



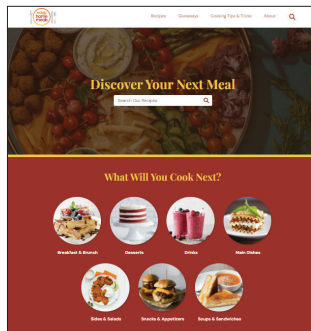
2024 MARCH FROZEN FOOD MONTH HIGHLIGHTS



EASY HOME MEALS WEBSITE

Throughout the March promotion, EasyHomeMeals.com generated:

- **414,500+ page views**
- **96,000 new users**



VIRTUAL MEDIA TOUR (VMT)

National broadcast segment “Chef Jamie Gwen’s Guide to Frozen Food Month” showcased frozen aisle innovations and creative recipes, garnering:

- **33MM+ impressions**
- **1.8K+ broadcast airings**



NATIONWIDE PRESS RELEASE

The VMT segment was promoted in a coordinating news release “64% of Shoppers Say Buying Frozen Foods Helps At The Register” on PR Newswire.

- **192MM+ impressions**
- **350+ articles**



CONSUMER RESEARCH

An Atomik study for NFRA reviewed 2,000+ American’s perceptions and habits associated with the frozen aisle. The consumer survey revealed:

- **More than 4 in 5 adults (83%) say that frozen food makes it easier to meal plan.**
- **Nearly 2 in 3 adults (64%) say that buying frozen foods helps them combat rising costs of groceries.**

CONSUMER SWEEPSTAKES

The \$10,000 sweepstakes contest was promoted on all Easy Home Meals channels, receiving a total of:

- **338K+ total entries**
- **17.7K+ unique opt-ins**



CONSUMER GIVEAWAY

The March Frozen Food Month Giveaway was promoted on all Easy Home Meals channels to increase consumer participation while offering a chance to win a Ninja® Air Fryer.

- **84.8K+ total entries**
- **4.7K+ unique opt-ins**



FROZEN FOOD MONTH BRACKET

This bracket-style competition capitalized on a macro-food holiday and motivated consumers to vote for frozen favorites, boosting awareness in the freezer aisle. It provided insights into consumers’ preferences and ultimately declared pizza as the champion.

- **2.8K+ participants**
- **4.7K+ unique opt-ins**



CONSUMER NEWSLETTERS

March issues included Frozen Food Month recipes, tips and tricks, plus sweepstakes and giveaway information.

- **Emailed to over 100K consumers**
- **14.55% open rate**



THANK YOU 2024 SPONSORING BRANDS!

- | | |
|-----------------|-------------------------|
| • Alexia | • Michael Angelo’s |
| • Bibigo | • Mrs. T’s |
| • Eggo | • The Pictsweet Company |
| • El Monterey | • Rosina/Celentano |
| • Green Giant | • SeaPak |
| • Harris Teeter | • Simek’s |
| • InnovAsian | • SunButter |
| • Jimmy Dean | • Tillamook |
| • Jose Ole | |

@EASYHOMEMEALS



2024 BRAND SPONSOR RESULTS



275.5K DROVE CONSIDERATION

Products added to a shoppers digital grocery list or e-commerce cart during MFFM.

77% DROVE PURCHASE INTENT

Percent of shoppers who added a participating brand to their shopping list and also checked it off their list by the campaign's end. A proxy for in-store purchase.

\$3.39M PROJECTED OMNI CHANNEL REVENUE

Total dollar value of advertised brands' products being placed into e-comm carts and onto digital grocery lists.

70.6M MOBILE USER ENGAGEMENT

Total mobile impressions delivered across all AdAdapted touchpoints.

53% CONVERTED COMPETITIVE SHOPPERS

Percent of consumers adding generic or competing brands to their grocery list, added a participating MFFM brand during campaign.

88% NEW SHOPPER ACQUISITION

Average percent of list adds from shoppers who had not added a participating brand to their digital grocery list previously.

.27% DROVE ENGAGEMENT

Campaign action rate on add-to-list outperformed historical benchmarks.

