

2022

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possibilities!

Plan. Partner. **Promote!**



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June Dairy Month Promotion

*A proven approach to promoting
refrigerated foods for 18 years*

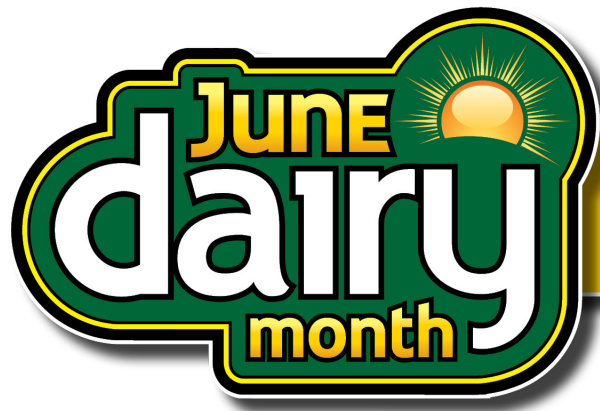
An ALL Industry Effort for ALL NFRA Members

Bringing together all segments of the industry to promote the refrigerated category to consumers... in-store, online, and through traditional, digital and social media, as well as community events across the country.

The Goals

- Increase the Sales and Consumption of Refrigerated Foods
- Enhance the Overall Positive Sentiment about the Category
- Continue to tell the **Dairy...And Beyond** story
- Present the Modern Dairy Aisle – Innovative Products for Every Lifestyle

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How You Can Participate and Benefit

Retailers, Manufacturers,
Sales Agents, Local Associations



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Many Ways for Your Company to Participate in the June Dairy Month Promotion

Whether you are a Retailer, Manufacturer, Sales Agent or Local Association... whether you want to get involved on a small scale or large scale... NFRA has the tools and ideas to help you create an effective – and profitable – promotion.

Here is a sampling:

- Work with industry partners (retailers, manufacturers, sales agents and/or local associations) to create profitable in-store promotions during June
- Decorate your retail environment and create warmth and excitement in the aisles with June-themed POS
- Promote the Easy Home Meals Consumer Sweepstakes and link to it from your digital properties
- Get social and utilize NFRA's June Dairy Month content on your social platforms to connect with your customers about the benefits of the refrigerated category
- Go for the Gold and share all your fun and exciting June Dairy Month campaigns and events with the industry by entering the Golden Penguin Awards – multiple categories and easy online entry

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12 Ideas for a Successful Promotion

Make this the Best
June Dairy Month ever!



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1

Cultivate Beneficial Partnerships

Retailers/Wholesalers should be connected with manufacturer, sales agent and/or local association partners to see what promotions they already have planned.

2

Promote and Leverage Brand Sponsors

The brands participating in NFRA's national program are already invested in doing national advertising for the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays as well.

For the most current list of participating brands, look for the [June National Program](http://NFRAweb.org) on NFRAweb.org.



3

Decorate Stores with June-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display.

Visit NFRA's [Online POS Ordering site](http://NFRAweb.org) to see available items and to order.



enter at EasyHomeMeals.com

4

Promote the Easy Home Meals National Sweepstakes

The June Dairy Month \$10,000 Sweepstakes creates consumer excitement. We invite you to promote the Sweepstakes in your ads and on your website. Direct consumers to EasyHomeMeals.com to enter. One lucky winner will receive a \$1,000 Supermarket Gift Card and eighteen winners will receive a \$500 Supermarket Gift Card.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Sweepstakes.

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5 Contribute to NFRA's Easy Home Meals Blog

Invite your chefs, RDs and experts to share their refrigerated dairy knowledge on our Easy Home Meals blog.

Please contact NFRA about contributing a blog post on refrigerated (or frozen) foods throughout the year.

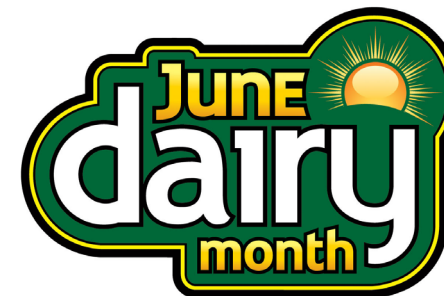
6 Compete for Golden Penguin Awards

Gain national recognition as an industry leader in promotion and marketing. Enter the Golden Penguin Awards – choose from many categories focused on effectively using different marketing vehicles.

7 Be a Social Media Influencer

Providing information about the benefits of refrigerated foods and recipes to make meal planning easier, positions your company/store as an authority and influencer.

NFRA has tip sheets, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Look for the [June Digital Toolkit](#) available on [NFRAweb.org](#).



