



# 2024 National Program Features

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

An Exciting Approach to Campaign Activation  
That's Fully Customizable

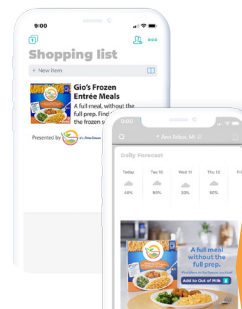
Leverage digital shopping list marketing to drive product trial and velocity.  
Convert shoppers, drive consideration and increase register rings!

### 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 Retailer

- 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 Retailer

- 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)**
- **Retailer-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 2<sup>nd</sup> 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 retailer
- 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.

**Retailer 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 retailer
- ☐ **Tier 2:** \$49,600 per retailer
- ☐ **2<sup>nd</sup> Influencer Add-On:** \$2,500

### 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  
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.**