

2022 National Program Features

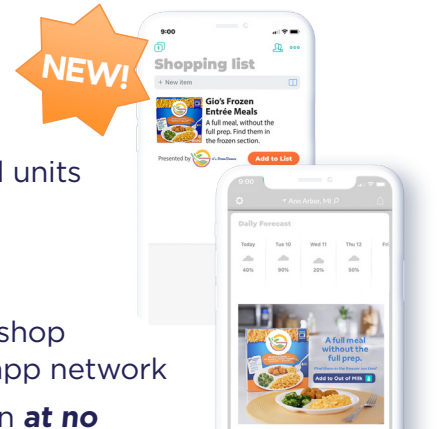


Get On The List. Get In The Cart.

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

NEW FOR 2022! Participating retailers 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 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
- Exclusive 1P data gives access to shopping list building behavior pre-shop
- Reaches 110MM+ Shopper Models leveraging exclusive shopping list app network

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

TIER 1

3.58MM Guaranteed Impressions per Retailer

- 1,781,250 impressions “Add-to-List”
- 1,781,250 impressions Click2Cart®
- 20,000 Keyword Intercept Per Retailer (value add)

OR

TIER 2

5.28MM Guaranteed Impressions per Retailer

- 2,406,250 impressions “Add-to-List”
- 2,406,250 impressions Click2Cart®
- 300,000 Awareness Impressions (value add)
- 20,000 Keyword Intercept Per Retailer (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 MFFM Promotion page
- Twitter party featuring participating retailer post
- Custom Facebook and Instagram posts, tweet and pin

Social Influencers | 1MM+ Est. Impressions

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

Consumer Sweepstakes | 12K Unique Opt-Ins



- National Sweepstakes promoted across all platforms
- Opt-in list of entrants provided to each retailer
- 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



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Retailer Program Agreement Form

NOW AT A LOWER FEE!

***Please select the tier level for your all-inclusive, comprehensive March Frozen Food Month program:**

- Tier 1:** \$39,600 per retailer
 Tier 2: \$49,600 per retailer

Participant Information

Company Name

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 company 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 Greyshock at tricia@nfraweb.org or 717-657-8601.