

# Real Food. *frozen.* PR Campaign

2021 FUNDING INITIATIVE

*Together Toward Growth*

# Real Food. *frozen.* PR Campaign

## Overview

Recognizing a changing and challenging food environment, as well as a more food food-aware and selective consumer, NFRA launched an aggressive and contemporary communications program in 2013 - with an overall goal to spark new conversations to change and enhance perceptions about frozen foods.



## Campaign Objectives

- Bring the industry together to promote frozen foods year-round and drive an increase in conversation and positive sentiment about the category.
- Position frozen foods as progressive, innovative and meeting the changing needs and lifestyles of today's consumer.
- Generate greater share of voice in traditional and social media.
- Elevate activations during key moments in time (including NFRA promotions) to showcase core tenets of the frozen messaging platform - Real, Exploration, Flavorful and Value.
- Align, engage, leverage and amplify NFRA member brands.

### On-Target Messaging Platform and Pillars... New and Engaging Ways to Reach Consumers

## Messaging Platform

Real ingredients. Chef-inspired recipes. Fresh flavors. Wholesome meal ideas. Portions and packaging that don't leave anything to waste. The freezer aisle is pretty cool. It's filled with real food. Frozen. To meet your real life needs.



### 2020 Results - Effectively Reaching Our Target Audiences

The campaign has been successful during 2020 in increasing awareness of frozen foods' diverse and unique story of real ingredients and fresh flavors, as well as the industry's innovative efforts to meet modern-day consumers' real life needs. NFRA has:

- Shared compelling content to connect with consumers on all digital and social platforms.
- Drove positive national media coverage with relevant frozen food messaging.
- Inspired and educated audiences through media partnerships and promotions.
- Grew social media audience and engagement.

# 815.6+ MILLION

Total 2020 Campaign Impressions (Jan.-Sept.)





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**2021 PR PLANS**

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## 2021 PR Plans

### Storytellers Share Messages

Key campaign element - will continue to expand and diversify the Cool Food Panel of bloggers and food influencers to fuel positive conversation and drive inspiration with frozen based meal solutions that meet consumers' lifestyles. The influencers will also support promotion activations and focus on PR campaign sponsoring brands.



### Social Media Connect and Engage with Consumers

Central to campaign efforts - Easy Home Meals website, blog, and all social media platforms have attracted a loyal consumer base. We will continue to engage and grow communities through quality content that connects with audiences, search engine marketing, promoted posts, sweepstakes, giveaways, brand ads, recipes and more.

### Media Partnerships Expand Content Reach

Increasing campaign footprint - by partnering with online media like Mr. Food Test Kitchen, Resourceful Mom, The Kitchn and Food 52, we continue to reinforce the frozen food messaging and outreach.



### 2021 PR Plans

#### Media Outreach Secure Positive Coverage

Pique media interest and generate positive news stories about frozen foods that reach large audiences. We will continue to utilize multimedia news releases, virtual media tours and pitching events to support and reiterate campaign messages.

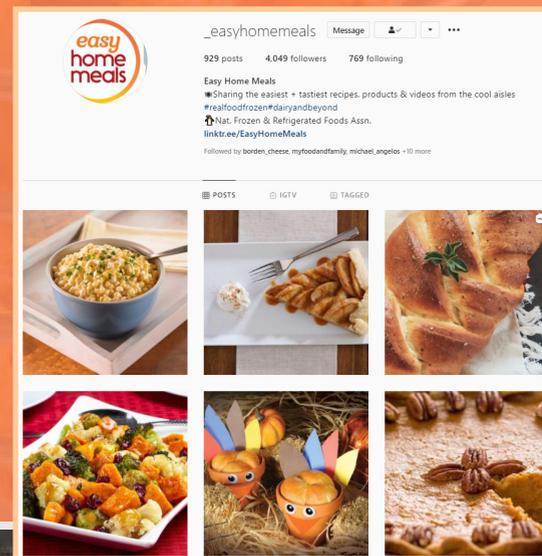
**The Story of FROZEN FOOD... FROM FARM TO TABLE**

