



NFRA

*March*  
**FROZEN  
FOOD**  
*Month*

**SHOPPER ACTIVATION THAT INCREASES SALES,  
DRIVES AWARENESS, & INFLUENCES INTENT**



# OUR APPROACH



## GET ON THE LIST. GET IN THE CART.

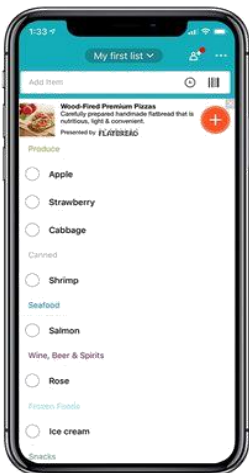
The 2024 March Frozen Food Month co-operative campaign reaches verified, grocery shopping decision makers on their mobile device at the most critical points along the path to purchase:

GROCERY LIST PREPARATION.  
PRODUCT SEARCH.  
PRODUCT SELECTION.

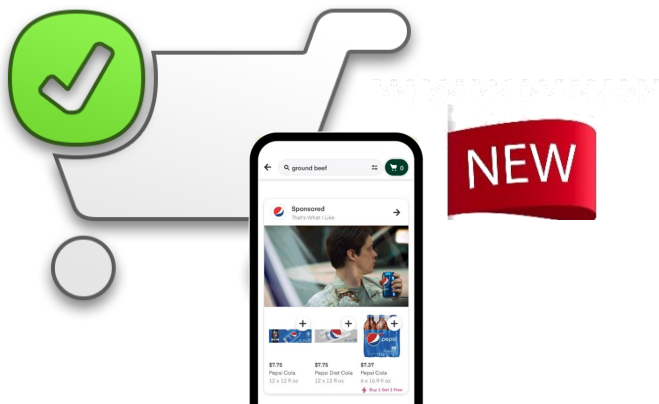




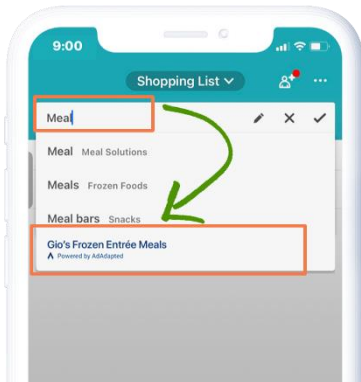
# HOW WE'RE DOING IT



ADD-TO-GROCERY LIST



ADD-TO-CART WITH SHOPPABLE VIDEO



KEYWORD INTERCEPTS



MOBILE AD UNITS



BRAND SPECIFIC SOCIAL INFLUENCER CAMPAIGN



EASY HOME MEALS INTEGRATION W/ BOOSTED POSTS



BRANDED :30 VERTICAL VIDEO



NATIONAL CONSUMER SWEEPSTAKES







# THE PROOF IS IN THE 2023 RESULTS



## INCREASED SALES FOR BRANDS & RETAILERS

**\$1.68MM+** *Total Projected In-Store Revenue*

**\$1.3MM** *Total E-Comm Cart Value*

**\$3.0MM** *Combined Omni-Channel Revenue*

## INFLUENCED PURCHASE INTENT

**384K+** *Total Consumer Actions*

**102K+** *Participating Products Added To Digital Grocery Lists*

**148K+** *Participating Products Carted for E-Comm Checkout*

**1.5MM** *Product Search Intercepts*

## DROVE AWARENESS OF PARTICIPATING BRANDS

**65MM** *In-app mobile impressions*

**20.75MM** *Social Media Impressions*

**51.1MM** *PR Impressions*



*Based upon fifteen (15) MFFM participating members*



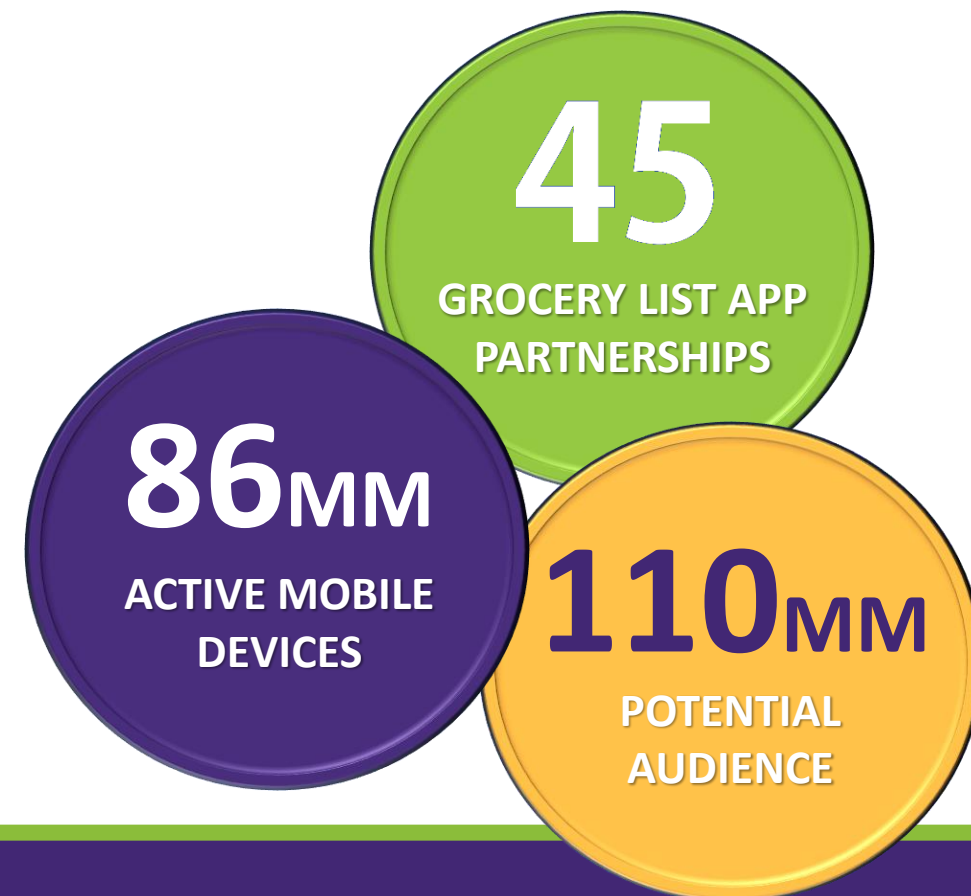
# IMPACT PURCHASE DECISIONS OF SHOPPERS



In partnership with AdAdapted—a mobile insights and advertising platform—the 2024 program connects CPG brands and retailers with active shoppers to drive measurable awareness, purchase intent and product trial **by cutting through the clutter and introducing new food products to household grocery shopping decision makers** as they navigate the aisles throughout the store.

