

Maine Lobster Marketing Collaborative **2020 REPORT CARD**

January 20, 2021

Completed with data representing January-December 2020

OUR YEAR IN REVIEW

EXECUTIVE SUMMARY

2020 represented another significant transition for the Maine Lobster Marketing Collaborative (MLMC) as the industry weathered the impacts of COVID-19. As soon as the impact of the pandemic became apparent, the MLMC pivoted to stay nimble and keep Maine Lobster top-of-mind through ever evolving circumstances, most notably with a shift from a supply chain and food service-focused marketing strategy toward a retail and consumer focused strategy.

INFORMED BY INDUSTRY RESEARCH, THE MLMC:

- Responded to shifting market conditions by placing increased emphasis on active customer segments – home cooks and grocers – with timely digital and earned media campaigns.
- Amplified industry perspectives throughout ongoing right whale legislation milestones, shifting our focus on reputation management
- Drove awareness of Maine Lobster with consumer marketing, including digital and earned media-driving programs to amplify all the ways to enjoy Maine Lobster and support the industry from home
- Developed and distributed educational content for seafood wholesalers, including sales collateral and webinars, and introduced new resources for the industry

OUR SUCCESS FUNNEL

RESULTS IN SUMMARY

AWARENESS

KNOW MAINE LOBSTER

- **1.68 billion** earned media impressions **+29%** year-over-year
- **678K** trade media impressions **+6.7%** year-over-year
 - 17 stories in seafood trades (read broadly by those who buy/sell Maine Lobster)
- **43.6MM** online advertising impressions **+35.4%** year-over-year

CONSIDERATION

UNDERSTAND MAINE LOBSTER

- **521K** LobsterFromMaine.com visits **+40%** year-over-year
 - **29,940** visits to wholesale dealer database **+17%** year-over-year
 - **90,062** visits to consumer dealer database **+291%** year-over-year
 - **133,518** visits to the **NEW** [Home Cooks](#) hub
 - **8,589** visits to the **NEW** [Support Maine](#) page
 - **2,414** visits to the [Content Hub](#) **-21%** year-over-year

ACTION

CHOOSE MAINE LOBSTER

- **582K consumers are more likely to buy Maine Lobster after seeing our Home Cooks advertising campaign**
- Retail partnership resulting in a **79% increase in category sales**
- **22,895** clicks to wholesale dealer listings **+99%** year-over-year
- **66,925** clicks to consumer dealer listings **+478%** year-over-year
- **562** wholesale seafood buyer contacts generated
- **1,265** marketing asset downloads from Content Hub

AWARENESS

KNOW MAINE LOBSTER



MEDIA

CONSUMER + LOCAL

KEY ACTIVITIES

- Encouraged people to enjoy Maine Lobster at home, positioning DIY kits and direct-to-consumer retailers as ideal offerings for key moments (i.e. Mother's & Father's Days, holiday gift guides, throughout the summer).
- Leveraged TV's Antoni Porowski's visit to Maine to earn coverage in local and entertainment outlets, leaning into his celebrity chef status as a proof point for why Maine Lobster is the best.
- Reinstated National Lobster Day and positioned this moment in time as an opportunity to spark coverage about eating Maine Lobster and supporting small businesses and independent American fishermen.
- Engaged local media around the MLMC's strategic pivot towards the home cook during the pandemic.

KEY RESULTS

- **1.68 billion** overall media impressions **(+29% YoY)**
- **141** pieces of coverage
- **97%** of coverage mentioned Maine
- **52%** of stories incl. messaging around home cooks



On the road again: How to explore the seaside towns of southern Maine

It's peak lobster season and southern Maine's fun, outdoor culture makes for the perfect road trip.



TODAY



REAL SIMPLE

Grab Your Bib: The Price of Lobster Is at a Record Low Right Now

Maine's lobster industry is relying on Americans to eat lobster at home.

By Melissa Kravitz Hoeffner | July 16, 2020

Forbes

Father's Day Gift Guide: The Best Recipe And Meal Kits For The Home Chef

Weekend Project: How To Make Lobster Rolls, No Matter Where You Live

It's the perfect time to make lobster rolls at home. And we have all the tips you need from a seasoned Maine lobsterman.

By Lisa Rosewater | Published on 8/17/2020 at 10:28 AM



thrillist

EatingWell

I Write About Food All Day—Here Are the 10 Food Gifts That Are Actually Worth Giving

8 Incredible Maine Lobster Roll Kits You Can Have Delivered to Your Doorstep

Just in time for National Lobster Day!

