



Real Food. *frozen.*

2024 CONSUMER PR CAMPAIGN



Together Toward Growth



Real Food. *frozen.* **PR Campaign**

New and Engaging Ways to Reach Consumers

Real ingredients. Chef-inspired recipes. Fresh flavors. Wholesome meal ideas. Portions and packaging that don't leave anything to waste. The freezer aisle is pretty cool. It's filled with real food. Frozen. To meet your real life needs.

Messaging Pillars

- **Real**
- **Exploration**
- **Flavorful**
- **Value**



Campaign Objectives

- Bring the industry together to promote frozen foods year-round and drive an increase in conversation and positive sentiment about the category.
- Position frozen foods as progressive, innovative and meeting the changing needs and lifestyles of today's consumer.
- Generate greater share of voice in traditional and social media.
- Elevate activations during key moments in time (including NFRA promotions) to showcase core tenets of the frozen messaging platform.
- Align, engage, leverage and amplify NFRA member brands.

Real Food. *frozen.*

MESSAGING PLATFORM

Real ingredients. Chef-inspired recipes. Fresh flavors. Wholesome meal ideas.
Portions and packaging that don't leave anything to waste.
The freezer aisle is pretty cool. It's filled with real food. Frozen.
To meet your real life needs.

MESSAGING PILLARS

Create awareness of frozen foods' diverse and unique story – they are real, filled with bold flavors, reflective of culinary traditions from around the world and can help reduce food waste and manage consumers' food budgets.

REAL

KEY POINTS

- Ingredients
- Nutrition
- Transparency/ clean label
- Freshness
- Where it comes from/how it's made

EXPLORATION

KEY POINTS

- Variety
- New products & cuisines
- Ethnicities & cultures
- Unexpected combinations
- Trends
- Small plates/tapas-style

FLAVORFUL

KEY POINTS

- Quality
- Tastes like homemade
- Experience the tastes/varieties

VALUE

KEY POINTS

- Convenience
- No waste
- Budget-friendly

FLEXIBLE EATING • SNACKING • CASUAL MEAL
SMALL BITE • SMALL PLATE • TAPAS



Campaign Overview

PR Initiatives

Storytellers Share Messages

Key campaign element - Expand and diversify our Cool Food Panel of bloggers and food influencers to fuel positive conversation and drive inspiration with frozen-based meal solutions that meet consumers' lifestyles. The influencers also support promotion activations and focus on PR campaign sponsoring brands.



Social Media Connect & Engage with Consumers

Central to campaign efforts - The Easy Home Meals website and social media platforms have attracted a loyal consumer base. We engage and grow communities and connect with audiences to share quality lifestyle content using search engine marketing, promoted posts, sweepstakes, giveaways, brand ads, recipes and more.

Media Outreach

Many opportunities occur throughout the year for brand exposure through the PR campaign media outreach activities, both traditional and online. These include our Cool Food Panel of influencers who share messaging, meal solutions and sponsoring frozen food brand products. Platinum sponsors are given primary consideration in media outreach efforts.

Partnerships Expand Content Reach

Increasing campaign footprint - by partnering with media professionals like Chef Jamie Gwen, Dishworks and PR Newswire, we reinforce frozen benefits and messaging.



New Products Shared with Consumers

Emailed to our consumer list of close to 100,000, the New Products quarterly newsletter showcases an unlimited number of your newest product innovations.

Your Benefits

Social Media Engagement

Throughout all of NFRA's active, growing Easy Home Meals social media platforms - your brand and messaging will receive prominent exposure. Launched in 2022, our TikTok now has over 54,800 followers; and our total net audience for all social channels exceeds half a million consumers!



PR Initiatives

Media Outreach

Secure Positive Coverage

Pique media interest and generate positive news stories about frozen foods that reach large audiences. We utilize multimedia news releases, and virtual media tours to support and reiterate campaign messages.

Content Development

Educate & Inform

Educate consumers by developing content like infographics, videos, meal planning tools, etc., around key pulse points on the benefits of frozen foods.

