



Real Food. *frozen.*

PR CAMPAIGN

Campaign Goal: Drive an increase in conversation and positive sentiment about the frozen food categories, focusing on key messaging pillars; Real, Exploration, Flavorful and Value.

2021 Q2 PR RESULTS

615.7M+ Total PR Campaign Impressions

STRATEGY

Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of **Real Food. Frozen.** We are reaching large audiences with frozen messages and content focused on the real ingredients, chef-inspired recipes, fresh flavors, and portions that leave nothing to waste. These efforts to change the conversation strategically support frozen food sales growth, amplify members' brands and initiatives – all with the goal to bring more shoppers into the frozen food aisles.

Storytellers



Our 2021 Cool Food Panel of home cooks, trained chefs and foodie experts continue to bring their food blogging expertise to NFRA's **Real Food. Frozen** campaign efforts. During Q2, this diverse group developed and shared creative and effective frozen food culinary content to large

online communities. Influencers successfully fueled positive conversations and drove inspiration with frozen-based meal assembly solutions – all with a focus on NFRA member brands. The Cool Food Panel has garnered impressions of more than **2.8M**.

Media Outreach

Media outreach initiatives included a Virtual Media Tour (VMT) as well as traditional and online, paid and earned, media outreach. The VMT featured chef and cookbook author Jamie Gwen, touting **Real Food. Frozen** and all of the hottest trends and innovative products in the frozen food aisle with a focus on March Frozen Food Month. The effort successfully secured **1,972 broadcast airings** and was accompanied by a March Frozen Food Month multimedia news release. **Combined media efforts have garnered more than 205M impressions.**



Newsletters



NFRA PR Campaign communications support the consumer outreach and frozen food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, frozen 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

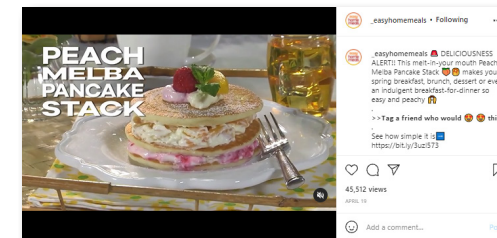
We continued to work with longtime partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Highlights included a dedicated March Frozen Food Month spot, multiple recipes, and new Fast Recipe Videos that continue to attract and engage followers on all Easy Home Meals social platforms. **Mr. Food Test Kitchen activations have garnered 18.1M impressions.**



NFRA's successful #FrozenFoodMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, **garnering more than 87M impressions (and 6.1K tweets).**

Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and blog continued to attract a growing and engaged fan base. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things frozen – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, March Frozen Food Month and more. **Easy Home Meals gained 4.6M impressions and 568K social engagements (likes, comments and shares).**



Special Initiatives

NFRA is expanding connections with the very influential **Supermarket Registered Dietitians** community by providing quarterly toolkits full of valuable resources (tips, recipes, infographics) that they can use to promote frozen and refrigerated foods to shoppers in-store.

NFRA partner, **Chef Ceci Carmichael**, shared creative recipe ideas using frozen and refrigerated foods in a Memorial Day TV spot that aired on Reelz channels, ABC stations and Celebrity Page.com. More than **3.8M viewers** tuned in for the co-op placement.



Activation Highlights

Celebrity Page TV Memorial Day Segment: Chef Ceci Carmichael shares creative recipe ideas using frozen and refrigerated foods.

Where to Find the Hottest Foods: the Frozen Food Aisle: A successful VMT with theme and messaging focused on the hottest trends and innovative products in the frozen food aisle.

Keeping the Heat Going - Frozen Foods are Hotter Than Ever: A multimedia news promoting March sharing frozen food recipes, infographics, videos and more.

Mr. Food Test Kitchen March TV Segment: March Frozen Food Month kicks-off in the frozen food aisle.

Personalize Your Plate with Frozen Foods: NFRA partner Karen Buch, RD shares her top frozen food picks with consumers.

Fun Summer Grilling Ideas: Lifestyle video for social media sharing.

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

Easy Home Meals Newsletter

March Frozen Food Month Toolkit

A Few Food Blogger Favorites
Dawn (Cutefetti): **Charcuterie Cones** featuring Farm Rich

Silvia (Mama Latina Tips): **Queso Fundido** featuring Jimmy Dean

Sammi (Veggies and Chocolate): **Elevated PB& J** featuring Cascadian Farm

Easy Home Meals

BY THE NUMBERS (ENDING 6/30/2021)

Facebook: 455,733 likes

Twitter: 3,201 followers

Pinterest: 6,900 followers

Instagram: 7,352 followers

YouTube: 1,640 subscribers

EHM Website: 178,694 unique visitors; 606,950 sessions;

791,253 pageviews

EHM Newsletter: 72,152 subscribers