

2024 JUNE DAIRY MONTH HIGHLIGHTS

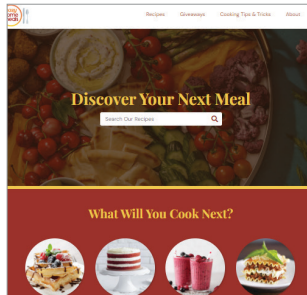
Bringing Awareness to the Refrigerated Dairy Aisles and Reaching Millions of Consumers



EASY HOME MEALS WEBSITE

SEO/SEM efforts garnered Easy-HomeMeals.com website growth throughout June, generating:

- **483.6K+ page views *282% increase from 2023**
- **262.5K+ session starts *225% increase YOY**
- **362.8K+ engagements *948% increase YOY**
- **90K+ first-time visitors *200% increase YOY**



VIRTUAL MEDIA TOUR (VMT)

National broadcast segment “Explore Easy Dairy Aisle Recipes and More with Chef Jamie Gwen” showcased refrigerated dairy aisle innovations and creative recipes, garnering:

- **33.8MM+ impressions**
- **1.1K+ TV broadcast airings**
- **Total audience of 12.6M+**



NATIONWIDE PRESS RELEASE

The VMT segment was promoted in a coordinating PR Newswire news release “The Draw of the Dairy Aisle: 2 Out of 3 U.S. Adults Say They’re Tempted in the Dairy Aisle.”

- **484 pickups reaching an audience 167M+**

MULTIMEDIA LANDING PAGE

A dedicated June Dairy Month multimedia release shared the promotion press release plus promotion assets.

- **117.1K impressions with 2.1K clicks**
- **2.3K unique visitors *155% increase YOY**



CONSUMER RESEARCH

An Atomik study for NFRA reviewed 2,000+ U.S. adult’s perceptions and habits associated with the refrigerated aisle. Key insights from our consumer survey include:

- **Nearly 2 in 3 U.S. adults (65%) say they often purchase unplanned items in the dairy aisle.**
- **Eggs (74%), yogurt (67%) and cheese (63%) are top choices for health-conscious consumers due to their macronutrient and protein content.**

SAM THE COOKING GUY FEATURE

Popular YouTube channel Sam the Cooking Guy created a video entitled “10 Insanely Easy and Delicious Recipes You Didn’t Know You Could Make,” highlighting dairy aisle benefits.



- **3.12M+ participants**
- **190.6K+ engagements with 11.3K interactions**
- **45K+ hours watched with avg. duration of 11:38 minutes**

CONSUMER NEWSLETTERS

Two June issues included Dairy Month recipes, videos, cooking tips and tricks, plus sweepstakes and sponsor information.

- **Emailed to 100.4K+ consumers**
- **11% average open rate**



CONSUMER SWEEPSTAKES

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

- **224.1K+ total entries**
- **21.2K+ unique entrants**
- **10.4K+ unique opt-ins**



@EASYHOMEMEALS



We thank our participating brands for their generous support of the 2024 promotion!

- Borden
- Chobani
- Galbani
- Land O’Lakes
- Pete & Gerry’s
- Sargento
- Tropicana
- Yoplait

2024 BRAND SPONSOR RESULTS



96K DROVE CONSIDERATION

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

\$862.2K PROJECTED OMNI CHANNEL REVENUE

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

25.9M MOBILE USER ENGAGEMENT

Total mobile impressions delivered across all AdAdapted touchpoints.

+584% LIST TRANSACTIONS

The average increase in list transactions for participating JDM brands during the campaign.

51% SHOPPER CONVERSION

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

77% NEW SHOPPER ACQUISITION

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

81% 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.