Membership Engagement

Bring Added Life to Campaign

Showcase member stories and provide resources and information for member companies to leverage Real Food. Frozen. and amplify marketing efforts. Collaborate to create engaging and shareable content that highlights frozen foods as meeting the needs of today's consumers.

Your Benefits

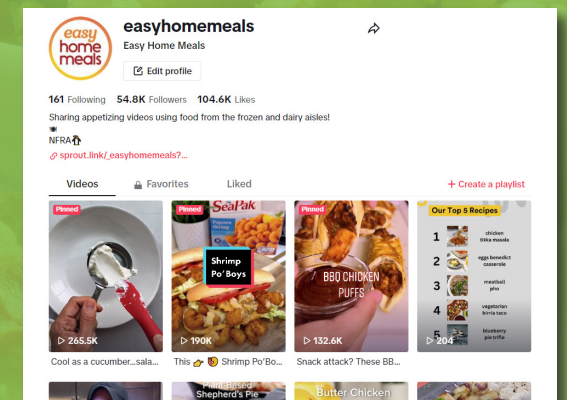
Easy Home Meals Newsletter

Platinum, Gold and Silver sponsor logos will be featured in NFRA's consumer newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and shares recipes, tips, sweepstakes and more with tens of thousands of subscribers.



Recipes on Easy Home Meals Website

Tap into NFRA's growing consumer audience by sharing your branded recipes and photos on our Easy Home Meals database of over 1,500 recipes. All recipes will link back to your brand's website. Platinum and Gold Sponsors can leverage a complimentary ad on the Easy Home Meals homepage.



PR Initiatives

Brand Exposure to the frozen and refrigerated foods industry

NFRA's Annual Events

Complimentary Meeting Rooms

Platinum level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the NFRA Convention.



Taste of Excellence

Platinum level sponsoring manufacturers will be given preferred table placement at the NFRA Convention's Taste of Excellence opening reception.



Brand Recognition

Your company's name will be listed as a PR Campaign Sponsor displayed during the NFRA Convention and NFRA Executive Conference.

Digital Promotion

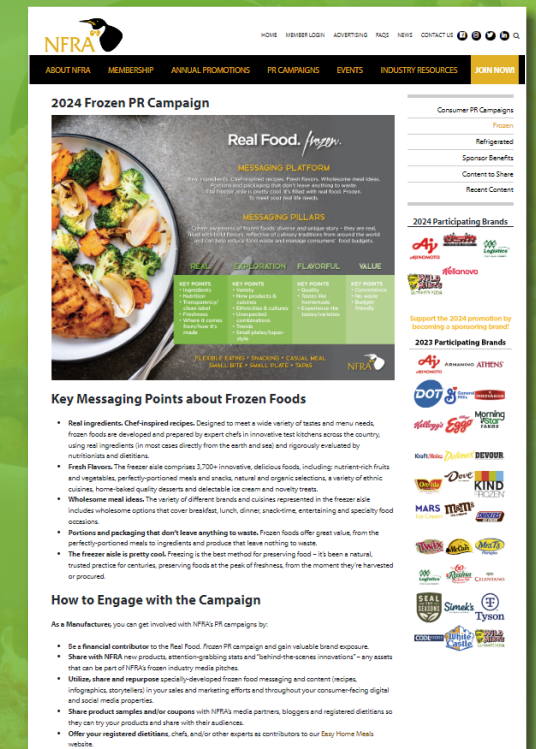
New Products Newsletter

An unlimited number of your new products and company contact information can be featured in the New Products quarterly newsletter, sent to the entire NFRA contact list of over 3,000 members, including all retailer members. Past issues are posted in the NFRA Member Portal, which only NFRA members can access.



