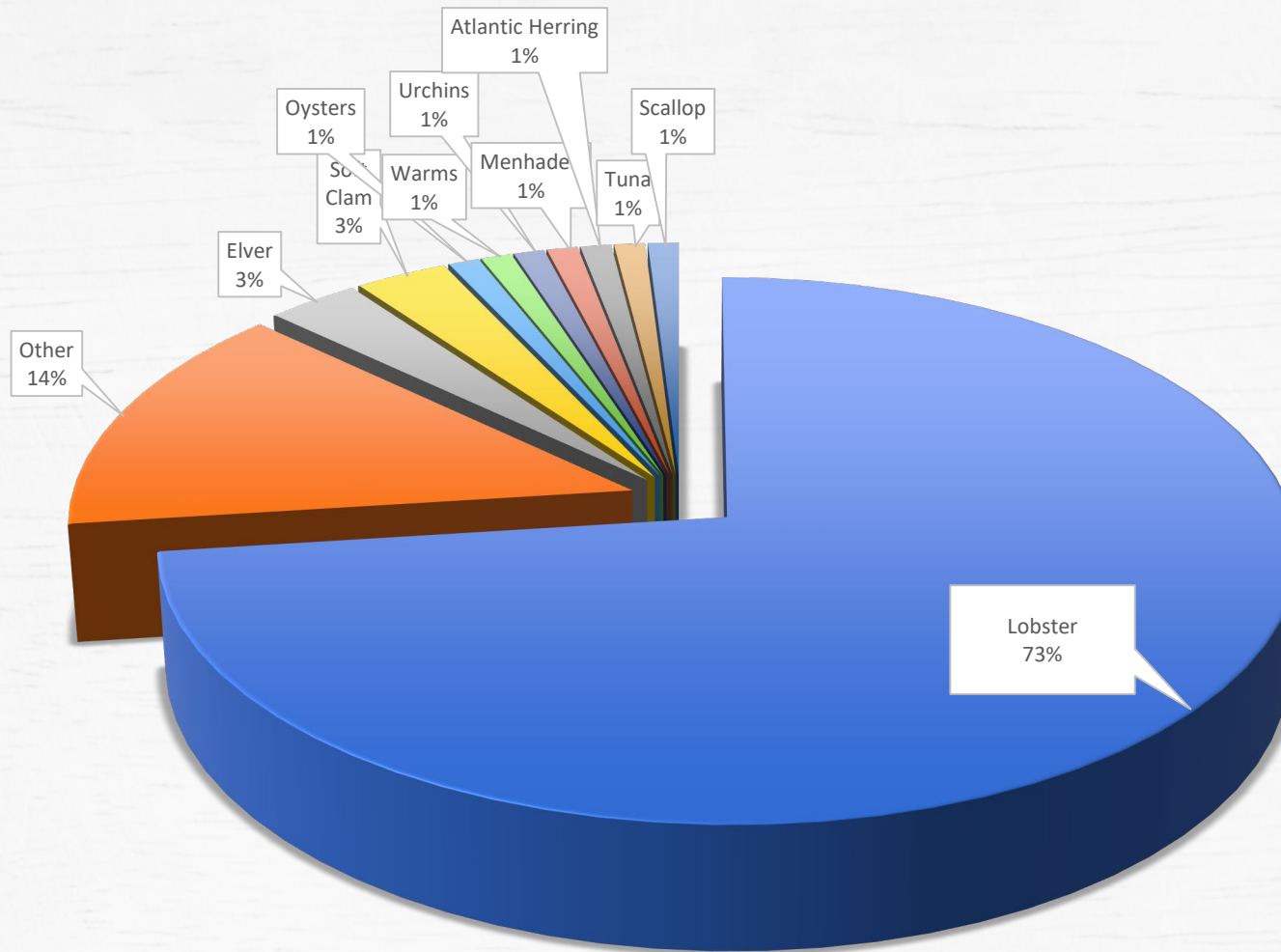
- **1991**, the Maine Lobster Promotion Council was created as the first push by the State to unify marketing efforts to support Maine Lobster
- **2012**, an early shed drove prices down drastically, highlighting a greater need for marketing
- **2013**, Maine Lobster Marketing Collaborative (MLMC) was created, marking the first substantial effort to unify marketing efforts in support of the industry – ultimately driving awareness for its beloved American seafood.