By Matthew A. Moore | Updated September 23, 2020

myrecipes

KEY ACTIVITIES

- Conducted hyper-focused efforts on key seafood trades read broadly by seafood wholesalers to share industry news and innovations.
- Touted activities around our Buyer's Guide, Home Cooks Hub, and the industry's strategic pivot due to the coronavirus pandemic.

KEY RESULTS

- **100%** of trade coverage mentioned Maine
- **678k** total impressions **(+6.7% YoY)**
- **17** pieces of coverage



MLMC Launches "Cooking Maine Lobster at Home" Hub to Aid Home Chefs

MLMC Launches New Maine Lobster Buyer's Guide For Those Buying Wholesale

MLMC Shifts Strategic Focus to Promotion, Protection and Partnership



SeafoodSource

Maine Lobster Marketing Collaborative announces its 2020 strategy

Maine Lobster Marketing Collaborative releases "Maine Lobster Buyer's Guide"

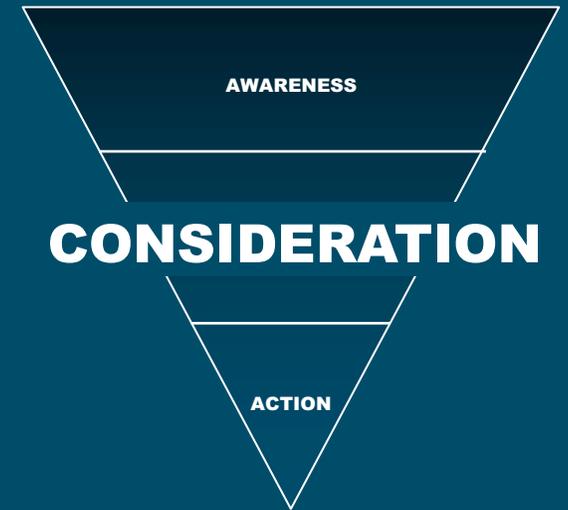
With home cooking on the rise, seafood providers launch new consumer engagement campaigns



