



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

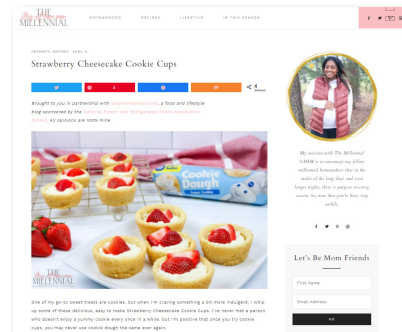
2021 Q2 PR RESULTS

429.9M+ Total PR Campaign Impressions

STRATEGY

During Q2, 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.

Storytellers



Our 2021 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. In Q2, this diverse group developed and shared creative and effective refrigerated food culinary content. Influencers

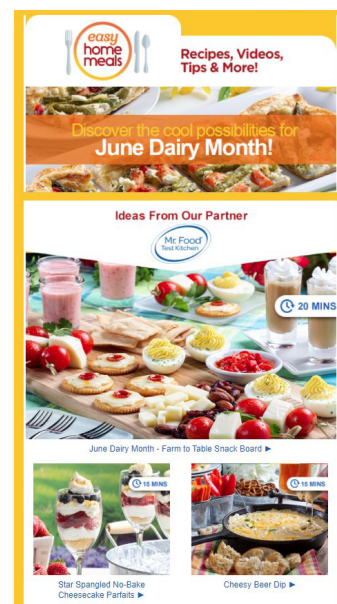
reached online communities, presenting the modern dairy aisle and fueling positive conversation with refrigerated-based meal, snack, beverage and dessert solutions - all with a focus on NFRA member brands. **The Cool Food Panel has garnered impressions of more than 2.8M.**

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 **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 **2,183 broadcast airings** and was accompanied by a June Dairy Month multimedia news release. **Combined media efforts have garnered more than 105.2M 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

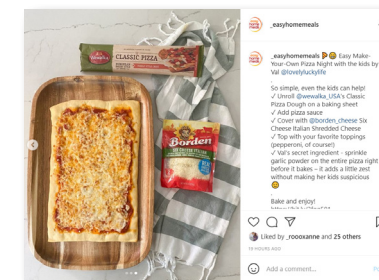
We continued to work with longtime partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos - and to effectively reach consumers where they are searching and connecting with food. Highlights during Q2 included a dedicated June Dairy Month spot, multiple recipes, and new Fast Recipe 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 #JuneDairyMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about refrigerated foods, **garnering more than 61.9M impressions (and 3.7K 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 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 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.

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

Chef Jamie Gwen Shares Dairy Month Inspiration: Successful virtual media tour focused on trends and innovative products in the dairy aisle.

Today's Dairy Aisle: Think Beyond the Staples: Multimedia news release promoting June Dairy Month and dairy aisle innovation.

Top Dairy Aisle Picks from a Registered Dietitian Blog: NFRA partner Karen Buch, RD shares her top picks with consumers

Star Spangled No-Bake Cheesecake Parfaits: Fast recipe video for social media sharing.

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

Easy Home Meals Newsletter

June Dairy Month Toolkit

A Few Food Blogger Favorites
Kermilia (The Millennial SAHM): **Strawberry Cheesecake Cookie Cups** featuring Pillsbury and Philadelphia

Ashley (Fit Mitten Kitchen): **Dairy-Free Double Chocolate Banana Muffins** featuring Silk

Val (Lovely Lucky Life): **Easy Make-Your-Own Pizza** featuring Borden and Wewalka

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