NFRA Association Website

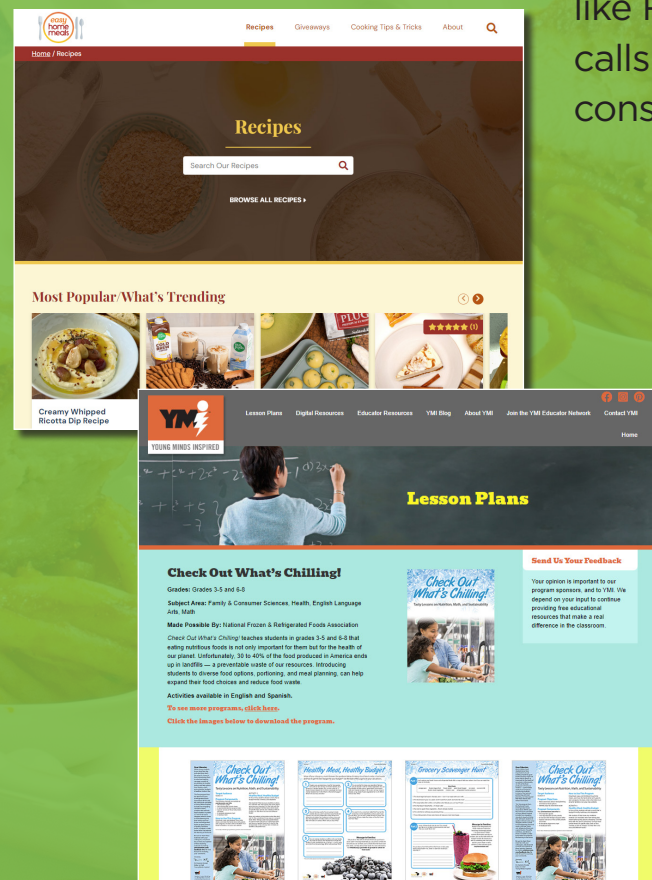
Your company name and brand logo(s) will be displayed in the consumer PR campaign section with a link back to your website(s).



Additional Elements

Retail Dietitians (RDs)

Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key frozen food benefit messaging – through initiatives like RD newsletters, activation kits, quarterly RD panel calls and marketing materials, as well as content on our consumer website and social media channels.



Educational Outreach

Continue to develop new content to reach future shoppers in an educational setting including partnering with Young Minds Inspired (YMI) to develop bilingual content and resources for 87,000 teachers across the US, including new curriculum developed for high school students. Repurpose existing outreach efforts that communicate effectively with educators, students and families about the benefits of frozen foods.



Food Waste & Food Safety

Take on an even larger role in the food waste and food safety conversations at a national level, reaching consumers of all ages through a variety of media and PR activations with important messaging on industry's efforts to combat these problems.

Brand Exposure Report

NFRA will track your brand and provide you with a year-end report summarizing your brand exposure as a result of the Real Food. Frozen. campaign.



Results: Effectively Reaching Our Target Audiences

The campaign has been successful during 2023 in **increasing awareness of frozen foods' diverse and unique story of real ingredients and fresh flavors**, as well as the industry's innovative efforts to meet modern-day consumers' everyday needs. NFRA has:

- Shared compelling content to connect with consumers on digital and social platforms.
- Driven positive national media coverage with relevant frozen food messaging.
- Inspired and educated audiences through media partnerships and promotions.
- Grown social media audience and engagement.

961,678,256
2023 Campaign Impressions
(January-September)



REAL

EXPLORATION

FLAVORFUL

VALUE

Together *Toward Growth*

The **Real Food. Frozen.** PR campaign is making a **REAL** difference! This all-industry campaign effort is successfully reaching millions of consumers with targeted frozen food messaging:

- Transforming the frozen food conversation
- Changing consumer perceptions
- Driving more shoppers to the frozen food aisles

Take this Successful Campaign to the Next Level

We are asking for your support. NFRA has invested significant funds into this Frozen Food PR Campaign, but the ultimate long-term success depends on the continued voluntary funding from industry contributors. Commit your support by completing the form and returning it to Pat@nfraweb.org.

Join us!

- Join us and invest in this important all-industry PR campaign.
- Enjoy the benefits, utilize the tools and participate in exciting media activations.
- There has never been a more exciting and opportune time to connect with consumers as they embrace the benefits of frozen foods!