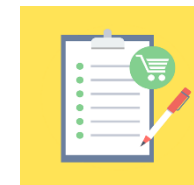


- Mobile advertising solution specifically engineered for the CPG vertical
- Verified, 100% HOH grocery shopping decision makers
- Reach the right audience when it matters most, whether in-store or online
- Target shoppers based on what they intend to buy
- In-Store: Get your brand on the list and ensure brand preference at shelf to drive product pull.
- E-commerce: Get in the cart at a rate 20X+ greater than norm





# PARTIAL LIST OF GROCERY APP PARTNERS



MY SHOPPING LIST



EASY MENU PLANNER



MOM'S DAILY PLANNER



GROCERY GADGET



SUPER SIMPLE  
SHOPPING LIST



Weekly Ads & Sales  
Kohls, CVS, Publix, Bestbuy





# PARTIAL LIST OF RETARGETING APPS



**yahoo!**



**The  
Weather  
Channel**

**People**



DAILY HOROSCOPE



**Bloomberg**



WORDS WITH FRIENDS



**WeatherBug®**



**mealime**



Apple News



**allrecipes!**





# WHY IT WORKS



## ENGAGEMENT

Gets branded products on consumer lists & in e-comm carts

Engages mobile grocery shoppers

Connects ad spend to purchase intent



## AUDIENCE

Reaches exclusive network of list apps

Comprised of HOH grocery shopping decision makers



## INSIGHTS

Learn what other products and brands consumers added-to-list

Discover when and where people shop

Evaluate brand lift and consumer conquering



## DRIVES

Awareness

Pre-Shop Engagement

Trial and Purchase

Repeat Consumption

## SUPPORTS RETAILER NEEDS, TOO!

**INCREASE CASH REGISTER RINGS:**  
WITH MULTI-PRODUCT ADD-TO-LIST  
SOLUTIONS

**NEW CUSTOMER ACQUISITION:**  
TARGET COMPETITIVE RETAIL  
SHOPPERS WITHIN GEOGRAPHY OF  
STORE LOCATIONS

DRIVE SALES OF WEEKLY SPECIALS OR  
PRIVATE LABEL BRANDS

DRIVE QUALIFIED TRAFFIC TO WEEKLY  
CIRCULAR PAGES

LEVERAGE FOR MANUFACTURER  
PARTNERSHIP PROGRAMS / SUPPORT







# PROGRAM BENEFITS



- ✓ Provides **efficiency in spend of a traditional co-operative** model **without sacrificing** individual **Brand or Retailer SOV**
- ✓ **Adapts to changing shopping behaviors and marketing trends** in a post-COVID environment
- ✓ **Reaches shoppers** in high impact, contextually relevant environments **while participating in key shopping activities**
- ✓ **Fully customizable** to best achieve individual Brand / Retailer goals and objectives
- ✓ **Works for all member types**—manufacturers, retailers, and wholesalers alike
- ✓ 1<sup>st</sup> party, **proprietary shopping profiles offer richer, 1:1 targeting** and purchase intent strategies
- ✓ All creative and account management **included at no additional charge**
- ✓ In-depth post campaign reporting **includes category, consumer and basket trend analysis**





# ADD-IT FUNCTIONALITY



**Add-It** technology converts awareness to purchase intent by encouraging consumers to add promoted products to their grocery list app from both in-app and out-of-app (lifestyle) integrations

## TARGETING

- 100% digital list builders through 1st party data
- Personalized messaging based on the specific list app

## DRIVE ACTION

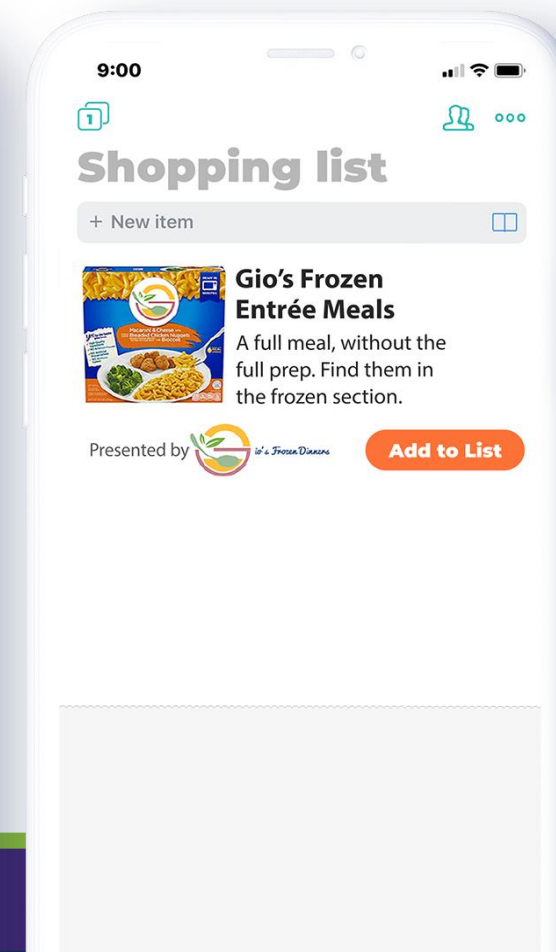
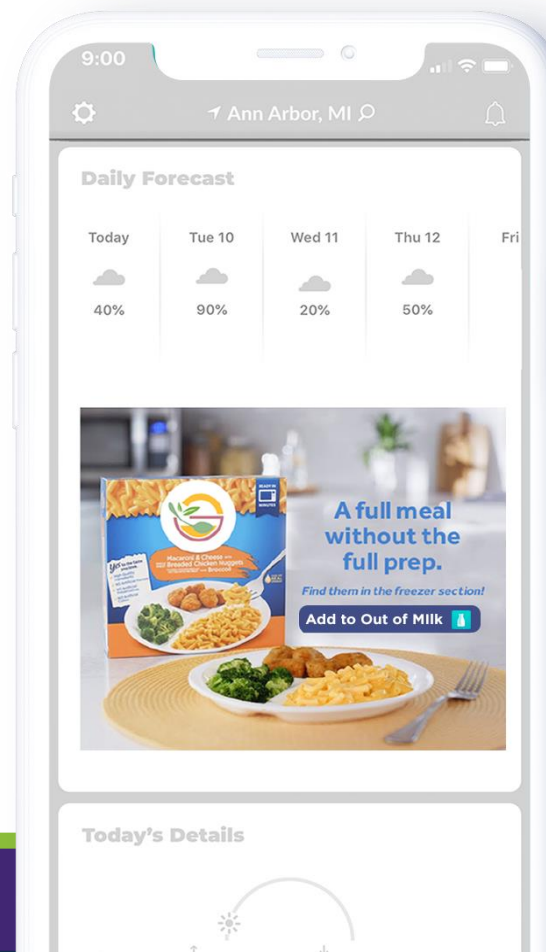
- Deliver purchase-driving brand copy and a call to action that encourages trial. Capture intent by letting consumers add branded products to their favorite shopping list

## COLLECT & LEVERAGE DATA

- Retarget consumers based on list behavior, products added to list, and product adjacencies

