



2024 National Program Features

Get On The List. Get In The Cart.

**An Exciting Approach to Campaign Activation
That's Fully Customizable**

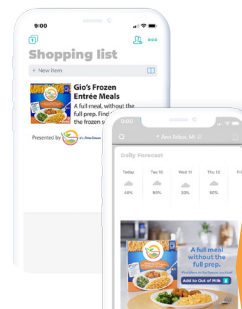
**Leverage digital shopping list marketing to drive product trial and velocity.
Convert shoppers, drive consideration and increase register rings!**

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

3.58MM Guaranteed Impressions per Brand

- 1,781,250 impressions Add-to-List
- 1,781,250 impressions Add-to-Cart
- 20,000 Keyword Intercepts
- Creative ad design
- Post-campaign insights/report

OR

TIER 2

5.43MM Guaranteed Impressions per Brand

- 2,406,250 impressions Add-to-List
- 2,406,250 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)**
- **Brand-Specific Custom Vertical Video (:30)**
 - Includes 5-7 stills
 - Ingredients/prop costs
 - Talent
 - 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 | 1MM+ 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 | 14-16K Unique Opt-Ins

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



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

2024 National Program



Get On The List. Get In The Cart.

Manufacturer Program Agreement Form

Please complete a separate form for each brand.

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

- ☐ **Tier 1:** \$39,600 per brand
- ☐ **Tier 2:** \$49,600 per brand
- ☐ **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.