Maine Lobster Industry Pivots Focus

CONSIDERATION

UNDERSTAND MAINE LOBSTER



DIGITAL SOCIAL MEDIA

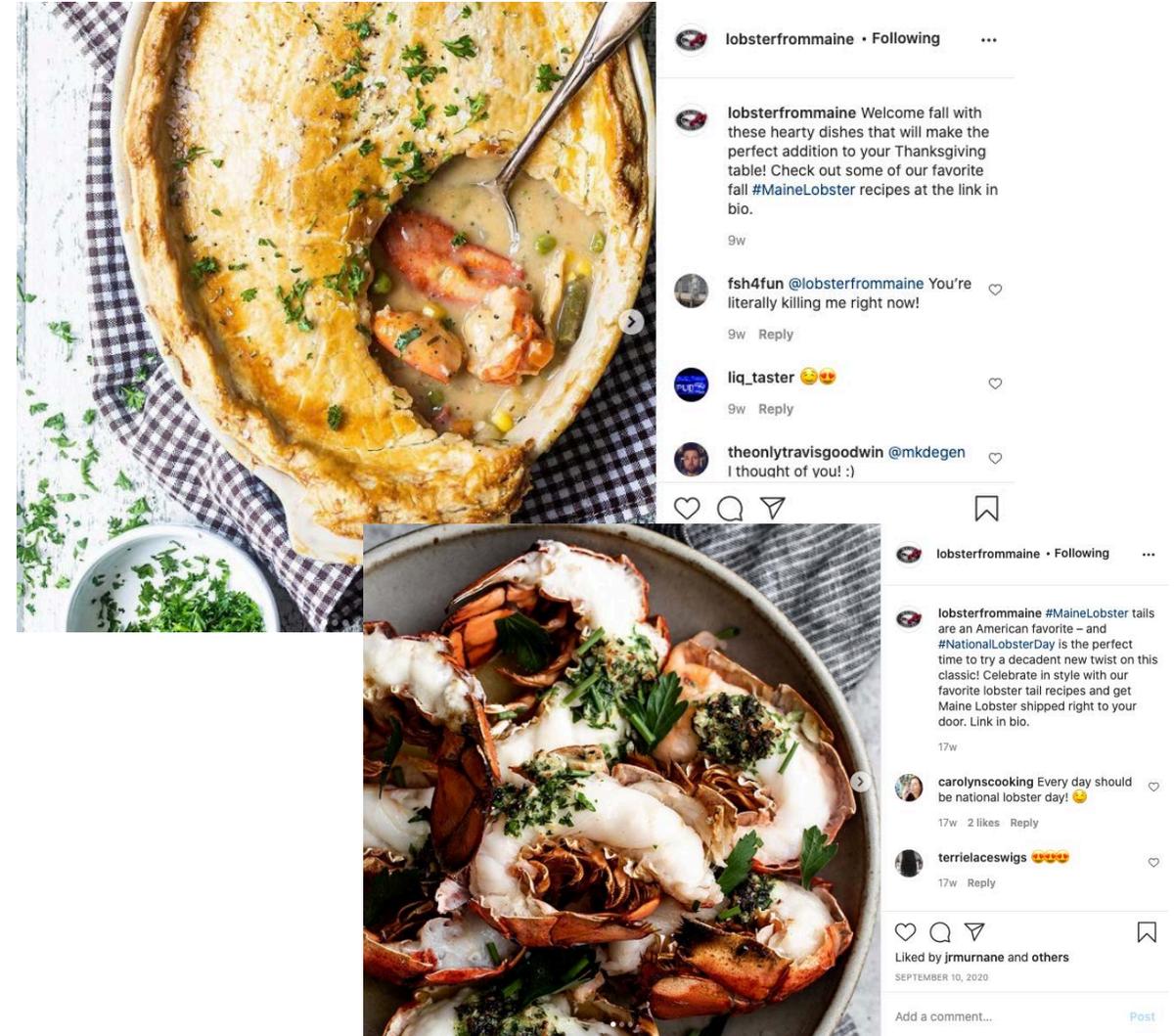
KEY ACTIVITIES

- Partnered with social media influencers to generate **18 new approachable recipes** and how-to videos featuring key Maine Lobster products for use in social media and by members of the Maine industry.
- Shared articles and interviews designed to educate home cooks and influence the sale of Maine Lobster products.

KEY RESULTS

- **16.4MM** impressions **(+10% YoY)**
- **1.4MM** video views **(+78% YoY)**
- **91K** clicks **(+264% YoY)**
- **53K** engagements **(-36% YoY)***

**Decrease reflects a shift from optimizing social content to drive engagement to optimizing social content to drive website clicks*



KEY ACTIVITIES

- Partnered with Seafood Source to present three webinars designed to educate key wholesale seafood buyers about the Maine fishery and how it has pivoted in 2020

KEY RESULTS

- **353** live attendees
- **997** registrants
- **450** new contacts
- **140** new high-quality leads