➤➤ **TIER 1:**  
**1,781,250 IMPRESSIONS**

➤➤ **TIER 2:**  
**2,406,250 IMPRESSIONS**



*Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.*





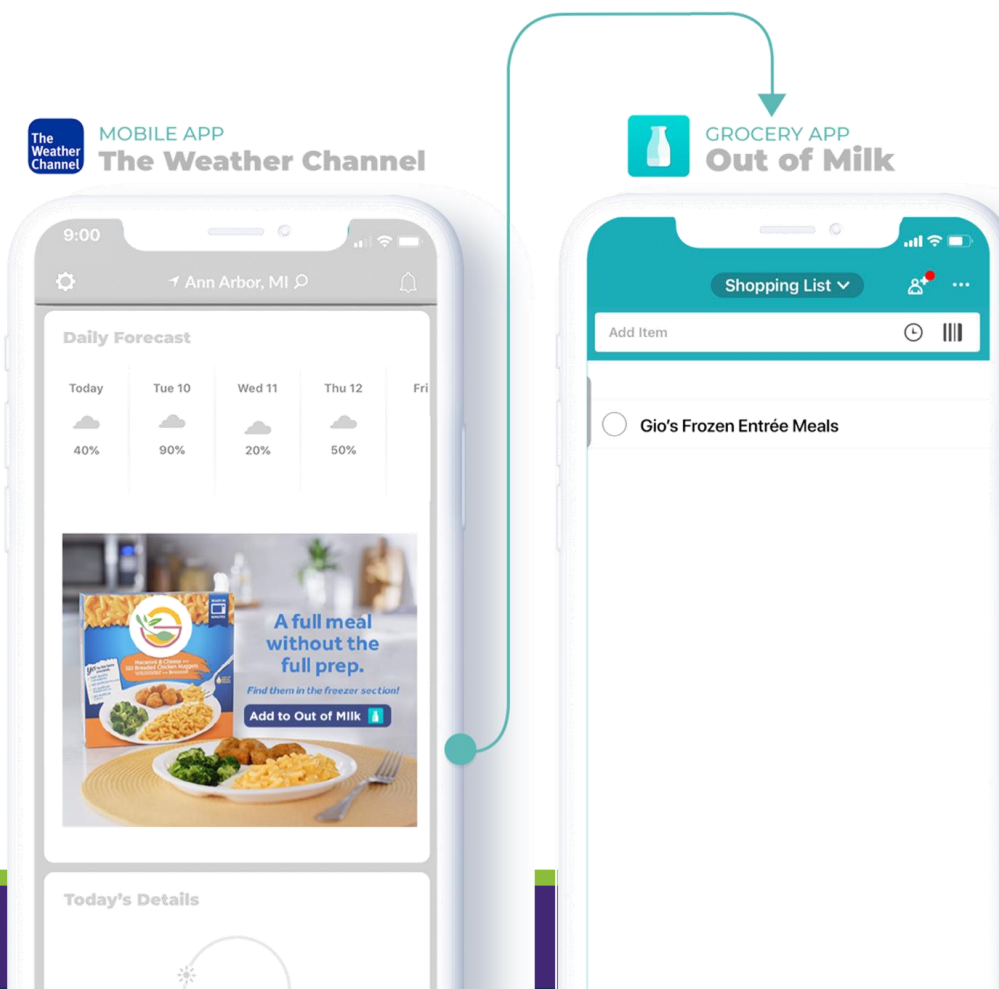
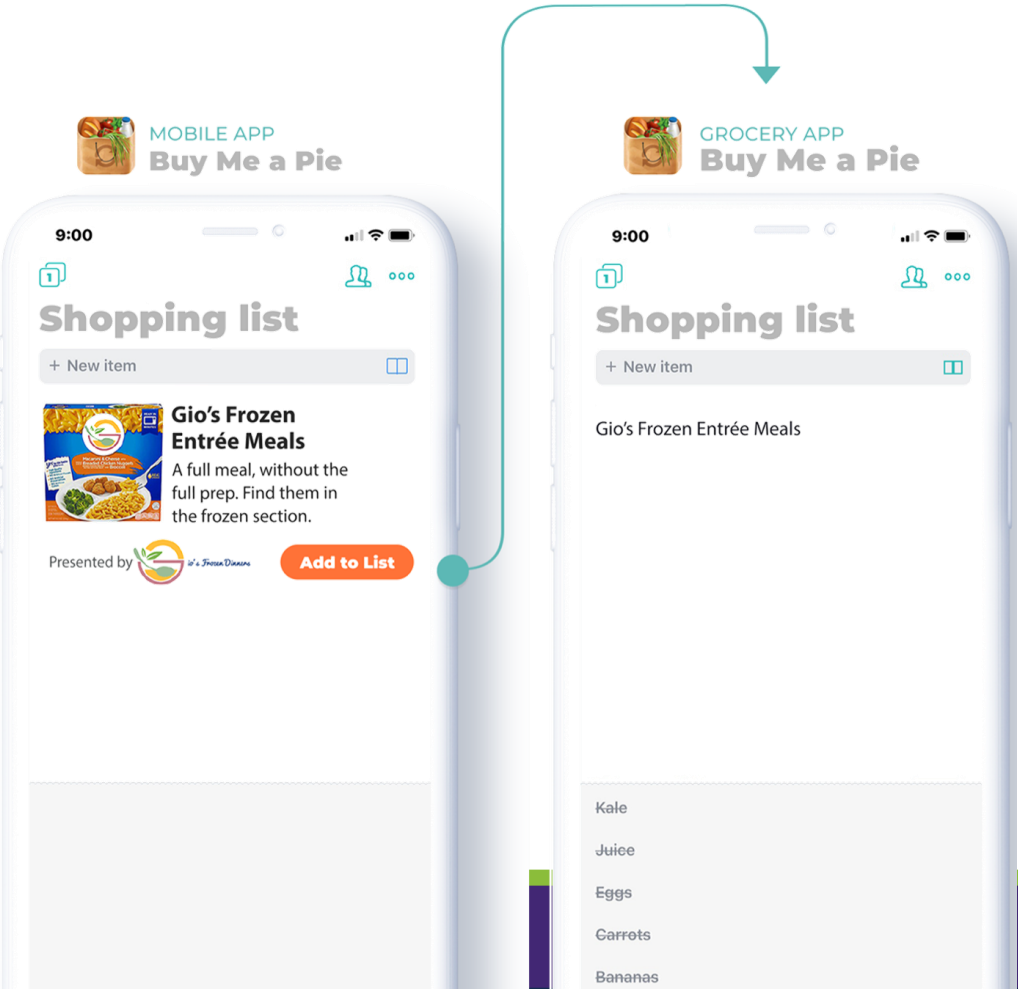
# ADD-IT: INSIDE OR OUTSIDE THE APP

