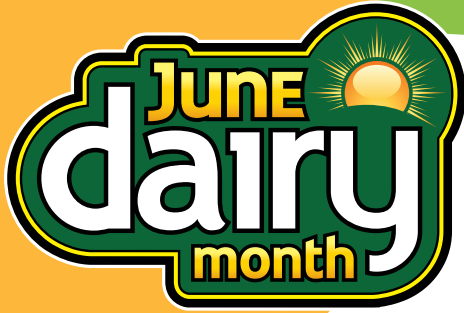


# 2022 National Program Features

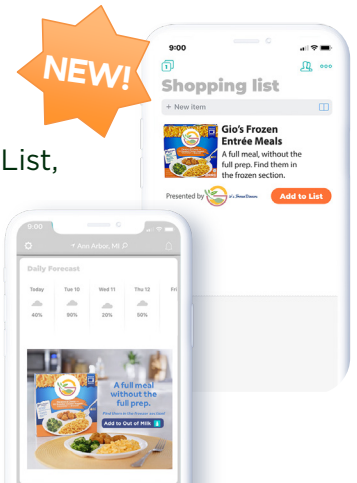


## Get On The List. Get In The Cart.

**An Exciting New Approach to Campaign Activation**  
Adapting to changing shopping behaviors and marketing trends

**NEW FOR 2022!** Participating brands can now leverage mobile in a new and exciting way, reaching millions of consumers at critical points along the path to purchase – during trip preparation, product search and actual product selection.

### Mobile Activation



AdAdapted, a mobile insights and advertising platform, offers a mix of Add-To-List, Click2Cart, Keyword Intercepts, Awareness and Consumer Poll units

- Gets branded products on consumer lists and in e-comm carts
- Connects ad spend to purchase intent
- Reaches exclusive network of list apps
- Audience comprised of HOH grocery mobile shoppers

Comprehensive campaign includes all creative development and production **at no additional charge!**

### TIER 1

**3.02MM Guaranteed Impressions per Brand**

- 1,500,000 impressions “Add-to-List”
- 1,50,000 impressions “Click-2-Cart”
- 20,000 Keyword Intercepts Per Brand (value add)

OR

### TIER 2

**4.65MM Guaranteed Impressions per Brand**

- 2,125,000 impressions “Add-to-List”
- 2,125,000 impressions “Click-2-Cart”
- 300,000 Awareness Impressions (value add)
- 20,000 Keyword Intercepts Per Brand (value add)
- 1 Consumer Survey Poll / 75,000 Delivered Surveys (value add)

### Easy Home Meals Overlay | 79MM+ Est. Impressions



- One-week site-wide ad placement on EasyHomeMeals.com
- Logo placement on JDM Promotion page
- Twitter party featuring participating brand post
- Custom Facebook and Instagram posts, tweet and pin

### Social Influencers | 750K+ Est. Impressions

- Influencer engagement via custom blog content
- Optional micro-sweeps conducted by influencers

### Consumer Sweepstakes | 10K Unique Opt-Ins



- National Sweepstakes promoted across all platforms
- Opt-in list of entrants provided to each brand
- Brands provided with sweepstakes logo and link to cross-promote

**NOW AT A LOWER FEE!**

**With questions,  
please contact  
Tricia@nfraweb.org  
or 717-657-8601.**

# 2022 National Program for Manufacturers



## Get On The List. Get In The Cart.

**Manufacturer Program Agreement Form**  
Please complete a separate form for each brand.

**NOW AT A LOWER FEE!**

**\*Please select the tier level for your all-inclusive, comprehensive June Dairy Month program:**

- Tier 1:** \$35,200 per brand  
 **Tier 2:** \$45,200 per brand

### Participant Information

Company Name	Participating Brand
Company Address	City/State/Zip
Phone	Email
Name/Title (please print)	Company Web Address
Authorized by (please sign)	

### Contact Information

Marketing/Sales/Brand Contact	Phone
Title	Email
Billing Contact	Phone
Title	Email
Logo Art Contact	Phone
Title	Email

### Payment

**Select one:**

- Full payment mailed with contract  
*\*Please make check payable to  
2022 NFRA National Promotions*
- Please invoice my brand upon receipt  
of this form, net 30 days

**Send this completed form with check to:**

Sarah Thompson  
National Frozen & Refrigerated Foods Association  
4755 Linglestown Road, Suite 300  
Harrisburg, PA 17112  
Sarah@NFRAweb.org



**This program is contingent upon a minimum of 13 brands. Funds will be reimbursed if full participation goal is not met. For program questions, contact Tricia Greynock at [tricia@nfraweb.org](mailto:tricia@nfraweb.org) or 717-657-8601.**