NEWS ▾

E-RESOURCES ▾

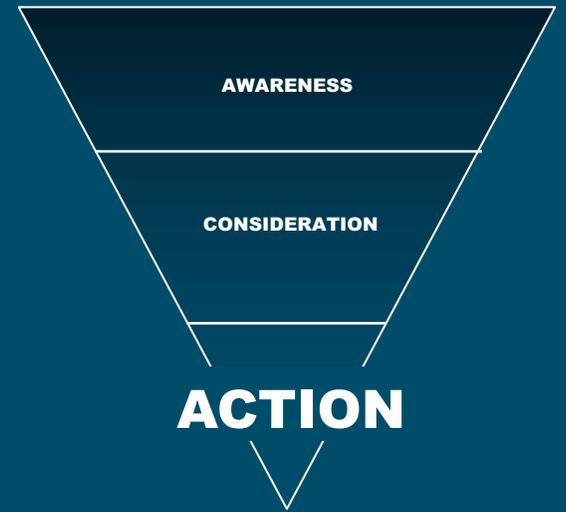
SUPPLIER DIRECTORY

SEAFOOD HANDBOOK



ACTION

CHOOSE MAINE LOBSTER



DIGITAL ADVERTISING

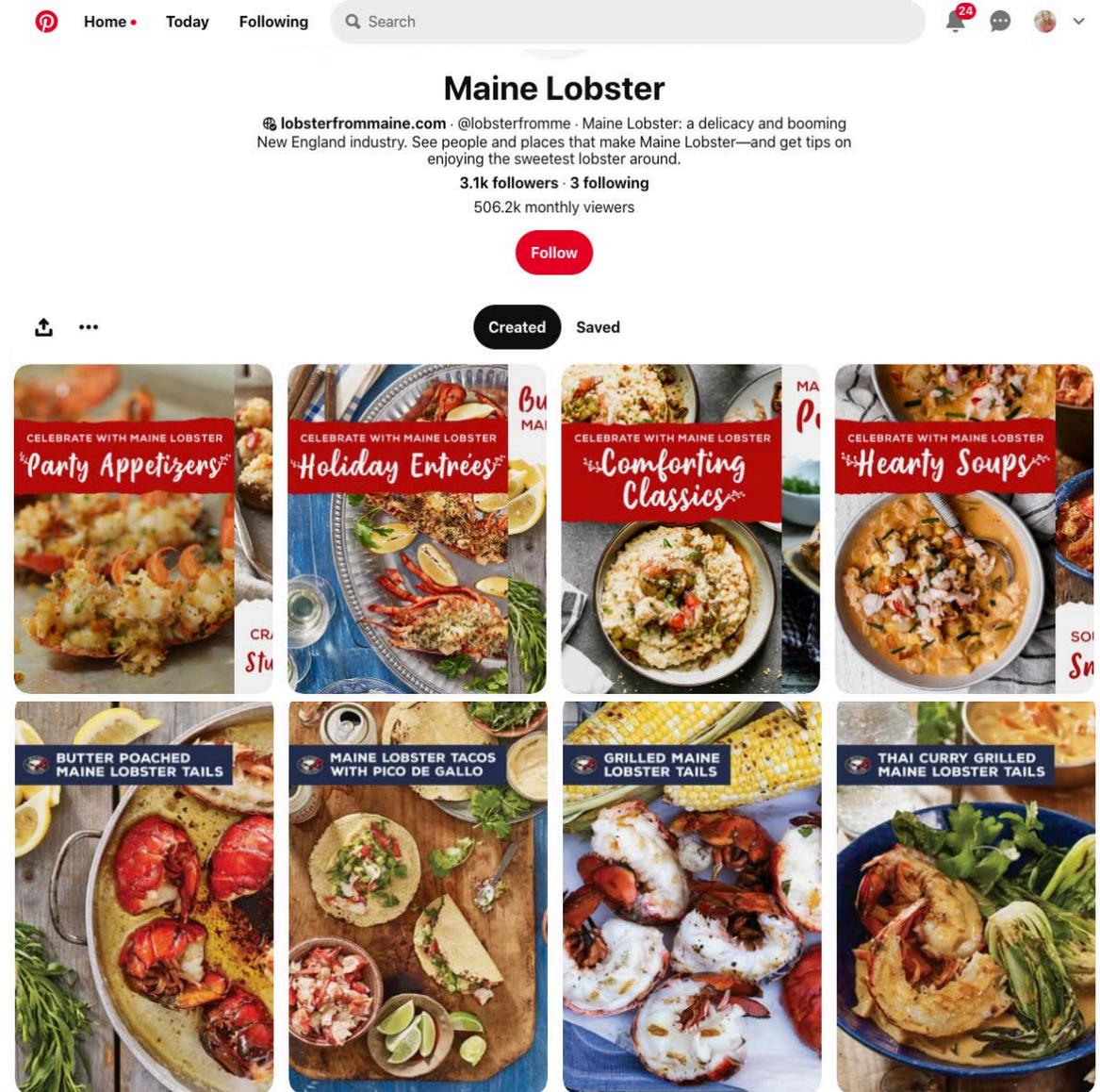
KEY ACTIVITIES

- Launched a brand-new Home Cooks Hub featuring recipes, tips for cooking lobster at home, and links to visit direct to consumer suppliers.
- Ran two Pinterest campaigns driving to the Home Cooks Hub for the summer and holiday seasons. Both campaigns performed significantly above platform click through rate benchmarks, earning more than **95K clicks** to the Hub.

KEY RESULTS

- **582K** consumers are more likely to buy Maine Lobster after seeing the Home Cooks campaign*
- **13.3M+** impressions on Pinterest
- **48K+** saved pins

*As measured and reported by Nielsen Research



DIGITAL WEBSITE

KEY ACTIVITIES

- Enhanced LobsterFromMaine.com with relevant new resources, including a [Home Cooks Hub](#), [Support Maine](#) webpage, and [In the News](#) highlights page.
- Published and promoted **15** new educational articles, **20** new recipes, **3** new on-demand webinars and **3** new industry factsheets.