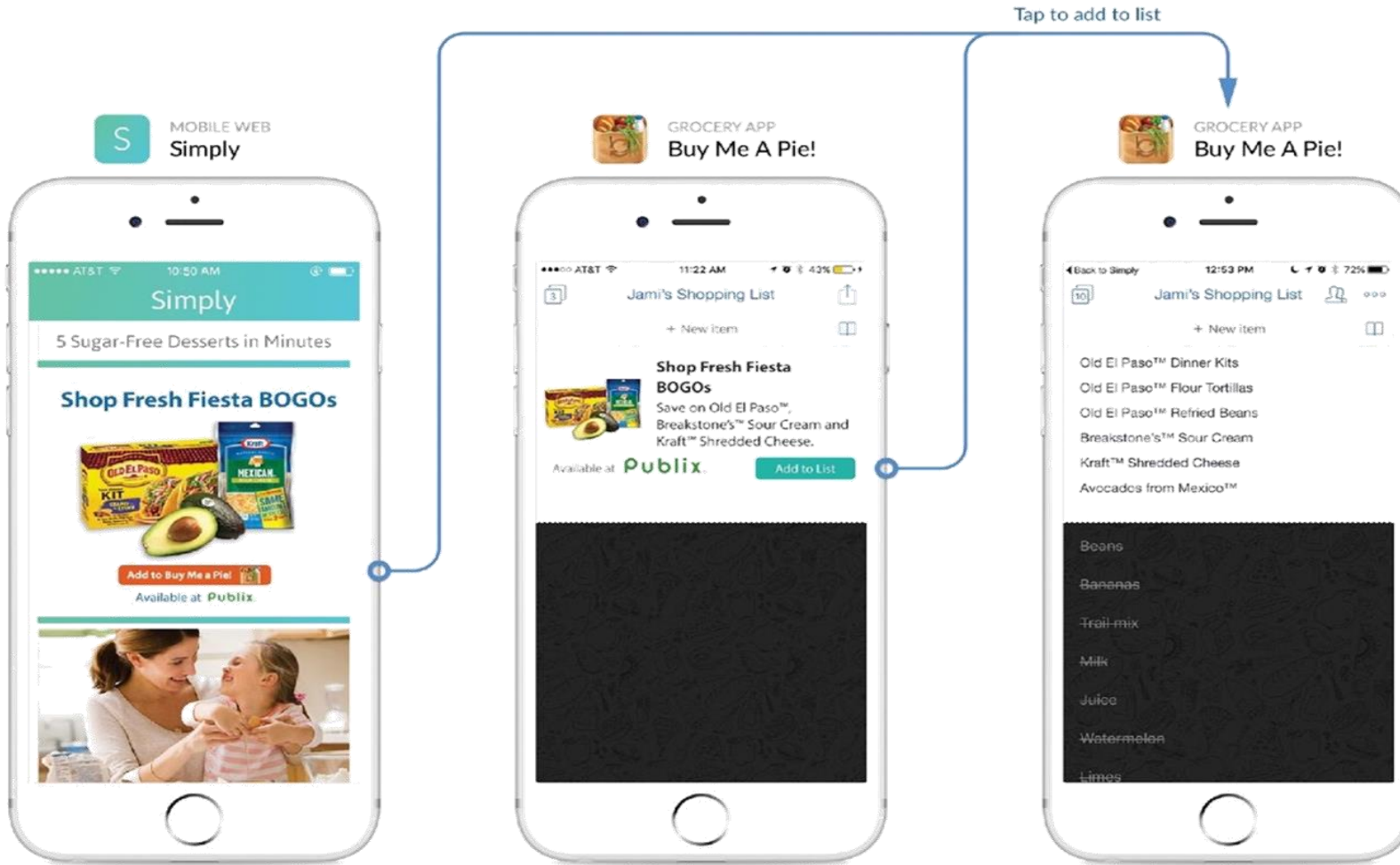


Leading measure of purchase intent via mobile

AD INSIDE  
GROCERY NETWORK  
OF APPS

AD OUTSIDE  
GROCERY NETWORK  
OF APPS





## 1a Add-it from Outside app

List-User sees ad outside of the list app, on social channels or other mobile apps/websites.

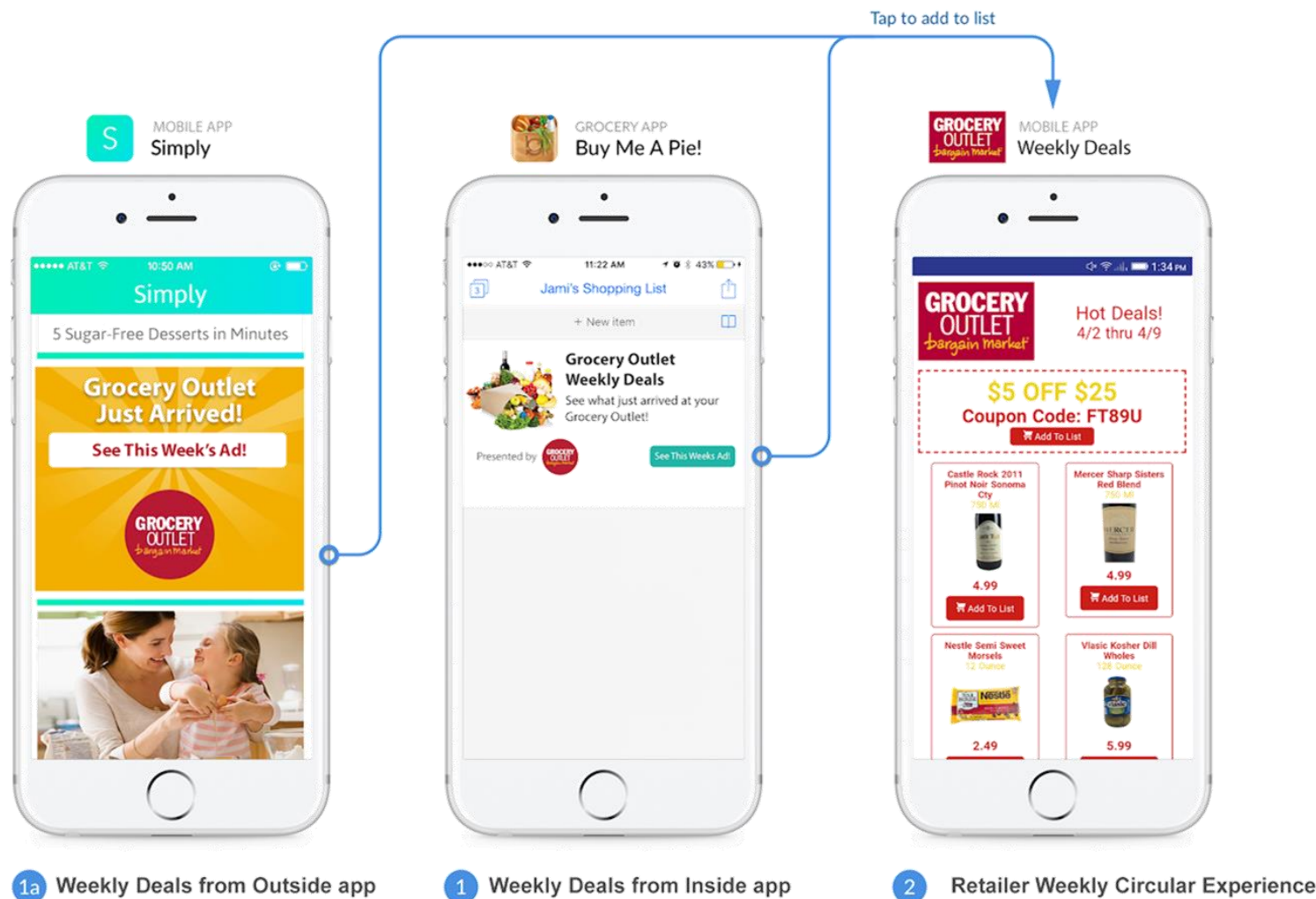
## 1 Add-it from Inside app

List-User sees native ad, inside list app, formatted to match look and feel of app

## 2 Product Added to List

When List-User clicks ad, product is added to their shopping list







# ADD-TO-CART



## TARGET NEW CUSTOMERS AS THEY SHOP

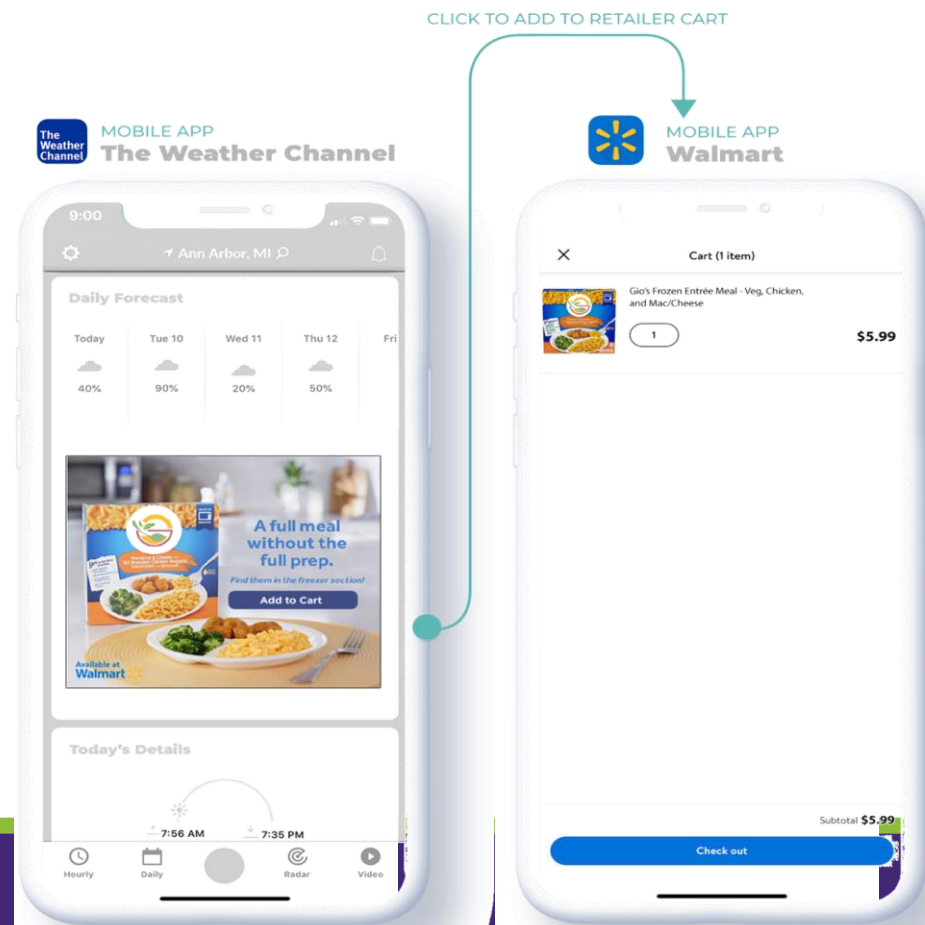
Reaches all kinds of shoppers on mobile. In addition to add-to-list, we can drive consumers to shoppable mobile carts, supporting purchase from their mobile devices in alignment with SmartCommerce