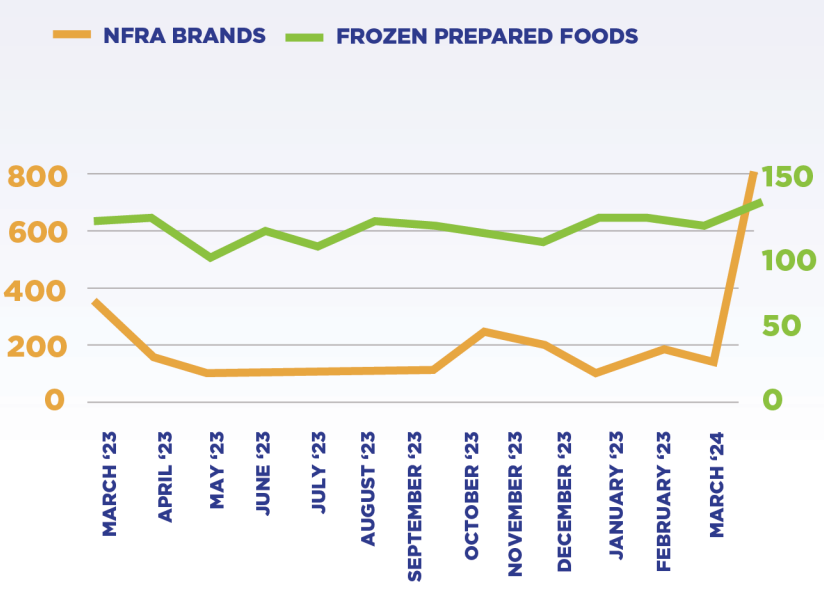
15% ORGANIC LIFT RATE

Percent of consumers who added the product again without any presenting media.

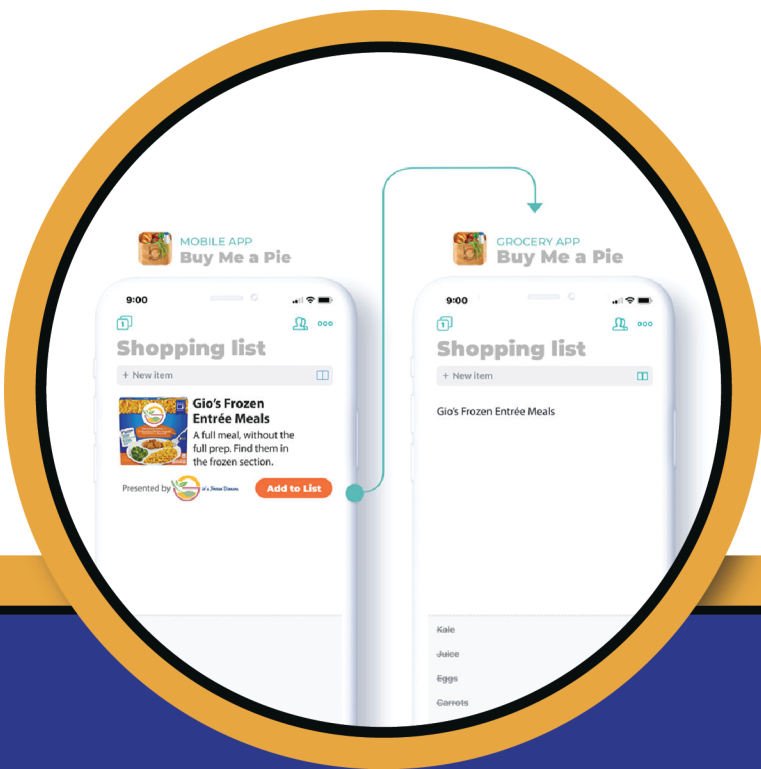
LIST TRANSACTIONS PER 1K USERS

Jose Ole • Alexia • Bibigo • Green Giant • El Monterey • Jimmy Dean
Eggo • Mrs. T's • Rosina/Celentano • SeaPak • Simek's • SunButter
Michael Angelo's • Tillamook • InnovAsian • Harris Teeter • Pictsweet

Cumulative list adds for brands which participated in the NFRA co-operative program more than quadrupled their list add activity when compared with the last 12 months



JOIN MARCH FROZEN FOOD MONTH TODAY TO GET ON THE LIST AND IN THE CART!



To learn more visit: nfraweb.org
or email Pat Uffner: pat@nfraweb.org