KEY RESULTS

- 520K** site visitors (+40% YoY)
- 74K** visits to the direct-to-consumer database (+420% YoY)
- 24K** visits to the wholesale dealer database (+92% YoY)
- 133K** visits to the **NEW** Home Cooks Hub
- 8K** visits to the **NEW** Support Maine page



Tips, Tricks, and Delicious Recipes

You don't need to be a gourmet chef to enjoy Maine Lobster. We have the step-by-step instructions and recipes you need to get started, all with ingredients and cookware you likely already have at home.

Of course, you will need fresh Lobster from Maine. [Check out our suppliers](#) and have Maine Lobster shipped right to your door.

[BUY NOW](#)

Lobster Types

Maine Lobster is sold in a variety of formats, so you can tailor your purchase based on exactly what you need for your recipe.

<p>Live Lobster Shipped to your door within 24 hours of leaving the water. Live Lobster provides the full Maine experience.</p> <p><i>Learn More</i></p>	<p>Cooked Products Cooked products are ready to eat and come in a variety of formats, including meat, tails, and whole.</p> <p><i>Learn More</i></p>	<p>Raw Products Raw products are perfect for recipes that require more expertise, allowing you to add your own spin. Raw lobster is available in meat, tail, and whole formats.</p> <p><i>Learn More</i></p>
---	---	---

Cooking Lobster

The most popular ways to cook whole, live Maine Lobster are boiling, steaming, and grilling. Each produces delicious results, so the method you choose depends on what flavor and texture you wish in the final dish.

<p>Boiling Boiling is the best approach for recipes that call for fully cooked and peeled lobster meat. Get step-by-step boiling instructions, and directions on how long to cook per pound of lobster tails.</p>	<p>Steaming Steaming is a gentle cooking technique that produces a slightly more tender, flakier meat. This method is more forgiving on the timing front - it's harder to overcook a steamed lobster. Get steps and tips on how to achieve an evenly cooked lobster and recommended steam times.</p>	<p>Grilling Anyone can throw burgers on the grill, but nothing makes it to the table as quickly and perfectly as you the life of backyard barbecue rivalry. Our instructions on how to season and grill the perfect lobster for the ultimate barbecue experience.</p>
--	---	--



Pro Tip: Is It Done Yet?

Cooked lobsters will turn bright red, but that's not the best indicator of doneness, especially for large lobsters. They may still be underdone when the shell turns red. Our pro tip shows you how to check the lobster for the perfect doneness, then cracking one open where the caregiver cracks the tail. If it's done, the meat will have changed from translucent to white.

Remove Meat Like a Pro

Once you have your cooked lobster, you need to know how to break down the shell without losing out on a single delicious morsel. Watch the video to learn how to break down a lobster like a lobsterman.



With shifting economic conditions, environmental considerations, and the COVID-19 pandemic, the Maine Lobster industry needs your support to continue the tradition of our scenic American seafood and the coastal communities it sustains.

Powered by multi-generational fishing families, the fishery has a 150-year history rooted in sustainability and community. As the economic backbone of Maine, it employs thousands on and off the water.

Show Your Support

<p>BUY LOBSTER DIRECT FROM MAINE SHOP ONLINE</p>	<p>COOK WITH MAINE LOBSTER LEARN HOW</p>
---	---

Buying Maine Lobster means directly supporting the fishery. Our trusted suppliers send fresh Maine Lobster straight to your home. Learn how to make lobster at home with our tips and tricks, and get inspired by our collection of delicious Maine Lobster recipes.

Meet the Fishery

The pride that Maine Lobstermen take in their work makes it hard to imagine doing anything else, which is why many lobstering families have been in the business for generations. For over 400 years, Maine families have passed down their lobstering, often starting out young on a parent's or grandparent's boat before eventually passing the tradition down to their own children.

Get to know some of the families behind the Maine Lobster industry.

<p>IT'S WHAT I DO Grace Fernald LAWRENCE ISLES</p>	<p>"THIS FISHERY IS MY LIFE. I LIVE, BREATHE, AND SLEEP LOBSTERING FOR MY SURVIVAL AND FOR FUTURE GENERATIONS TO COME." Justin Dubois FRIENDSHIP</p>	<p>A LIFE I LOVE Frank Giguere STONINGTON</p>
---	---	--

An Economic Driver

Lobstering in Maine represents a culture of thriving small local businesses. Every lobster boat is independently owned and operated by one of Maine's over 5,000 lobstermen. Each lobster brought to shore helps to sustain the economy of local communities. The fishery employs thousands of Mainers and puts over \$1 billion back into Maine's economy each year - going beyond the lobstermen themselves to those who sell, those who make and sell traps, lobster dealers and processors, and the restaurants that serve it.