➤➤➤ **TIER 1:**  
1,781,250 IMPRESSIONS

➤➤➤ **TIER 2:**  
2,406,250 IMPRESSIONS

## BENEFITS

- Leverage AdAdapted's Audience (HOH decision makers), Data & Targeting
- Give Shoppers more ways to buy your product
- Supports major retailers including Walmart, Kroger, Target, and Amazon
- Ads equipped with Add-to-Cart functionality for seamless, obstacle-free user experience



Click2Cart® is a trademark of SmartCommerce, the provider of Click2Cart® services.



# ADD-TO-CART: SHOPPABLE VIDEO



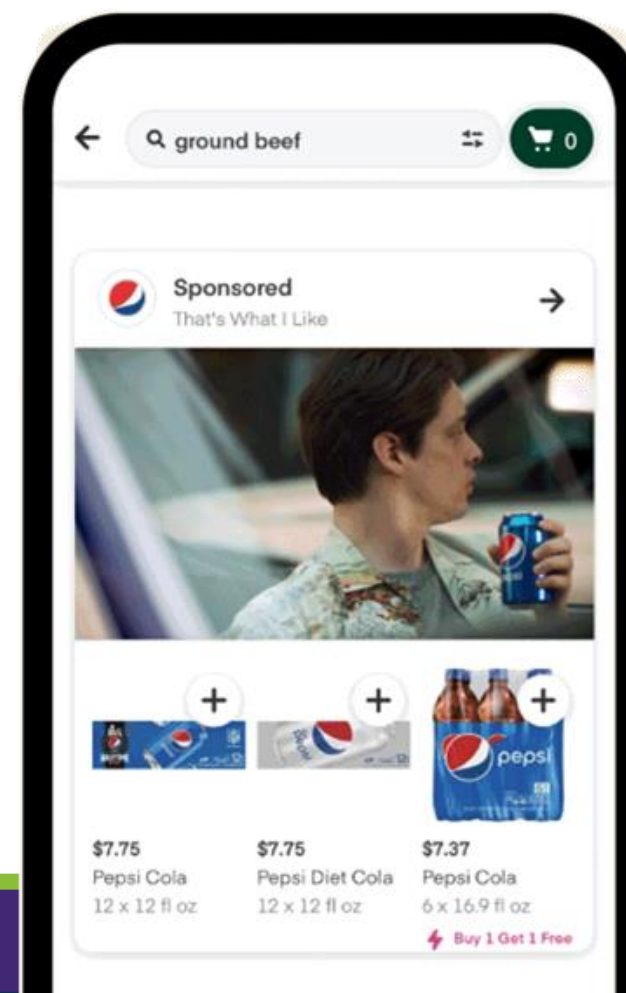
## TARGET NEW CUSTOMERS AS THEY SHOP

Brands can now seamlessly tell their brand story, while increasing conversions and gathering critical customer insight through mobile browser, mid-article or stand-alone video.

»» TIER 2 EXCLUSIVE

## BENEFITS

- Allows viewers to watch a video, and the moment they see a product they like in the video, they can simply click on it add it to their cart
- Maintains AdAdapted's one-click functionality so consumers can add branded products directly to their eCommerce cart
- Leverages AdAdapted's exclusive verified shopper audience to target consumers based on shopping list intent behavior, ensuring ads are served only to the consumers most likely to purchase the item, increasing the likelihood of conversion



NEW





# KEYWORD INTERCEPT



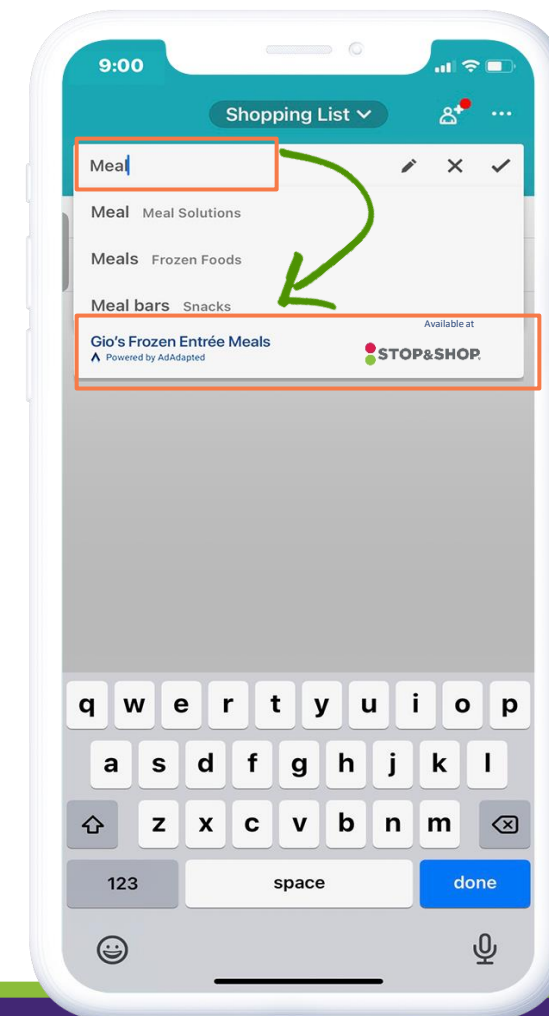
## MOBILE GROCERY SEARCH INTERCEPT FOR CPGs

**Ideal Context:** Branded ads are immediately presented in response to specific product terms entered while consumers are thinking about what they'll buy in the near future.

## ENGAGE IN-CATEGORY CONSUMERS IN REAL-TIME

- AdAdapted triggers promoted product in the “right place/right time”:
  - When shoppers search for a predefined list of terms or add a relevant product to their list
- Use of Keyword Intercept improves campaigns Cost Per Action (CPA)
- Keyword Intercept drives awareness, consideration and supports targeting of Add To List ad units

