



Dairy...and Beyond

PR CAMPAIGN

Campaign Goal: To build upon the positive sentiment around refrigerated dairy foods by expanding shoppers' perceptions and considerations beyond the normal "staples" and focusing on key messaging pillars: **Health & Wellness, Versatility, Innovation and Indulgence**

2020 YEAR-END PR RESULTS

381.7M+ Total PR Campaign Impressions

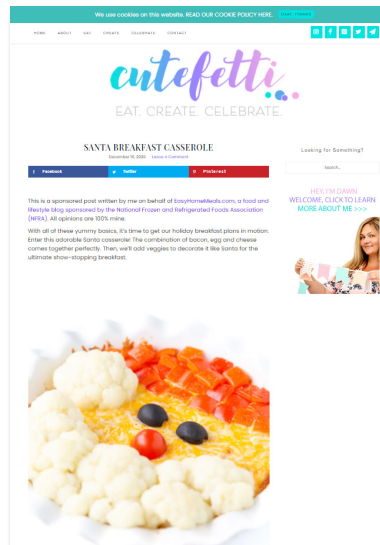
STRATEGY

During 2020, NFRA successfully delivered the **Dairy...and Beyond** campaign messaging through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Our refrigerated messaging and content focused on nutritional value, satisfying all dietary needs, real ingredients, fresh flavors, and innovative tastes and treats that meet the evolving eating preferences of small meals and convenient, healthy snacks. These efforts to promote "dairy and beyond" strategically support refrigerated food sales growth and amplifies members' brands - all with the goal to effectively promote the modern dairy aisle.

TACTICS

Storytellers

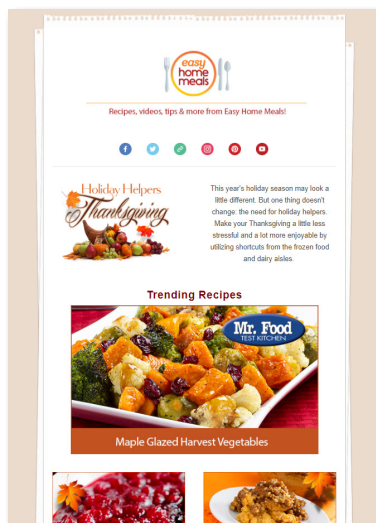
Our 2020 Cool Food Panel of home cooks, trained chefs and foodie experts continue to bring their food blogging expertise to NFRA's **Dairy...and Beyond** campaign efforts. During 2020, this diverse group developed and shared creative and effective refrigerated food culinary content. A micro-influencer program reached online communities, presenting the modern dairy aisle and fueling positive conversation with refrigerated-based meal, snack, beverage and dessert solutions - all with a focus on NFRA member brands. **The Cool Food Panel has garnered impressions of more than 8.5M.**



Media Outreach

Media outreach initiatives included a Virtual Media Tour (VMT) as well as traditional and online, paid and earned, media outreach. A VMT featured Chef and Cookbook Author Jamie Gwen, touting **Dairy...and Beyond** and focusing on June Dairy Month, the modern dairy aisle and all it has to offer in its innovation and appeal to all lifestyle and dietary needs. The effort successfully secured 1,504 broadcast airings and was accompanied by a June Dairy Month multimedia news release, as well as additional media outreach focused on NFRA's State of the Industry report. **Combined media efforts have garnered more than 264.9M impressions.**

Newsletters



NFRA PR Campaign communications support the consumer outreach and refrigerated food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, refrigerated food tips and food safety guidelines. The quarterly **What's Hot and New in Frozen & Refrigerated Foods** e-newsletter shares new product introductions to industry and consumer audiences. The **Toolkits of Resources** provide NFRA members with social media content, blogs, recipes, graphics, videos and more to re-purpose in their own efforts.

Media Partnerships

We continued to work with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos - and to effectively reach consumers where they are searching and connecting with food. Highlights during 2020 included a dedicated June Dairy Month TV spot, multiple recipes and blogs, and new Fast Recipe Videos that continue to attract and engage followers on all Easy Home Meals social platforms. **Mr. Food Test Kitchen activations have garnered 32.8M impressions.**



NFRA's successful #JuneDairyMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about refrigerated foods, **garnering more than 73M impressions (and 5.7K tweets).**

Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and blog continued to attract a growing and engaged fan base throughout the year. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things refrigerated dairy (and non-dairy) - including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy Month and more. **Easy Home Meals gained 16.4M impressions and 767K social engagements (likes, comments and shares).**



Special Initiatives

In light of the COVID-19 pandemic, NFRA continued our **#AtHomeEasyMeals** social media strategy - including a blog series focused on different categories/themes to bring a little inspiration and fun into meal planning and cooking while "quarantined." The series is full of recipes, information and features on member initiatives during the crisis.

We introduced and shared a new **Dairy Aisle and Holiday Shortcuts Whiteboard Animation** video - new tactics and resources for the NFRA and members to utilize on social media.

NFRA also expanded connections and provided additional valuable resources to **Supermarket Registered Dietitians** throughout the year.

ACTIVATION HIGHLIGHTS

Holiday Shortcuts Whiteboard Animation: New resource for promoting holiday shortcuts from the dairy aisles.

Moms Share Cool Food for Fall Easy Home Meals Blog recapping our micro-influencers' Instagram posts on kid-friendly meals and snacks featuring member brands.

Chef Jamie Gwen Shares Dairy Month Inspiration: Successful VMT with theme & messaging focused on the hottest trends and innovative products in the dairy aisle.

Getting Creative with Super-Easy, COVID-Friendly Holiday Entertaining Ideas: PR Newswire release highlighting holiday entertaining at home.

Mr. Food Test Kitchen June TV Segment: June Dairy Month kicks-off in the refrigerated dairy aisle.

Impressive Power, Impressive Growth Infographic sharing NFRA's State of the Industry Report data and insights.

Newsletters/Toolkits
What's Hot & New Frozen & Refrigerated Foods Newsletter

Easy Home Meals Newsletter

Food Waste Toolkit

A Few Food Blogger Favorites
Dawn (Cutefetti): **Santa Breakfast Casserole** featuring Borden and Plugra

Silvia (Mama Latina Tips): **Vegetarian Chorizo Cheese Braid** featuring Galbani

Rachel (College Nutritionist): **4-Ingredient Date Night** featuring Yoplait

EASY HOME MEALS

BY THE NUMBERS (ENDING 12/31/2020)

Facebook: 459,826 likes

Twitter: 3,116 followers

Pinterest: 6,700 followers

Instagram: 4,270 followers

YouTube: 1,430 subscribers

EHM Website: 260,343 unique visitors; 735,205 sessions;

942,867 pageviews

EHM Newsletter: 62,050 subscribers