Today, the MLMC brings together the voices of hundreds of local fisherman, dealers and suppliers to create one unified and powerful voice for the industry, to ensure that Maine Lobster is positioned as the best lobster in the world.

LANDINGS AND BOAT PRICE



MAINE LOBSTER VALUE

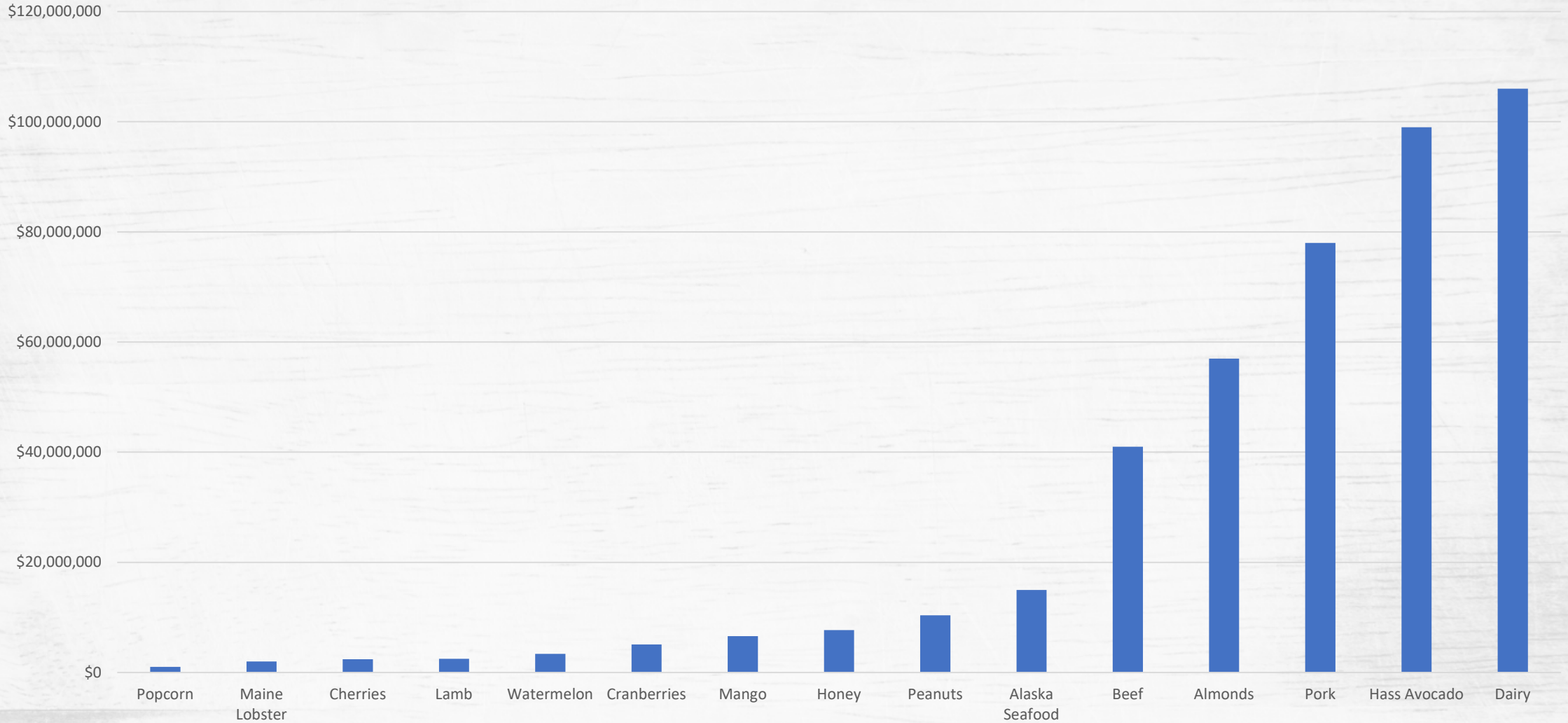


Maine lobster generated \$485 million at the boat in 2019, plus an estimated \$1 billion contribution to the Maine economy through the dealer network