Protecting Right Whales

We take our commitment to protecting the environment we operate in very seriously. For 20 years, we have been making extensive changes to the way we fish and the gear we use to help ensure the safety of Right Whales and minimize entanglements, removing over 30,000 miles of rope from the water. Due in part to these efforts, there has only been one entanglement and no deaths of right whales attributed to Maine fishing gear dating back to 2000.

The industry is currently being regulated to the fishery that would drastically impact the livelihood of many Mainers as well as the future of the fishery. The Maine Lobstermen's Association is working diligently to advocate for the fishery to ensure its continued existence and asking for support. Visit the [Maine Lobstermen's Association](#).

DIGITAL

RETAIL PARTNERSHIPS

KEY ACTIVITIES

- Partnered with one regional grocery chain to promote Maine Lobster recipes and products through the Thanksgiving holiday season.
- Targeted grocery customers through content published on grocer websites and grocer-owned social media channels including Facebook, Instagram, and Pinterest.

KEY RESULTS

- **79%** increase in category sales during the November promotion, nearly doubling the 40% YoY pandemic-fueled increases from the month prior

Look for Special Savings Down Every Aisle!



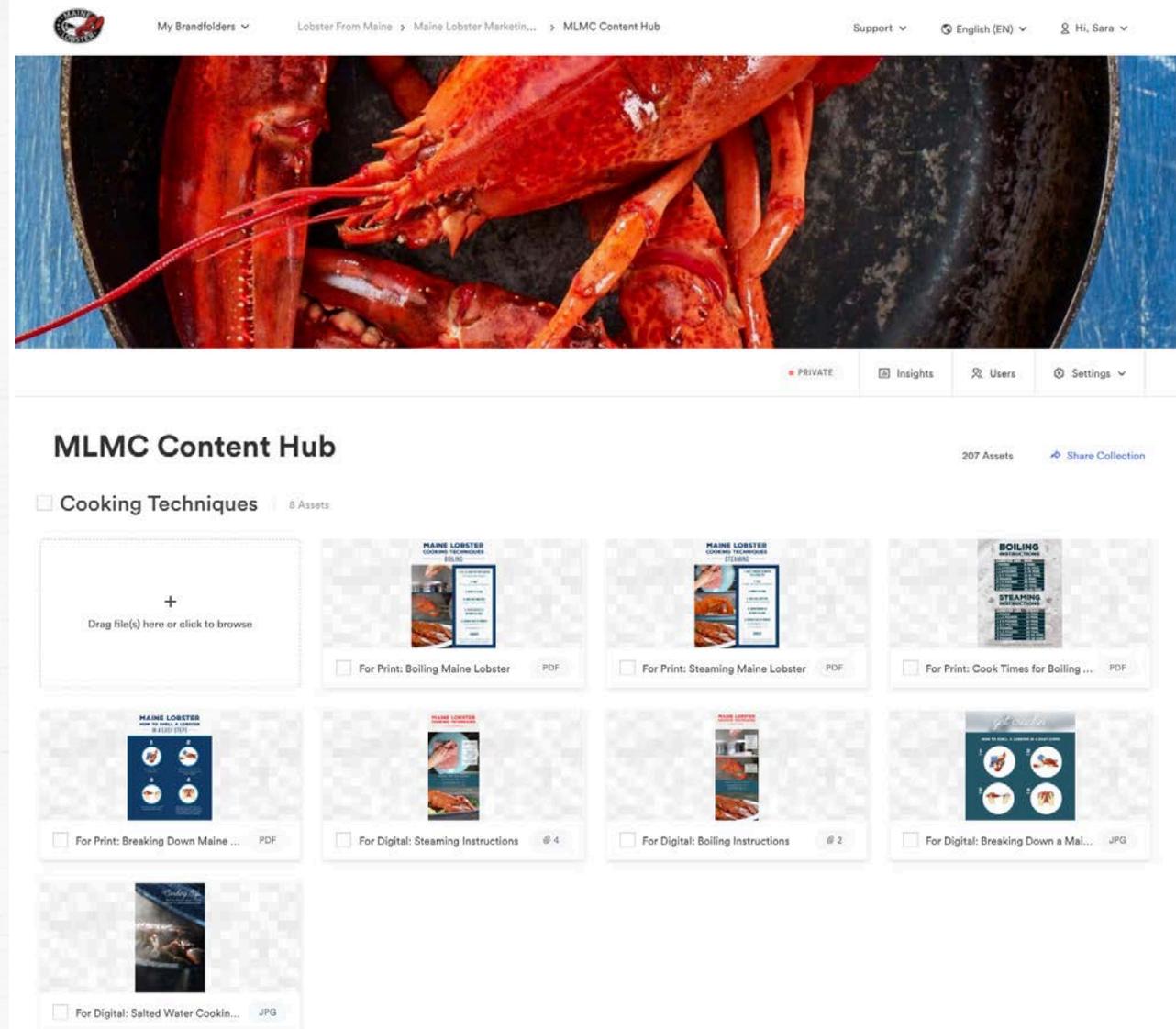
DIGITAL CONTENT HUB

KEY ACTIVITIES

- Continued curation of our online Content Hub, providing easy access to new and existing Maine Lobster marketing materials (fact sheets, photography, etc.) to those promoting or selling our products.
- With less emphasis on supply chain-focused marketing, fewer resources were devoted to driving visitors to the Content Hub. However, the resource continued to grow and existing users were even more engaged, exploring more assets in the hub this year than last.

KEY RESULTS

- **203** total registered users **(+40% YoY)**
- **2,414** website visits **(-21% YoY)**
- **3,625** asset views **(+46% YoY)**
- **1,265** asset downloads **(-29% YoY)**



DIGITAL

LEAD GENERATION

KEY ACTIVITIES

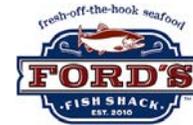
- Created an email-gated Maine Lobster Buyer's Guide to generate leads and sales contacts among wholesalers and retailers, as well as educate customers throughout the supply chain about Maine Lobster.
- Conducted three live webinars attracting viewers from major grocers, food service providers, and distributors.

KEY RESULTS

- **162** new contacts generated with our Maine Lobster Buyer's Guide.
- **450** contacts generated through our webinar program with Seafood Source and **140** new highly qualified leads identified.

QUALIFIED LEADS SAMPLE SET

NATIONAL FOOD SERVICE