8 Utilize and Leverage the June Dairy Month Brand

Provide a consistent look in your advertising for easy consumer recognition by using the June Dairy Month logo and theme.

Visit NFRA's [Artwork/POS Ordering site](#) to download the June logo for your website, flyers and circulars.

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9

Share NFRA's Content, Blogs and Posts on your Social Media Platforms

Easily take your promotion social by using NFRA's template social media posts found in the June Digital Toolkit.

Follow Easy Home Meals [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#), [YouTube](#) and the [blog](#) for stories that you can re-share on your own channels and in your newsletter.

10

Have RDs and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors so we can easily share content and maximize consumer interest and engagement in the June promotion, as well as your brand.

11

Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.



12

Host In-Store Events and Demos

In-store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special June event and draw more shopper attention to the aisle.

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NFRA's Consumer Outreach During June

June National Program
PR Campaign Activations



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NFRA's National June Efforts

NFRA and a group of leading Manufacturers and Retailers will launch a National Program that includes impactful promotional elements to reach consumers.

Participating brands can now leverage mobile in a new and exciting way, reaching millions of consumers at critical points along the path to purchase.

National Program Elements



- AdAdapted offers a mix of Add-To-List, Click2Cart®, Keyword Intercept, Awareness and Consumer Poll units
- Gets branded products on consumer lists and in e-comm carts
- Connects ad spend to purchase intent
- Audience comprised of HOH grocery mobile shoppers
- Extensive Social Media Blogger program dedicated to June Dairy Month messaging
- \$10,000 June Dairy Month Consumer Sweepstakes

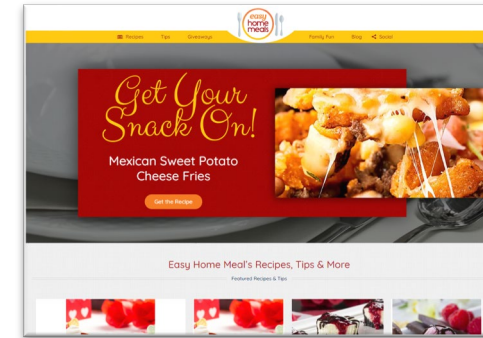


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2022 Dairy...And Beyond PR Campaign Activations

NFRA's comprehensive, year-round public relations campaign enhances the June promotion through new and engaging activations to reach consumers.



- Easy Home Meals Consumer Website and Blog will connect with large consumer audiences about June and Dairy...*And Beyond* messaging
- Easy Home Meals Social Media Platforms, Consumer e-newsletter and Twitter Party will fuel positive conversations and drive inspiration for refrigerated-based meal solutions
- Media Partnerships and Outreach will include Storytellers, a Satellite Media Tour Event, Multimedia press release, Videos and Infographics, and dedicated June TV spot with the Mr. Food Test Kitchen
- June Digital Tool Kit – available online and emailed to NFRA members – provides a guide to utilizing all of NFRA's June resources

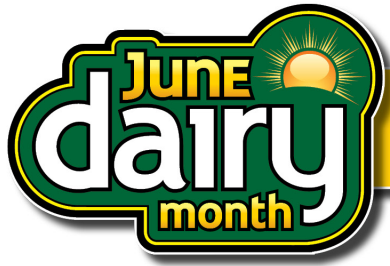
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Golden Penguin Competition

Go for the Gold!

*Honoring the best marketing and
merchandising in the industry*



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**Whether your efforts are big or small,
there is a category to fit your promotion!**



Online Entry...Engaging Categories

In-Store Display

Creative and effective use of signage, visuals, props, etc., promoting June Dairy Month.

In-Store Event

Events in support of June Dairy Month – 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 June Dairy Month – utilizing at least two forms of social/digital marketing, including: website, blog, emails, Apps, Facebook, Twitter, Pinterest, YouTube, Instagram or other social platforms.

Private Brand Campaign

A sustained campaign promoting a private brand(s) during the promotion period utilizing at least two forms of digital or print communications or in-store execution.

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Honoring the Best Marketing and Merchandising Efforts in Support of June Dairy Month



Overall Marketing Campaign

A sustained marketing campaign promoting June Dairy Month – utilizing at least four forms of advertising, digital communication, print communication or in-store execution.

Subcategories:

- Retailers
- Wholesalers
- Manufacturers
- Sales Agents
- Manufacturers
- Associations

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 subcategories will be named the Top Marketer. This group of winners will be announced at the NFRA Convention.

All entries must be submitted online. Visit www.NFRAweb.org for more information.