OUR FUNDING



COMMODITY MARKETING



OUR TEAM

ESTABLISHING NEW LEADERSHIP

- Marianne LaCroix, Executive Director
- Kara Morrison, Business & Marketing Manager

BOARD OF DIRECTORS

HARVESTERS

- Dustin Delano
- Katie Werner
- Bruce Fernald
- Sonny Beal

DEALERS

- Ben Conniff, Luke's Lobster
- Tom Adams, Maine Coast
- Annie Tselikis, MLDA

PUBLIC

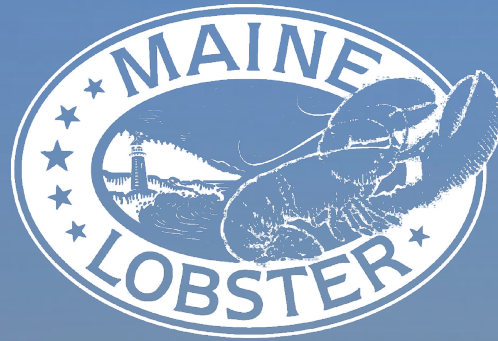
- Brian Langley, Chair
- Maile Buker, Hannaford

COMMISSIONERS

- Patrick Keliher, DMR
- Jeff Bennett, DECD Designee

AGENCY PARTNER - WEBER SHANDWICK

- Selected to support the MLMC in 2014
- Competitive agency search resulted in a renewed partnership in 2019



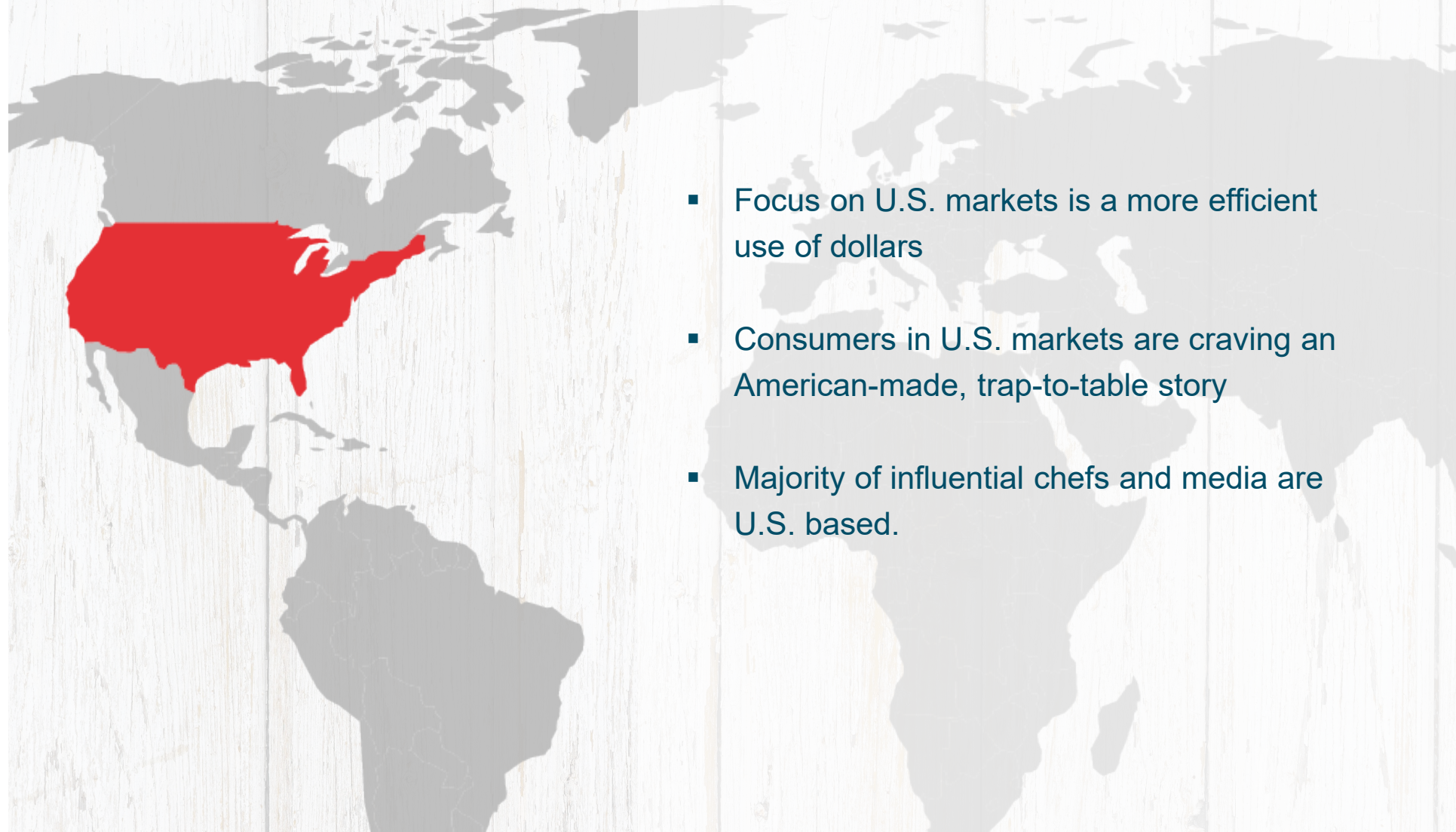
The Maine Lobster Marketing Collaborative, established in Title 5, section 12004-H, subsection 14 and referred to in this subchapter as the "collaborative," **IS CREATED TO PROMOTE AND MARKET ACTIVELY MAINE LOBSTERS IN STATE, REGIONAL, NATIONAL AND INTERNATIONAL MARKETS.**