» **TIER 1 OR 2:**  
**20,000 SEARCH INTERCEPTS**







# AWARE AD UNITS



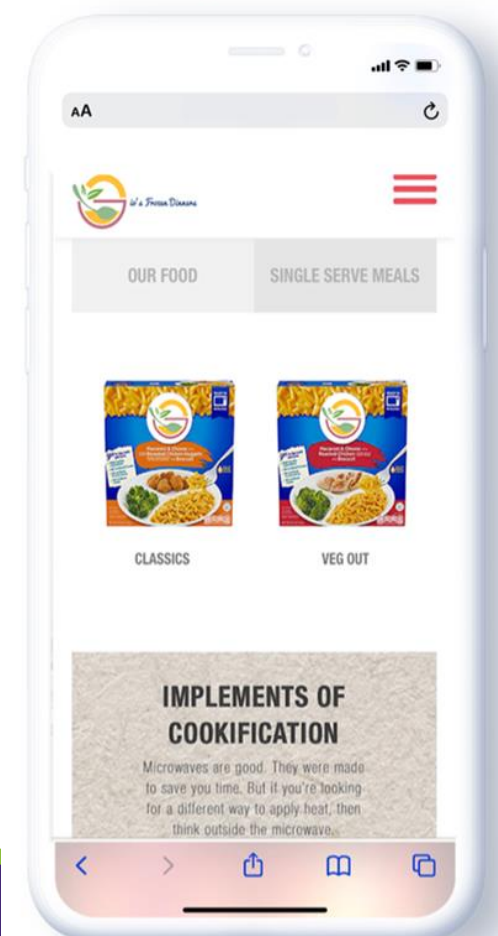
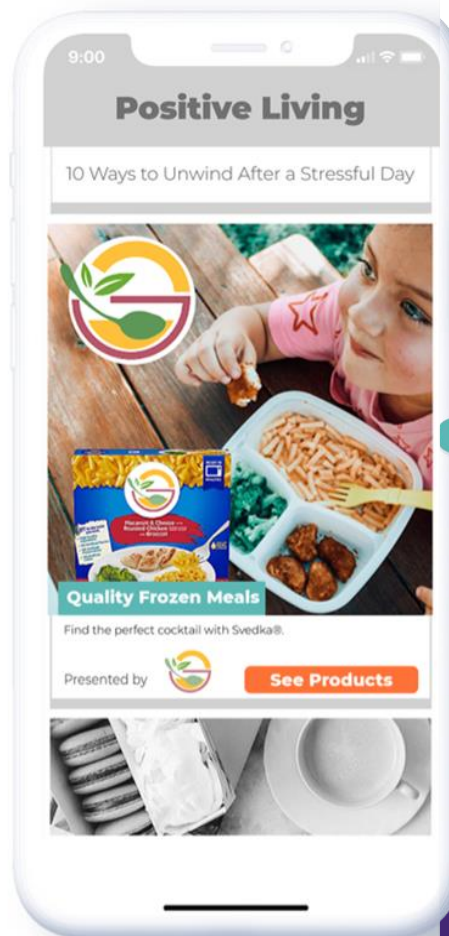
## Engagement, Awareness & Product Benefit Communication Impressions

- Engage brand's target audience and drive to advertiser's recipe page on Website, Social Media, Store Locator, product detail page or other landing with content that inspires targeted shoppers to be aware of and buy promoted products.
- **TACTIC:** Engage targeted audience through high impact (mobile in-app placements) in premium grocery and recipe app partners.
- Past campaigns have proven users prefer content-driven ads to those that click directly to a standard landing page. What to expect: 2X+ industry mobile CTR benchmarks.
- **PLACEMENTS:** 100% mobile, in-app targeted ads



**TIER 2 EXCLUSIVE**  
**600,000 IMPRESSIONS**

TAP TO LANDING PAGE



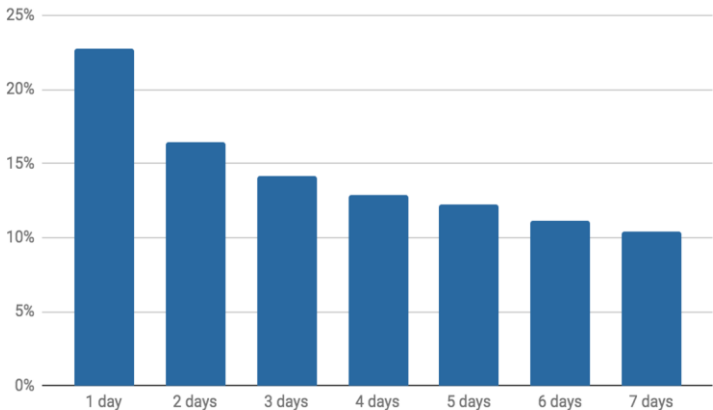
*Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.*



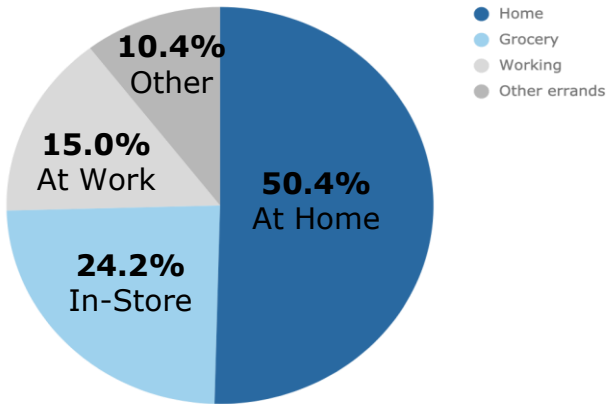
# DETAILED CAMPAIGN REPORTING



## TIME TO FIRST STORE VISIT



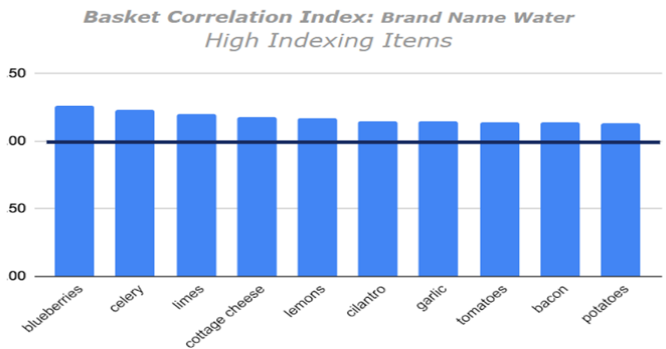
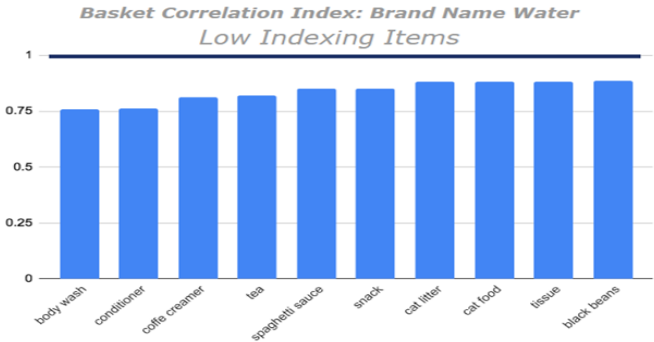
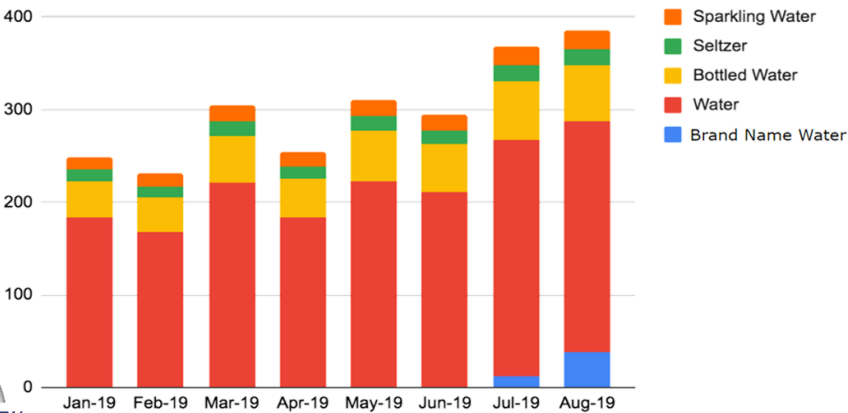
## WHERE SHOPPERS ADDED-TO-LIST



**PLUS LARGER  
CONSUMER TRENDS,  
SHOPPER  
INTERACTIONS ACROSS  
CATEGORIES &  
PRODUCT TYPES**

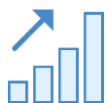
## UNDERSTAND CONSUMER PREFERENCES, ADJACENT PRODUCTS, AND MORE!

### MONTHLY TRANSACTIONS PER 1K USERS





# SAMPLE CROSS-OFF ANALYSIS REPORTING



**99.0%**

## Incremental List-Adds

% of list adds from shoppers who did not have “Name Brand” Water on the list previously.



**+46.0%**

## Organic Brand-Lift

Lift amongst shoppers who organically type in “Brand Name” Water, post campaign vs. pre-campaign.