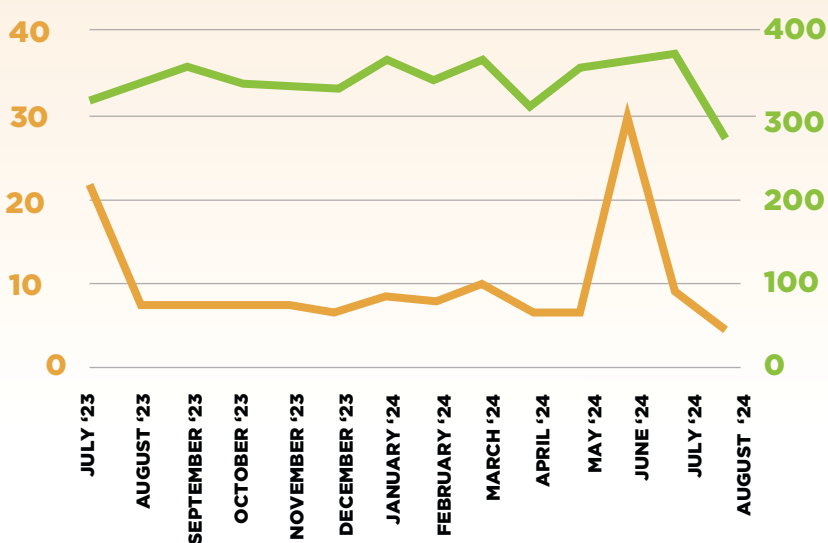
.27% DROVE ENGAGEMENT

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

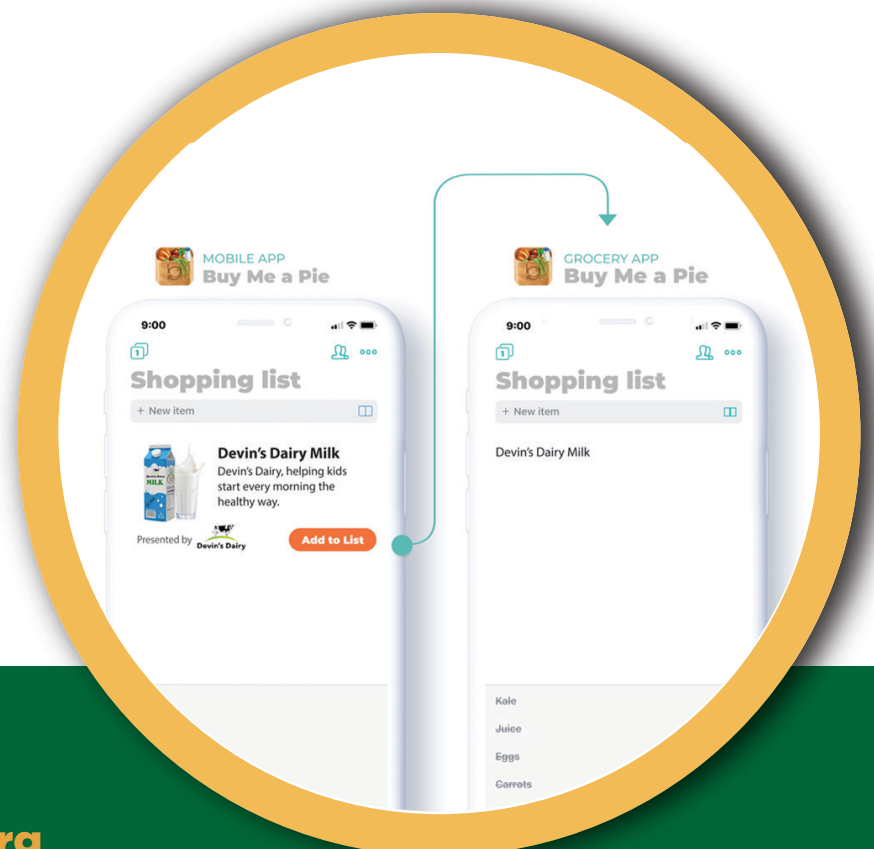
LIST ADDS PER 1K USERS

— NFRA BRANDS — DAIRY PRODUCTS

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



JOIN JUNE DAIRY MONTH TODAY TO GET ON THE LIST AND IN THE CART!



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