- HARVESTING**  
Expert farmers grow and harvest fruits and veggies at the height of ripeness when their taste, color, texture and nutritional value are at their peak. They're immediately taken to nearby plants to begin the freezing process that locks in all their flavor and nutrients.
- WASHING AND BLANCHING**  
Fruits and veggies are washed to remove any dirt and bacteria then blanched and cooled to preserve their just-picked quality.
- FLASH FREEZING**  
Freezing is the best known method of preserving food. Today's quick freezing process freezes foods in just minutes stopping the clock and preserving the nutritional value, freshness and flavor of their just-picked state.
- PACKAGING AND FINALLY...**  
Fruits and veggies are packaged and shipped in freezer trucks to your grocery store just as tasty and fresh as the day they were picked.
- ENJOYING AT HOME**  
Frozen fruits and veggies go from the freezer to your table in just minutes. You get to enjoy nutritious, quality fruits and veggies year-round!  
**It's real food... just frozen!**

Brought to you by the National Frozen & Refrigerated Foods Association. **NFRA**

#### Content Development Educate and Inform

An important focus for successful social media efforts develop content (infographics, videos, meal planning tools) around key pulse points to educate consumers about the benefits of frozen foods.



#### Membership Engagement Bring Added Life to Campaign

A continuing priority showcase member stories; provide resources and information for member companies to leverage Real Food. Frozen. within their products and brands. Collaborate to create engaging and shareable content that highlights frozen foods as meeting the needs of today's consumers.

### 2021 PR Plans

### Special Initiatives Collaborative

#### Supermarket Registered Dietitians:

Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key frozen food benefit messaging – through initiatives like SRD newsletters, toolkits, and marketing materials.

#### Food Waste:

Take on an even larger role in the food waste conversation at a national level, reaching consumers of all ages through a variety of media and PR activations with important messaging on industry's efforts in battling the food waste problem.



#### Cool Food for Kids Educational Outreach:

Continue to develop new content to reach these future shoppers in an educational setting – as well as repurpose existing outreach efforts that communicate effectively with educators, students and families about the benefits of frozen foods.

#### Turkey Cranberry Meatballs

22 servings

**INGREDIENTS**

- 3/4 cup Cape Cod Select frozen cranberries, chopped
- 1/2 cup minced onion
- 1 clove crushed garlic
- 1 tablespoon chopped sage
- 1 pound ground turkey breast
- 1 tablespoon maple syrup or honey
- 1 egg, beaten

**DIRECTIONS**

1. Pre-heat oven to 375° and place the onion, garlic, sage and turkey breast into a bowl.
2. Mix the cranberries with the syrup or honey and add to the meat mixture.
3. Add the egg and combine well.
4. Form the meat into balls and place on parchment-lined baking sheet.
5. Bake for 15 to 20 minutes.

Recipe courtesy of Cape Cod Select & Simple and Savory

For more recipes, visit [EasyHomeMeals.com](http://EasyHomeMeals.com)

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# Real Food. *frozen.* PR Campaign

**YOUR BENEFITS FOR SPONSORSHIP**

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### Sponsor Benefits

## Your Benefits for Sponsoring the Real Food. Frozen. PR Campaign

### Brand Exposure to Consumers

#### Social Media Engagement

Throughout all of NFRA's active, growing Easy Home Meals social media properties – your brand and brand messaging will receive prominent exposure. (Our Facebook audience now exceeds 460,000!)



### Media Outreach

Many opportunities occur throughout the year for brand exposure through the PR campaign media outreach activities – traditional and online. These include our Cool Food Panel of food bloggers – who share messaging, meal assembly ideas and sponsoring frozen food brand products. Platinum Sponsors are given primary consideration in media outreach efforts.



### Sponsor Benefits

## Your Benefits for Sponsoring the Real Food. Frozen. PR Campaign

### Brand Exposure to Consumers

#### Recipes on Easy Home Meals Website

Tap into NFRA's growing consumer audience by sharing your branded recipes and photos on our popular Easy Home Meals website. All recipes will link back to your brand's website. Platinum Sponsors receive a complimentary ad on the Easy Home Meals website.

#### Easy Home Meals e-Newsletter

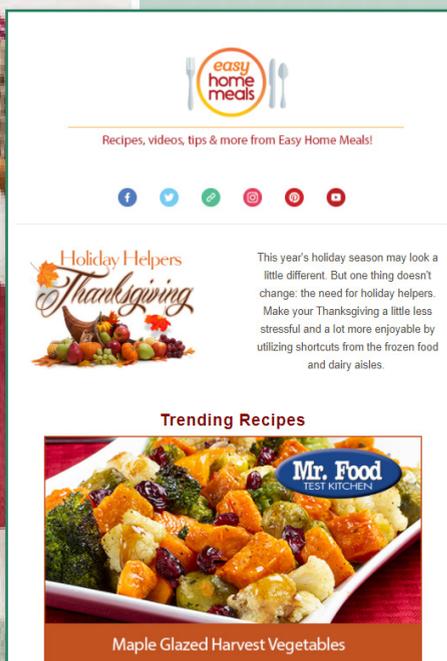
Sponsoring brand logos will be featured in NFRA's consumer e-newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and also shares recipes, tips, sweepstakes and more with 60,000+ subscribers.