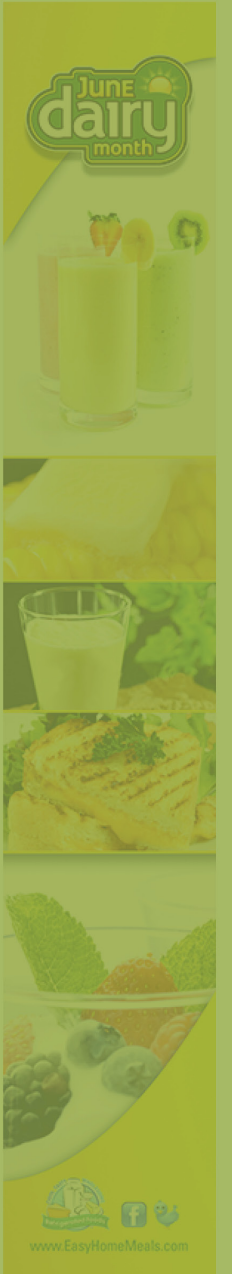
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June-Themed Point of Sale

Add Excitement to the Aisles!





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POS

Point of Sale – [Simply Click and Order online!](#)



NFRA has a wide variety of June-themed POS/POP and cool Specialty Items, as well as Artwork available for your local promotions.



June Dairy Month Balloons

White 11" round latex balloons with two-color logo that does not blur or fade when inflated.

Members: \$45 (pkg. of 100)

Non-Members: \$90 (pkg. of 100)

Qty. per package: 100



June Dairy Month Fans

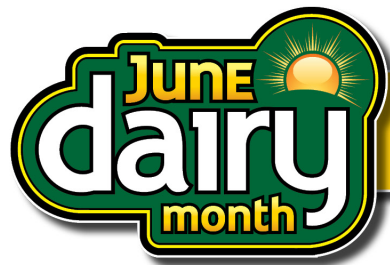
The tissue fans include a two-sided cardboard insert announcing June Dairy Month. When open, the fans measure 27". Golden yellow and light green fans are available. You choose the fan color. Sold individually.

Members: \$7 each

Non-Members: \$14 each

Sold individually

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Plan. Partner. **Promote!** Point of Sale – [Simply Click and Order online!](#)



June Dairy Month Header

The four-color header measures 36" x 6" and is printed on white vinyl. Includes a 1/2" strip of low-tack adhesive on the top and bottom for easy attachment to any surface.

Members: \$6 each

Non-Members: \$12 each

Sold Individually



June Dairy Month Door Blade

The 4" x 24" door blade is printed on two sides and directs customers to EasyHomeMeals.com. Packaged with 2 suction cup clips per blade.

Members: \$38 (pkg. of 15)

Non-Members: \$76 (pkg. of 15)

Qty. per package: 15



June Dairy Month Garland

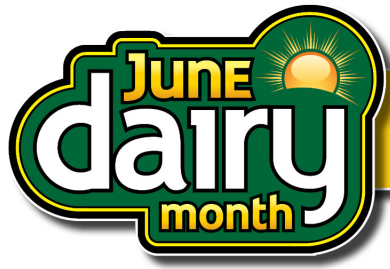
Complementing the tissue fans, the golden yellow and light green garland is made of tissue paper and stretches to 12 feet when fully extended. You choose the garland color.

Members: \$5 each

Non-Members: \$10 each

Sold Individually

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Point of Sale – [Simply Click and Order online!](#)



June Dairy Month Wobbler

The four-color wobbler is printed one-sided on flexible white plastic and measures 4 ½" x 9". A pressure-sensitive adhesive strip on the T provides secure attachment to the shelf track.

Members: \$25 (pkg. of 25)

Non-Members: \$50 (pkg. of 25)

Qty. per package: 25



June Dairy Month Static Cling

The June Dairy Month static cling measures 5" x 5" and can be used on any glass or window.

Members: \$25 (pkg. of 25)

Non-Members: \$50 (pkg. of 25)

Qty. per package: 25

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Plan. Partner. **Promote!** Point of Sale – [Simply Click and Order online!](#)



Penguin Pencils

White background with black penguins imprinted on pencil.

Members: \$40 (pkg. of 144)

Non-Members: \$80 (pkg. of 144)

Qty. per package: 144



Easy Home Meals Pens

Blue and silver all metal pen has finger grips and promotes the EasyHomeMeals.com website. Black ink.

Members: \$35 (pkg. of 20)

Non-Members: \$70 (pkg. of 20)

Qty. per package: 20



Plush Penguin

This adorable, plush penguin stands 10" tall. A cuddly friend for all age groups. Machine washable.

Members: \$12 each

Non-Members: \$24 each

Sold Individually

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