BROADLINE DISTRIBUTORS



REGIONAL PURVEYORS



MAJOR GROCERS



ISSUES

**PROTECT THE BRAND
OF MAINE LOBSTER**

KEY ACTIVITIES

- Provided counsel on the myriad of issues that faced the industry in 2020: right whales regulations, COVID-19, the trade war, the Trump Administration, the U.S. presidential election, and offshore wind.
- Developed key messages, conducted media trainings, facilitated media meetings, developed customer communications and launched a social media strategy to prepare the industry for media inquiries and internal questions.

KEY RESULTS

- Conducted survey that found that 75% of consumers are not familiar at all or only slightly familiar with the issues regarding right whales and Maine Lobster – and for those that are, the matter hasn't affected their purchase habits.
- Advised on 10+ incoming media requests, providing messaging training and ensuring story represented Maine in a neutral way (in its mention of Maine + state's response and/or involvement).

COUNSELED ON THESE STORIES

Mainebiz

In fragile lobster economy, Maine marketing group targets home cooks

The New York Times

“I think there’s obviously a lot of uncertainty for local businesses and a lot of concern for fishermen and for everyone else who relies on tourist business,” said Marianne LaCroix, the executive director of the Maine Lobster Marketing Collaborative.

Bloomberg

Some 80 percent of American lobster, the U.S.’s most valuable marine fishery, comes from Maine. And more so than anywhere else, Maine lobster comes from the waters around Stonington. Lobstermen in this county hauled almost a third of the 101 million pounds (worth \$485 million) landed statewide last year.

KEY ACTIVITIES

- Produced and promoted a video response focused on easing concerns about 2019 landings that was shared across relevant industry pages.
- Partnered with the DMR and MLA to create and distribute an infographic and videos promoting the industry's perspective and proactive response to protecting right whales. This content was created as a social toolkit to distribute to lobstermen, dealers, and suppliers to share with key audiences.

KEY RESULTS

- 4k+** people received our social toolkit – with **1.5K** unique opens
- 80%** of viewers read the toolkit content
- 1.2k+** views of the landings video



A reminder that Maine Lobstermen have worked to protect right whales for decades.

Find out more at www.rightwhalesandmainelobster.com or join the fight at www.mainelobstermen.org



21 likes, 1 Comment, 12 Shares



Maine's sustainability practices have ensured a strong lobster fishery no matter what Mother Nature has thrown at us. Check out this great video on factors that affect Maine's lobster landings. Thanks MLMC!