**59.8%**

## Conquered Customers

% of adds from shoppers that previously had generic versions of specific products or competitive brands on their list.

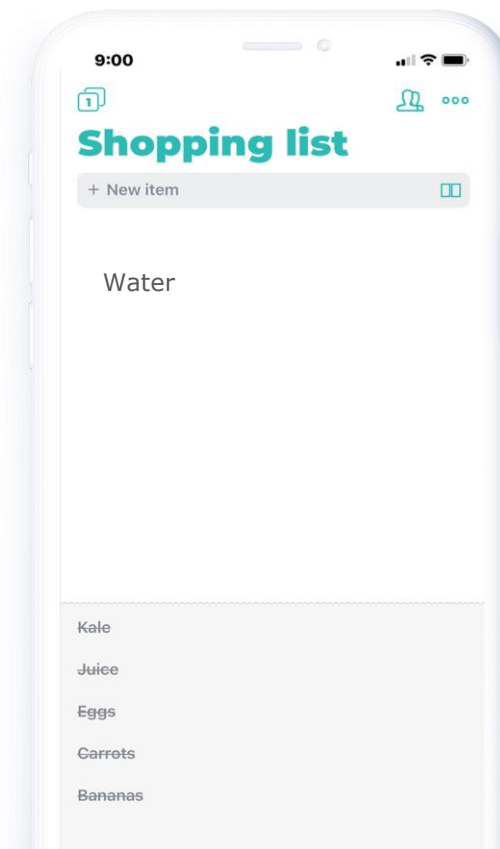


**+88%**

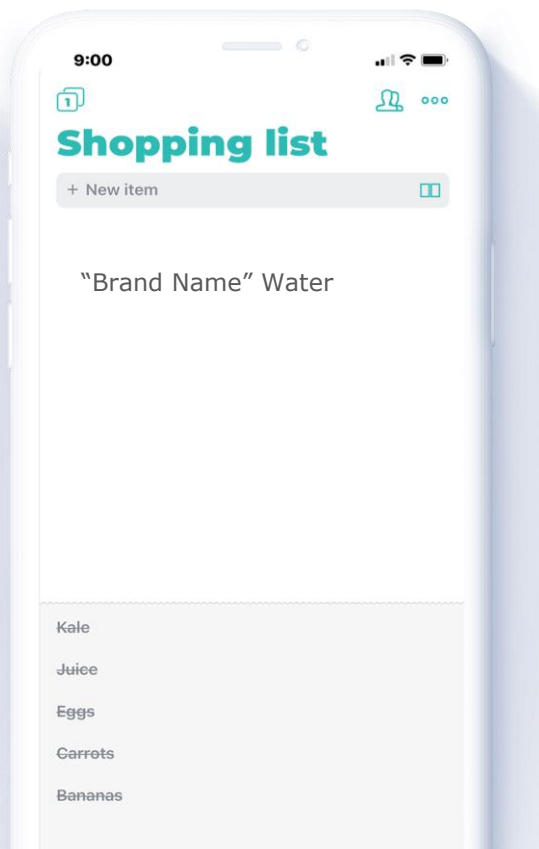
## Crossed-Off Product

Shoppers who added “Brand Name” Water during the campaign and crossed it off their list within 30 days post campaign.

BEFORE



AFTER





# SNAPSHOT OF SUPPORTING TOUCHPOINTS



**Link and leverage mix of supporting tactics**—including influencer marketing, custom branded video **(new!)**, consumer promotion and integration across relevant content platform —  
**to amplify your Brand message throughout the month of March**



**Expert influencer assigned to each brand to create custom content**

- ✓ Ability to target
- ✓ Editorial content & Social posts
- ✓ Option to overlay micro-sweeps

**Estimated 1M to 1.5MM Impressions per Brand**



**Featured placement / integration across website and social channels**

- ✓ Ad & logo placements
- ✓ Social Posts
- ✓ Recipe database
- ✓ **NEW!** :30 Branded Video

**25MM+ Total Easy Home Meals Program Impressions**



**National Consumer Promotion executed throughout March**

- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

**Estimated 10K-12K Unique Opt-ins**





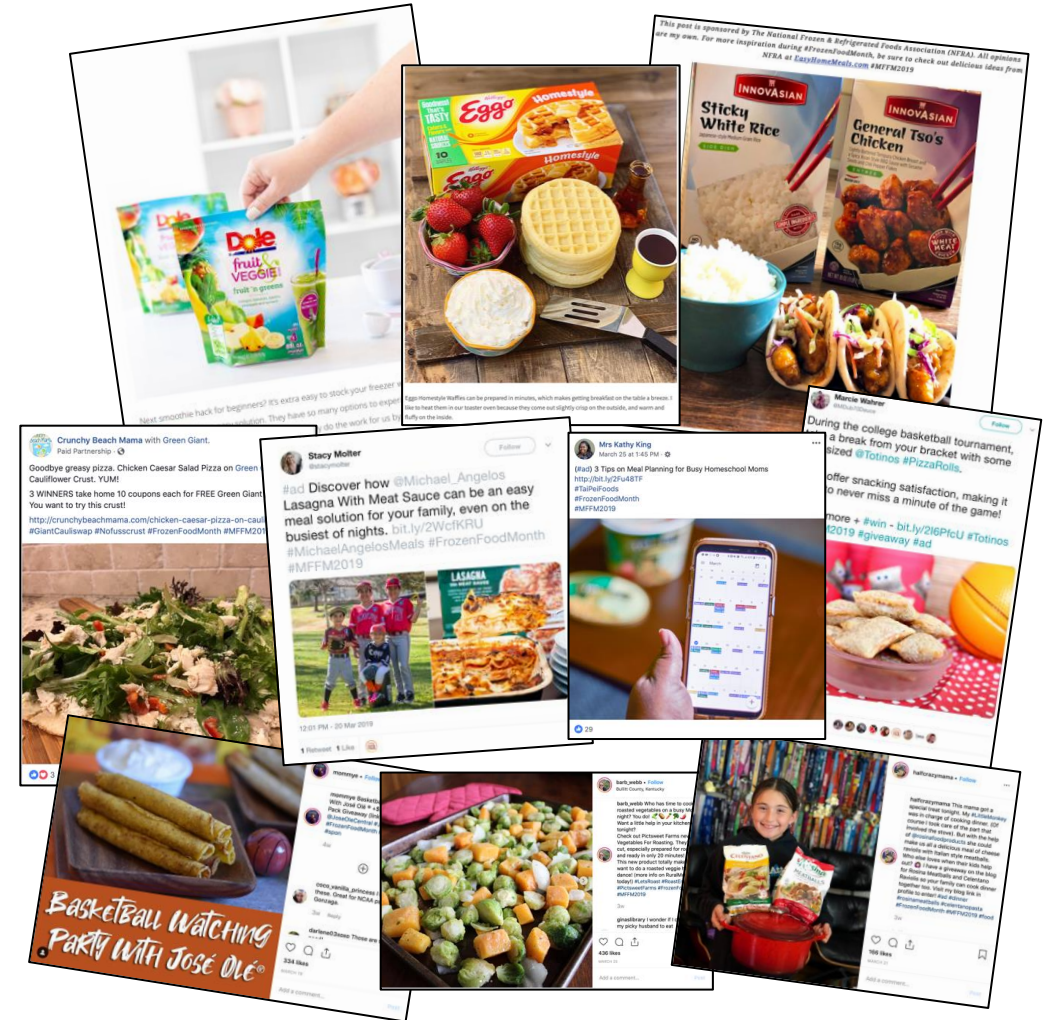


# SOCIAL INFLUENCER PROGRAM



Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout March Frozen Food Month.

