

Dairy...and Beyond PR Campaign

2021 FUNDING INITIATIVE

Together Toward Growth

Dairy... *and Beyond* PR Campaign

Overview

Recognizing a changing and challenging food environment, as well as a more food-aware and selective consumer, NFRA launched an aggressive and contemporary communications program in 2013 – with an overall goal to spark new conversations about the modern dairy aisle and creative possibilities for all lifestyles and dietary needs.

Campaign Objectives

- Bring the industry together to promote refrigerated foods year-round and drive consistent communications about the category.
- Position refrigerated foods as progressive, innovative and meeting the changing dietary 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 refrigerated messaging platform – Health & Wellbeing, Versatility, Innovation and Indulgence.
- Align, engage, leverage and amplify NFRA member brands.

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

Messaging Platform

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.



2020 Results - Effectively Reaching Our Target Audiences

The campaign has been successful during 2020 in leveraging and increasing usage occasions for refrigerated foods - continually showcasing the breadth and depth of the modern dairy aisles and how it is meeting every dietary and lifestyle need. NFRA has:

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

347.9+ MILLION
Total 2020 Campaign Impressions (Jan.-June)





Dairy...and Beyond PR Campaign

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 inspire creative possibilities and solutions with refrigerated foods 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 refrigerated food messaging and outreach.

 the kitchn

 Mr. Food
TEST KITCHEN

2021 PR Plans

Media Outreach Secure Positive Coverage

Pique media interest and generate positive news stories about refrigerated 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.



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 refrigerated foods.

The Modern Dairy Aisle – A Destination for Every Lifestyle
Explore What's New as the National Frozen & Refrigerated Foods Association Celebrates June Dairy Month!

HARRISBURG, Pa., June 6, 2019 -- If you haven't been in the dairy aisle lately, now is a great time to check out all that's new. June is National Dairy Month when you will find special deals, prices and promotions in the cool aisles of your local grocery store. And in celebration of the June promotion, the National Frozen & Refrigerated Foods Association (NFRFA) sponsors a \$10,000 Sweepstakes (enter at www.EasyHomeMeals.com). Today's modern dairy aisle is not your grandfather's dairy aisle. "It has evolved over the years," says chef, entertaining expert and TV personality James Briscione, "adapting to new lifestyle changes, food trends, and important dietary needs. No longer is it the aisle just for traditional staples like milk, eggs and butter. And it's definitely not just dairy anymore."

Membership Engagement Bring Added Life to Campaign

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

Dairy... and Beyond

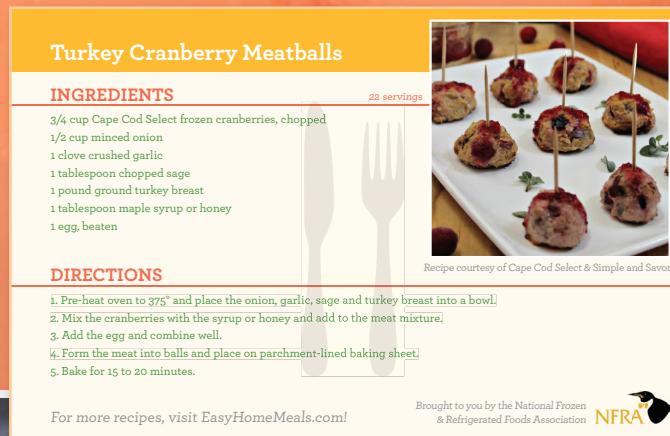
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2021 PR Plans

Special Initiatives Collaborative

Supermarket Registered Dietitians:

Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key refrigerated 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 refrigerated foods.



Dairy... and Beyond PR Campaign

YOUR BENEFITS FOR SPONSORSHIP

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Sponsor Benefits

Your Benefits for Sponsoring the Dairy...and Beyond 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 refrigerated food brand products. Platinum Sponsors are given primary consideration in media outreach efforts.



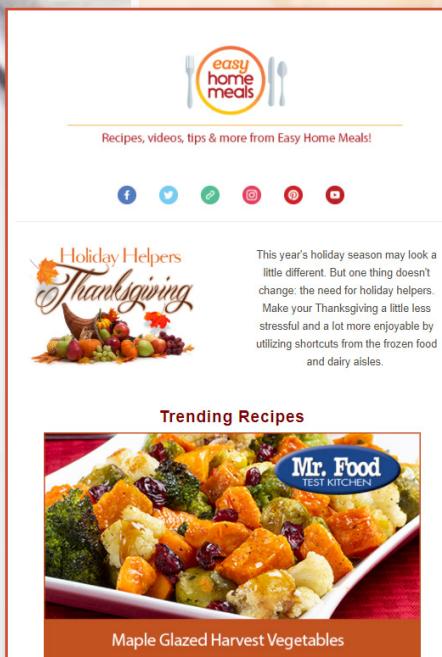
Sponsor Benefits

Your Benefits for Sponsoring the Dairy...and Beyond 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 Dairy...and Beyond. campaign.



Sponsor Benefits

Your Benefits for Sponsoring the Dairy...and Beyond 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).

A screenshot of the NFRA website. The top navigation bar includes links for HOME, MEMBER LOGIN, ADVERTISING, FAQS, NEWS, CONTACT US, and JOIN NOW!. The main content area is titled "2020 Refrigerated Messaging" and features a diagram illustrating the messaging pillars: HEALTH & WELLBEING, VERSATILITY, INNOVATION, and INDULGENCE. It also highlights key messaging points for refrigerated food, such as "Creative possibilities", "Convenience", "Nutritional value. Real ingredients", "The aisle offers versatility", and "The aisle delivers innovation". A sidebar on the right lists "2020 Participating Brands" with logos for various companies like Bally's, Lender's, Borden, Biscuitville, Cacique Valley, Pluma, Daisy, Delight, Oikos, Kraft Heinz, Just Crackin', Galliano, Land O'Lakes, Sargento, Tropicana, and Greatland.

Sponsor Benefits

Your Benefits for Sponsoring the Dairy...and Beyond 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.





Dairy... and Beyond PR Campaign

JOIN US! MAKE YOUR COMMITMENT TODAY!

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The **Dairy...and Beyond.** PR campaign is making a difference **BEYOND** expectations! This all-industry campaign effort is successfully reaching millions of consumers with targeted refrigerated food messaging:

- Transforming the refrigerated food conversation.
- Changing consumer perceptions and introducing the modern dairy aisle.
- Driving more shoppers to the refrigerated dairy aisles.

Take this Successful Campaign to the Next Level

We are asking for your support. NFRA has invested significant funds into this Refrigerated 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.