#### New Products Shared with Consumers

The New Product Newsletter will also be emailed to our consumer subscriber list and shared on Easy Home Meals social channels.

#### Brand Exposure Report

NFRA will track your brand and provide you with a year-end report summarizing your brand exposure as a result of the Real Food. Frozen. campaign.



### Sponsor Benefits

## Your Benefits for Sponsoring the Real Food. Frozen. PR Campaign

### Brand Exposure to Retailers

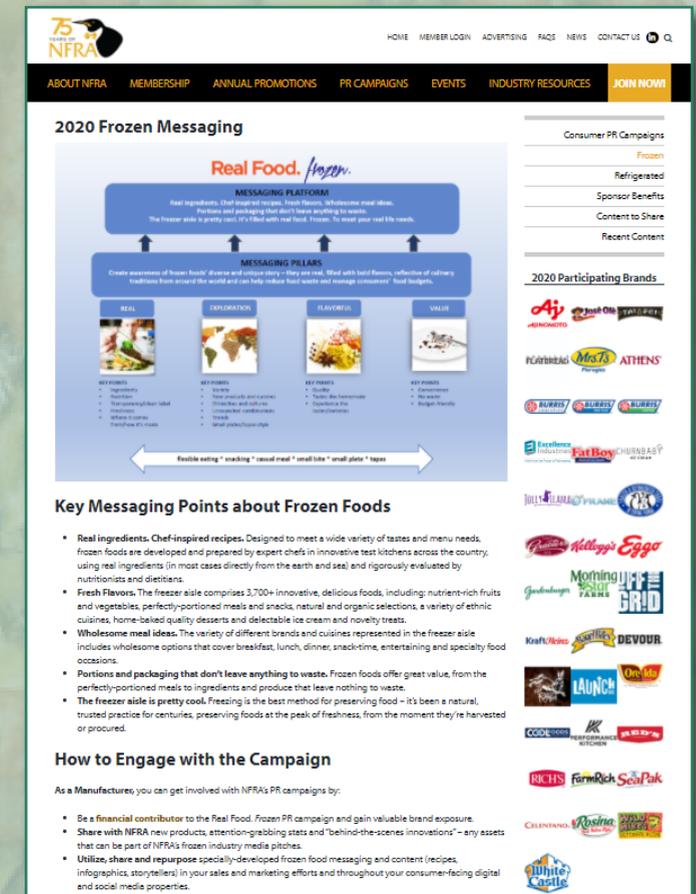


### New Product Introduction Newsletter

Unlimited number of your new products featured in the “What’s Hot and New in Frozen and Refrigerated Foods” quarterly e-newsletter sent to all retailers (also emailed to NFRA’s consumer subscriber list) and posted on LinkedIn.

### NFRA Website

Your company name and brand logo(s) will be prominently displayed in the consumer PR campaign section and link back to your website(s).



### Sponsor Benefits

## Your Benefits for Sponsoring the Real Food. Frozen. PR Campaign

### NFRA's Annual Convention

#### Complimentary Meeting Rooms

Platinum-level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the NFRA Convention.

#### Taste of Excellence

As a sponsor, you will have first option to reserve tables at the annual Taste of Excellence Reception, as well as be given prime location at the Reception for your company and products.

### Scroll of Contributors

Your company's name will be listed on the Scroll of Contributors and prominently displayed during the NFRA Convention and at the NFRA Executive Conference.





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**JOIN US! MAKE YOUR COMMITMENT TODAY!**

*Together* Toward Growth

## Together Toward Growth

The **Real Food. Frozen.** PR campaign is making a **REAL** difference! This all-industry campaign effort is successfully reaching millions of consumers with targeted frozen food messaging:

- Transforming the frozen food conversation.
- Changing consumer perceptions.
- Driving more shoppers to the frozen food aisles.

### Take this Successful Campaign to the Next Level

We are asking for your support. NFRA has invested significant funds into this Frozen Food PR Campaign, but the ultimate long long-term success depends on the continued voluntary funding from industry contributors.

## Join us!

- Join us and support this important all-industry PR Program.
- Enjoy the benefits, utilize the tools and participate in exciting PR campaign activations.
- There has never been a more exciting and opportune time to connect with our consumers about food in such dynamic ways.