VIMEO.COM

COMMITTED TO WHALE PROTECTION

Maine Lobstermen have been leaders in right whale conservation for over 20 years and remain committed to enhancing whale protections through measures that provide conservation benefits for whales and ensure the continued viability of the fishery.

WHAT WE KNOW ABOUT RIGHT WHALES AND FISHING GEAR

- The Maine Lobster fishery has not been linked to the entanglement of a right whale in over 15 years. In fact, 23 of the 30 whales that died between 2017-2019 were found in Canadian waters or were a result of entanglement in Canadian fishing gear.
- U.S. regulations include effective static fishery closures where right whales are known to aggregate, such as areas off the southeast U.S. coast and near Cape Cod Bay.
- Right whales are rarely seen within inshore Maine waters, where the majority of Maine Lobster is caught, but Maine Lobstermen still made extensive changes to their gear to make it safer for whales.
- Rope removed from right whales between 2010 and 2018 is not consistent with the rope most typically used in the Maine Lobster fishery.

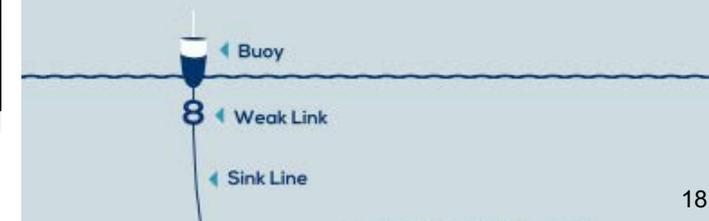
PIONEERING WHALE CONSERVATION

THE MAINE LOBSTER FISHERY HAS CONTINUALLY ENHANCED ITS RIGHT WHALE PROTECTIONS OVER THE PAST 20 YEARS.



MAINE LOBSTERING GEAR MADE SAFER FOR WHALES

- Eliminated all surface float rope
- Replaced floating ground lines with sinking line
- Incorporated weak links near the buoy which part should a whale encounter it
- Use minimum traps on each buoy line to reduce vertical lines
- Haul all traps at least once per month
- Uniquely mark gear to distinguish Maine rope from other fishing gear



IN SUMMARY...

SIMPLY PUT, WE WANT PEOPLE TO...

1

KNOW MAINE LOBSTER

GROW KEY CUSTOMER
AWARENESS OF OUR PRODUCTS.

- For every pound of lobster landed in 2019, **17 people had the opportunity to read a story about Maine Lobster this year.**
- The visibility of our media stories was equivalent to **17 Super Bowl commercials – ads valued at \$89mm.**
- Every member of LinkedIn with seafood in their title had the chance to **read our industry-focused news at least 3x this year.**
- **Our online advertisements reached 43.6MM people across the country** – 6MM more than the number of people who visit Maine annually.

2

UNDERSTAND MAINE LOBSTER

ENTICE KEY CUSTOMERS TO
CONSIDER OUR PRODUCTS.

- **We attracted 521k visitors to our website** – more than 7.9x the number of fans visiting Gillette Stadium per Pats game.
- Our educational webinar program attracted nearly **1K registrants from highly relevant retailers and wholesalers** interested in learning the latest updates from the Maine Lobster fishery.

3

CHOOSE MAINE LOBSTER

DRIVE KEY CUSTOMERS' INTENTION
TO BUY AND SELL OUR PRODUCTS.

- **582k consumers are more likely to buy Maine Lobster** after seeing our Home Cooks advertising campaign
- **Industry members downloaded more than 1,250 marketing materials from our Content Hub** – an average of 6 assets per member of the Hub.
- **Our website drove 90k clicks to visit Maine Lobster dealers** – sending an average of 2,140 potential customers to each member of our dealer database, a 289% increase in visits to Maine dealer websites over last year.

WHAT WE HOPE YOU'LL TAKE AWAY FROM OUR 2020 PROGRAM

1

In a year of continuous uncertainty, the MLMC pivoted **FAST** to ensure every dollar was used to address the strongest business opportunities for the industry.

2

Our program included more demand-driving activities than ever before – and our results show that we're truly inspiring potential buyers to seek out Maine Lobster.

3

When the industry was confronted with issues both expected (right whales) and unexpected (COVID-19), we worked to ensure **all stakeholders spoke with one voice**, allowing a consistent point of view to be represented in media.

THANK YOU!

