



2024 National Program Features

Get On The List. Get In The Cart.

An Exciting Approach to Campaign Activation That's Fully Customizable

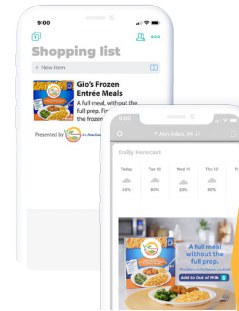
Leverage digital shopping list marketing to drive product trial and velocity. Convert shoppers, drive consideration and increase register rings!

Mobile Activation



AdAdapted, a mobile insights & advertising platform, offers a mix of Add-to-List, Add-to-Cart, Keyword Intercept & Ad Awareness Units

- Get branded products on consumer lists and in e-comm carts
- Connect ad spend to purchase intent
- Target verified shopping decision-makers
- Reach 110MM+ different Shopper Models nationwide
- Exclusive 1P data gives access to shopping list building behavior pre-shop



2024 Mobile Enhancements

- Includes shoppable video
- Run multi-retailer/multi-product e-comm campaigns
- Improved audience profiling

TIER 1

3.02MM Guaranteed Impressions per Retailer

- 1,500,000 impressions Add-to-List
- 1,500,000 impressions Add-to-Cart
- 20,000 Keyword Intercepts
- Creative ad design
- Post-campaign insights/report

OR

TIER 2

4.78MM Guaranteed Impressions per Retailer

- 2,125,000 impressions Add-to-List
- 2,125,000 impressions Add-to-Cart
- **(NEW! Shoppable Video)**
- 20,000 Keyword Intercepts
- Awareness Ad Units - drive to landing page - 600,000 impressions
- Creative ad design
- Post-campaign insights/report



Exciting Bonus Features for 2024

NEW!

- **Paid Promoted Post on Easy Home Meals channel(s)**
- **Retailer-Specific Custom Vertical Video (:30)**
 - Includes 5-7 stills
 - Talent
 - Ingredients/prop costs
 - Post-production editing

Easy Home Meals Overlay | 25MM+ Est. Impressions

- One-week site-wide ad placement on EasyHomeMeals.com
- Logo placement on MFFM Promotion page
- Custom Facebook and Instagram posts, tweet and pin
- Social engagement activity opportunity



Social Influencer | 750K+ Est. Impressions

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

New! Option to Add 2nd Influencer for \$2,500

- **Additional 1MM+ estimated impressions**

Consumer Sweepstakes | 10-12K Unique Opt-Ins

- National Sweepstakes promoted across all platforms
- Opt-in list of entrants provided to each retailer
- Brands provided with high-res sweepstakes logo and link



With questions, please contact Pat@nfrweb.org or (717) 657-8601.



2024 National Program

Get On The List. Get In The Cart.

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

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

- Tier 1:** \$35,200 per retailer
- Tier 2:** \$45,200 per retailer
- 2nd Influencer Add-On:** \$2,500

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 2024 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 Pat Uffner at Pat@nfraweb.org or (717) 657-8601.