



# 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 PR RESULTS THROUGH 9/30/20

# 356.8M+

 Total PR Campaign Impressions

## STRATEGY

During the first six months of 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 the first three quarters of 2020, this diverse group developed and shared creative and effective refrigerated food culinary content to large 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 4.6M.**



### 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 189.8M impressions.**

### 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 the first nine months of 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 29.3M 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 during the first three quarters of 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 433.8K impressions and 343K 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 Food Safety 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** during the first nine months of 2020.

### 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.



## ACTIVATION HIGHLIGHTS

[Dairy Aisle Whiteboard Animation](#) Our latest eye-catching, educational tool and resource for social media.

[Edible Tic Tac Toe Recipe Video](#)

Our latest addition to NFRA's growing non-branded Fast Recipe Video library.

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

[Step Up Your Culinary Game with 3 Easy Recipes](#) Multimedia news release promoting June and Dairy...and Beyond, sharing refrigerated food recipes, infographics, videos and more.

[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 and New in Frozen & Refrigerated Foods](#)
- [Easy Home Meals](#)
- [Supermarket Registered Dietitian's Toolkit](#)

### A Few Blogger Favorites

- Stacy (California Unpublished): [Backyard Family Staycation Ideas](#) featuring Tropicana
- Callie (A Sweet Potato Pie): [Cast Iron Jalapeno and Honey Cornbread](#) featuring Lactaid
- Silvia (Mama Latina Tips): [Chicken Pibil Tostados](#) featuring Borden & Tropicana

## EASY HOME MEALS

BY THE NUMBERS (ENDING 9/30/2020)

**Facebook:** 462,582 likes

**Twitter:** 3,154 followers

**Pinterest:** 6,700 followers

**Instagram:** 4,100 followers

**YouTube:** 1,170 subscribers

**Easy Home Meals website:**

225,689 unique users; 695,103 sessions; 887,122 pageviews

**EHM Newsletter:** 62,050 subscribers