The collaborative shall draw upon the expertise of the Maine lobster industry and established private marketing firms to **IDENTIFY MARKET AREAS THAT WILL PROVIDE THE GREATEST RETURN ON THE INVESTMENTS** made by lobster license holders and undertake those media or promotional efforts that represent the most cost-effective use of a limited promotional budget

Source: Maine State Constitution. Title 12, part 9, subpart 2, chapter 619, sub-chapter 3-A



where we **WILL FOCUS**



- Focus on U.S. markets is a more efficient use of dollars
- Consumers in U.S. markets are craving an American-made, trap-to-table story
- Majority of influential chefs and media are U.S. based.

CENTRAL MESSAGES

Position Maine Lobster as the best lobster in the world

①

ORIGIN

MAINE

②

FLAVOR

SWEET

③

NEW SHELL

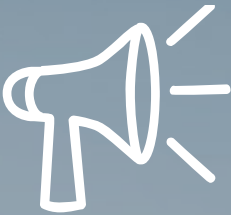
SEASONAL



HOW WE'LL DO THAT



PARTNER



PROMOTE



PROTECT

INNOVATE
new ways to get Maine
Lobster products into
customers hands

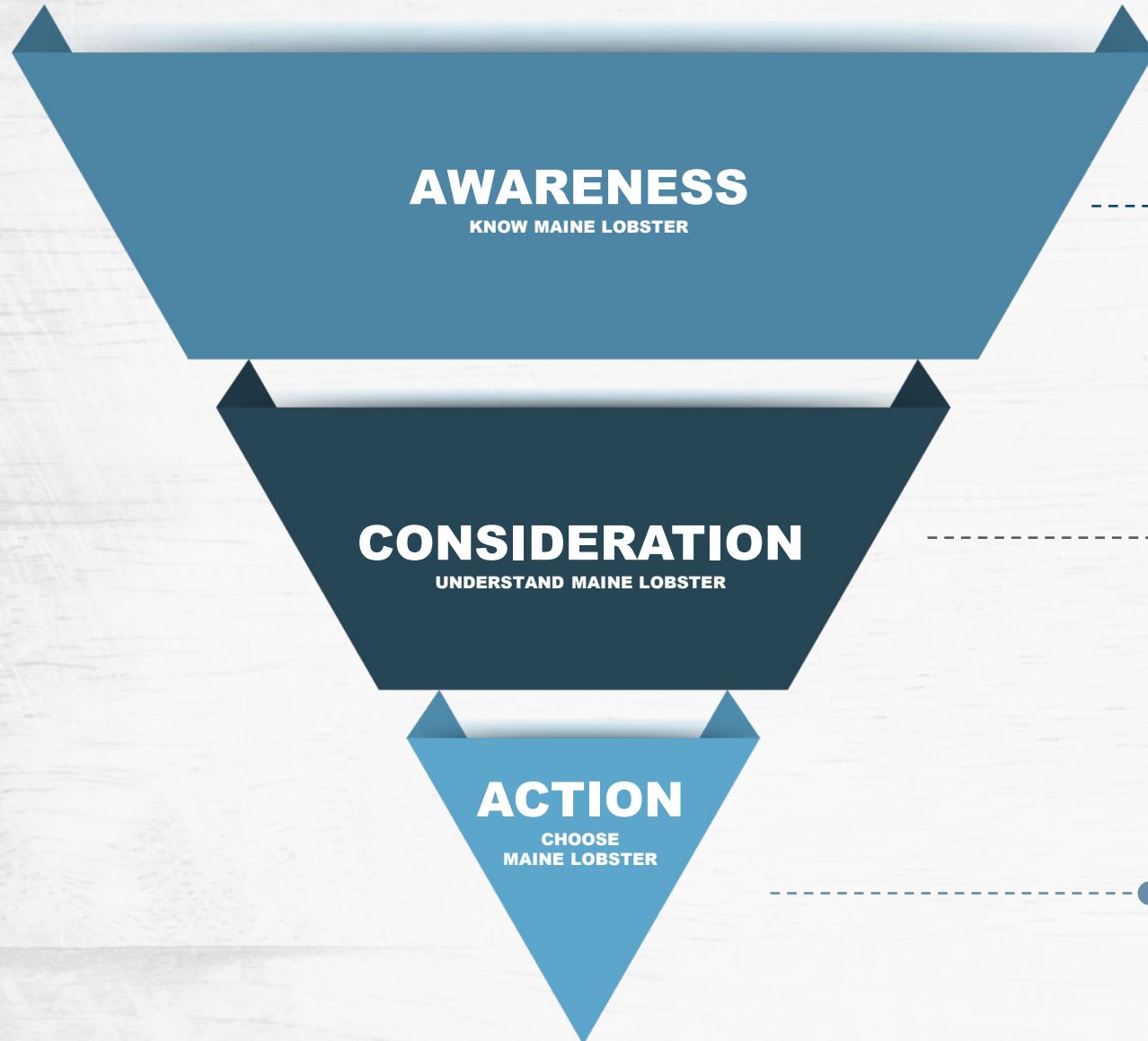
**EDUCATE
RETAILERS &
WHOLESALEERS**
about our wide range
of offerings

Stay the course to
**PUSH CONSUMER
DEMAND**
higher and higher

**FIRECELY
PROTECT OUR
REPUTATION**
(and our people) to
drown out the naysayers

REMAIN NIMBLE AND (RE)PLAN
IN REAL-TIME TO ADDRESS THE EVOLVING AND UNPREDICTABLE LANDSCAPE

MEASURING SUCCESS



STAY TOP-OF-MIND DURING KEY SEASONS

with paid advertising that educates and highlights our range of products

GENERATE A STEADY STREAM OF MEDIA COVERAGE

elevating our focus on Maine, sweet, sustainable, seasonal messages

TARGET HIGHLY RELEVANT, QUALIFIED AUDIENCES

to deliver sales enabling materials in value-adding formats

DIFFERENTIATE THE PRODUCT AND INSPIRE USAGE

via consumer activations and content

DRIVE INCREASES IN VOLUME AND VALUE

via consumer, wholesale and grocery/retail channels

PROPEL PURCHASE INTENT AND HIGH VALUE ACTIONS

by growing and engaging our list of qualified contacts



Thank you