- Influencers **blend each brand into their personal stories/recipes** to create an **authentic message**
- Content **posted across Blogs, Instagram, Facebook, Pinterest, Twitter, TikTok, YouTube, etc.**
- **Geo-targeted to specific audience/DMA by brand**
- Engagement can be incentivized through hosted **giveaways** with their audience via “**Micro-Sweeps**”





# EASY HOME MEALS INTEGRATION



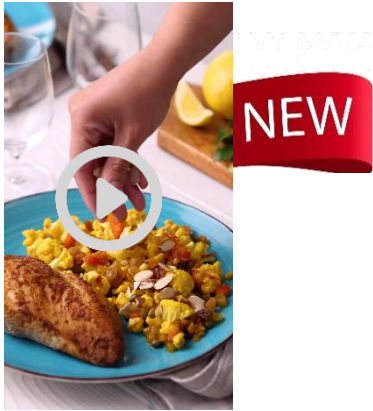
Logo Placement on MFFM Promotion Page



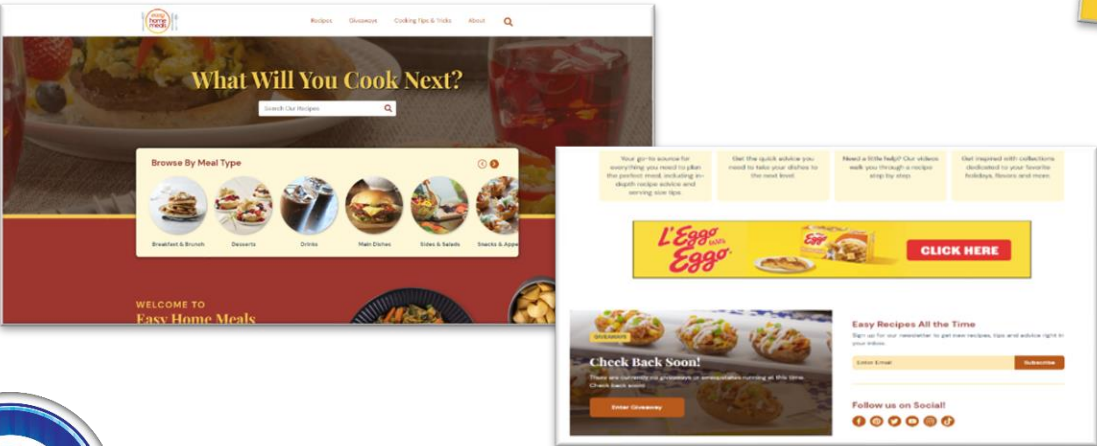
Featured in Easy Home Meals Newsletter



NEW! :30 Branded Vertical Video



Site-Wide Rotational Banner Ad\*



Custom posts and shared content across social channels  
NEW PAID BOOSTED SUPPORT



\*Or boosted FB post for participating retailers





# NEW FEATURE! :30 BRANDED VERTICAL VIDEO



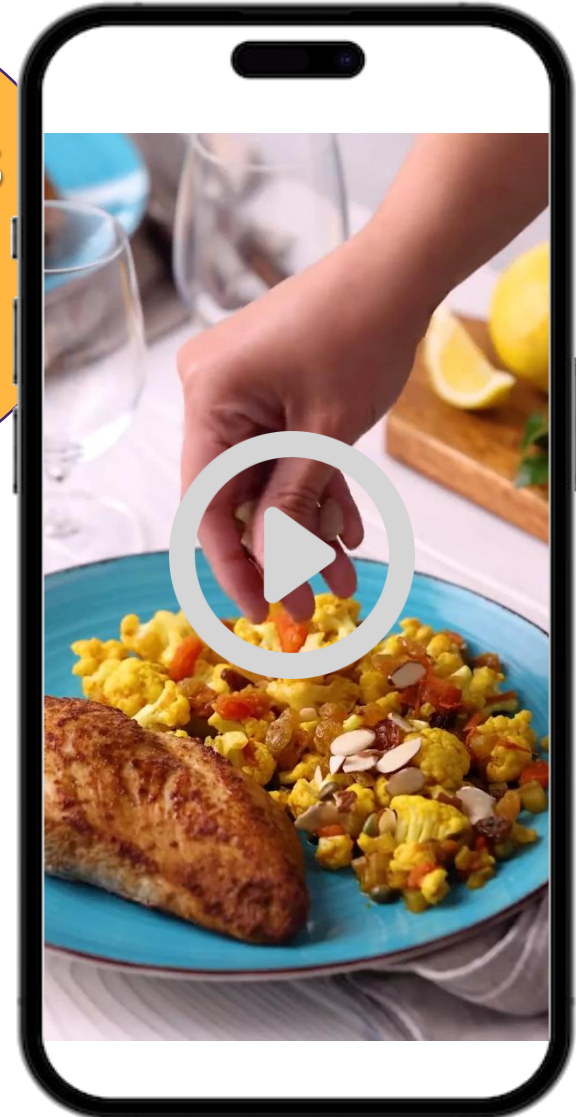
**BRANDED. FULLY CUSTOM. LIVE ACTION VIDEO.** Includes ALL associated costs:

- Talent procurement
- Recipe / content development
- Video production & Post-Production Editing
- All Ingredients / prop costs
- PLUS 5-7 stills for carousel scrolling
- BOOSTED POST across all applicable Easy Home Meals channels
- OWNERSHIP RIGHTS for future use

**PROVIDED AS  
VALUE ADD  
BY THE NFRA**

## WHY VERTICAL VIDEOS?

- 94% of mobile users scroll their feeds vertically. As result, content creators and marketers have adapted to vertical videos to reach—and increase engagement with—their target audience
- Takes up more screen space on mobile, making them more eye-catching and attention-grabbing
- Social Media platforms such as TikTok, Instagram, Facebook and YouTube are optimized for vertical videos, making them more engaging for users.





# CAMPAIGN DELIVERABLES



	TIER 1	TIER 2
Mobile Campaign Engages Verified Shoppers At Critical Points Along The Path To Purchase	3.58M+	5.43M+
Custom branded content via Influencer campaign	1MM+	1MM+
Featured placement / Integration across EasyHomeMeals.com	25MM+	25MM+
Consumer Opt-In File of Sweepstakes Entrants	14K+	14K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	30 MM+	31.5 MM+







# CAMPAIGN VALUE PROPOSITION



## Agency Oversight & Account Management \$15,000.00

Overall campaign planning & development

Daily campaign management over all program touchpoints (December - March)

Recap reporting & analysis

## All Creative Development & Production \$15,000.00

All copywriting, display ad creative and production

## Sweepstakes Administration, Management & Fulfillment \$9,500.00

Includes microsite development & hosting

Administration, management & fulfillment

## Sweepstakes Prizing \$10,000.00

Tier 2

## Ad Adapted Mobile Activation \$38,000.00 \$55,000.00

Add-To-List, Add-To-Cart (including shoppable video), Keyword Intercepts & Aware Ad units

Media planning & buying with real time campaign optimization

Program customization individualized by Brand

## Dedicated Brand Influencer \$2,500.00

Includes branded blog post plus secondary placement on available social media channels

## Easy Home Meals Promotion \$5,000.00

Featured placement on website, boosted posts on social media channels, customized :30 vertical video

**YOU CAN'T DERIVE THIS MUCH VALUE OUTSIDE  
THE CO-OPERATIVE MODEL!**

**TOTAL CAMPAIGN VALUE:** TIER 1 \$95,000.00 TIER 2 \$112,000.00

**PARTICIPANT FEE FOR MARCH FROZEN FOOD MONTH** \$39,600.00 \$49,600.00

**PARTICIPANT SAVINGS:** \$55,400.00 \$62,400.00

Above is a conservative estimate to illustrate the cost of program to execute outside the co-operative and the efficiencies co-operative programming affords





# THANK YOU!



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These concepts are submitted as a confidential presentation.

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