



Ice Cream & Novelties

2022 Idea Book

A SUCCESSFUL ANNUAL PROMOTION

featuring America's favorite treats!

GOALS OF THE PROMOTION

To increase ice cream & novelty sales through:

- Communicating with consumers to create excitement around the aisles
- Promoting sponsoring brands and the coupon giveaway
- Competing to win a Golden Penguin Award



Ice Cream & Novelties



HOW NFRA IS PROMOTING SUMMER FAVORITES

MR. FOOD TEST KITCHEN

A dedicated TV segment from the Mr. Food Test Kitchen will feature sponsor brand products and ice cream and novelty-themed messaging.



PR NEWSWIRE PRESS RELEASE

A press release on PR Newswire will highlight ice cream and novelty messaging and encourage consumers to shop the aisles.

INFLUENCERS

Our panel of influencers will promote recipes, tips and ideas surrounding ice cream and novelties through their expansive social media channels, blogs, and other communications.



SUMMER FAVORITES PERSONALITY QUIZ

The Easy Home Meals social media channels will feature an online quiz where consumers can find out which ice cream or novelty best fits their personality for a chance to win fun prizes. Encourage your audiences to enter!



HOW YOU CAN PARTICIPATE & RESOURCES

WIN ICE CREAM & NOVELTIES FOR A YEAR GIVEAWAY

Promote the consumer giveaway to your own audiences. Features weekly prizes and increases consumer engagement and excitement about ice cream and novelties.



TOOLKIT OF RESOURCES

The Summer Favorites Toolkit will provide you with promotion ideas, compelling content like recipes and videos, important links and more.

**VIEW THE
TOOLKIT HERE**

EASY HOME MEALS CONSUMER-FACING CHANNELS

The Easy Home Meals website, blog, newsletter and social channels connect with large consumer audiences and share ice cream and novelty messaging, fueling positive conversations around the category. Share these posts and communications with your own audiences.



GOLDEN PENGUIN AWARDS COMPETITION

Honoring the best marketing and merchandising efforts in the industry

This national awards competition is open to organizations of all sizes, including retailers, wholesalers, manufacturers, sales agents and local associations who promote Summer Favorites Ice Cream & Novelties in any way – there's a category for you!

IN-STORE DISPLAY: Creative and effective use of signage, visuals, props, etc.

IN-STORE EVENT: Events in support of Summer Favorites – may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcast, etc.

COMMUNITY INVOLVEMENT: In-store or out-of-store event supporting a community/public service or charitable cause (food drive, fundraising, volunteer service).

SOCIAL MEDIA CAMPAIGN: A sustained campaign promoting Summer Favorites, utilizing at least two forms of social/digital marketing including: website, blog, emails, apps, Facebook, Twitter, Pinterest, YouTube, Instagram, or other social platforms.



GOLDEN PENGUIN AWARDS COMPETITION CONT.

OVERALL MARKETING CAMPAIGN: A sustained marketing campaign promoting Summer Favorites Ice Cream & Novelties utilizing at least four forms of advertising, digital communication, print communication or in-store execution.

SUBCATEGORIES: Retailers, Wholesalers, Manufacturers, Sales Agents, Associations

ENTRY DETAILS: Entering your submission is easy! Visit the online website and upload your supporting documents. A panel of marketing professional will judge each entry on its own merit.

**SUBMIT
ENTRY
HERE**

TOP MARKETER AWARDS

A special group of awards recognizing the Best of the Best!

The highest scoring entry in each of the Overall Marketing Campaign sub-categories will be named the Top Marketer. These winners will be unveiled during the Awards Luncheon at the 2022 NFRA Convention in October.



POINT-OF-SALE MATERIALS

ORDER HERE

NFRA offers a variety of colorful ice cream-themed POS materials for your promotions.

A. Summer Favorites Freezer Clings

The 26"x4" freezer cling fits across the top of the glass doors of most freezers. Qty. per package: 15

Members: \$25.00 (pkg. of 15)

Non-Members: \$50.00 (pkg. of 15)

B. Summer Favorites Tissue Fan

The tissue paper fan opens up to 25". The 2-sided cardboard insert sign displays the 4-color logo. Cord included for hanging. Sold individually and available in blue and yellow.

Members: \$7.00

Non-Members: \$14.00

C. Summer Favorites Static Clings

The 5 ¾"x5 ½" static cling is printed on 8 mil clear static cling material. Qty. per package: 10

Members: \$15.00 (pkg. of 10)

Non-Members: \$30.00 (pkg. of 10)



POINT-OF-SALE MATERIALS

ORDER HERE

NFRA offers a variety of colorful ice cream-themed POS materials for your promotions.

D. Honeycomb Ice Cream Cones

The tissue paper ice cream cones open up to a honeycomb display of 15 ½". The cones are packaged in three flavors: chocolate, vanilla and strawberry. Qty. per package: 3

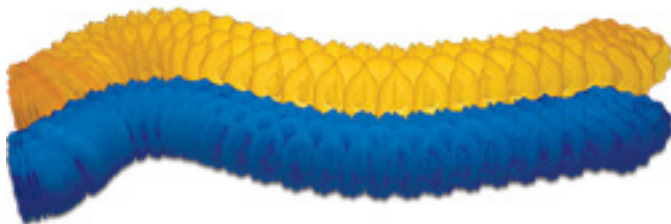
Members: \$9.75
(pkg. of 3)
Non-Members:
\$19.50 (pkg. of 3)



E. Summer Favorites Garland

Complementing the tissue fans, the garland is made of tissue paper and stretches to 12' when fully extended. Sold individually and available in blue and yellow.

Members: \$5.00
Non-Members: \$10.00



F. Summer Favorites Floor Graphics

The 20"x20" floor graphic is made of durable, skid-resistant material. Low-tack adhesive makes it easy to place and remove. Qty. per package: 2

Members: \$28.00 (pkg. of 2)
Non-Members:
\$56.00
(pkg. of 2)



G. Summer Favorites Balloons

Latex balloons with 4-color logo that does not blur or fade when inflated. 100% biodegradable. Qty. per bag: 100

Members:
\$40.00
(bag of 100)
Non-Members:
\$80.00
(bag of 100)





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**SHARE THE EXCITING, ENDLESS OPTIONS THE
ICE CREAM & NOVELTIES AISLES HAVE TO OFFER**