



2024 PR CAMPAIGN YEAR-END RESULTS

Dairy...and Beyond

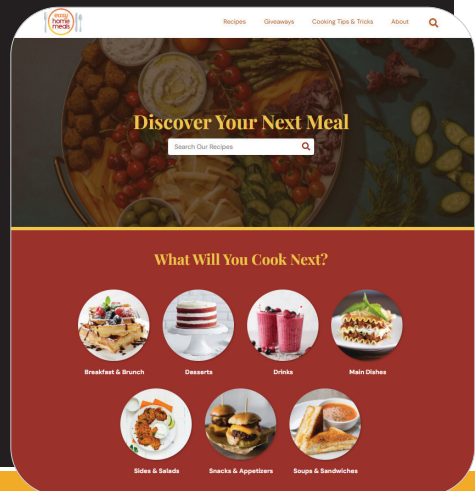
Real Food. *Frozen*

FROZEN PR CAMPAIGN 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.

PILLARS

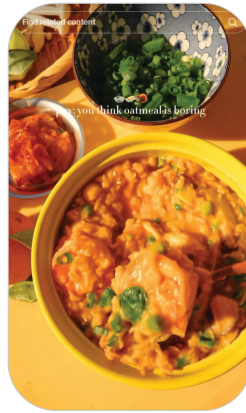
Create awareness of frozen foods' diversity and unique story - they are real, filled with bold flavors, reflective of culinary traditions from around the world and can help reduce food waste and manage consumers' food budgets.



1.5+B
Campaign Impressions

INFLUENCERS

The Easy Home Meals influencer network played a pivotal role in 2024, bringing fresh perspectives, authentic storytelling, and engaging content to consumers nationwide. This diverse group of home cooks, chefs, food enthusiasts, and content creators created innovative recipes, shared meal solutions, and inspired audiences to explore the frozen and refrigerated aisles in new ways. Through compelling video content, blog features, and social storytelling, EHM influencers highlighted over **40 NFRA member brands**, demonstrating the convenience, quality, and versatility of frozen and refrigerated foods. Their efforts drove **20.3+ million impressions, 2.6+ million engagements and 14.6+ million video views**, significantly expanding consumer awareness and engagement with our categories.



PARTNERSHIPS & INITIATIVES

A number of collaborations shared frozen and refrigerated messaging to millions of consumers, including ongoing efforts with educational materials from Young Minds Inspired (YMI). These lesson plans and activities, available in English and Spanish, were **downloaded 74K** times and reached **21+ million impressions** across digital platforms. A new activation with YouTube influencer, Sam The Cooking Guy, shared long-form video content with recipes and cooking tutorials. Macaroni KID, a leading digital resource for parents, connected families with fun and practical ways to make life easier. Branded content, targeted ads, and social media campaigns shared cooking tips and meal solutions, garnering **63+ million impressions**.

1.2+B
Campaign Impressions



MEDIA OUTREACH

NFRA's paid media outreach expanded significantly with targeted PR Newswire releases and trade press outreach focusing on key events, consumer research, promotions, holidays, and relevant and seasonal content to boost positive discussions about frozen and refrigerated foods. Four multimedia distributions and landing pages for the ReDiscover, March Frozen Food Month, June Dairy Month, and July Summer Favorites Ice Cream & Novelties promotions; plus virtual media tours (VMTs) for March Frozen Food Month and June Dairy Month with Chef Jamie Gwen extended our message to TV, radio, and online news outlets nationwide. These tours resulted in a total of **3.5K broadcast airings and 67+ million impressions**.



2.7+B
Total PR Campaign Impressions

SOCIAL MEDIA PLATFORMS

NFRA leveraged Easy Home Meals' social media platforms to effectively communicate the message about frozen and refrigerated foods to large audiences. The continued growth of Easy Home Meals on TikTok and YouTube quickly built a highly engaged fan base. Across all channels, we promoted influencer content, recipes, meal ideas, sponsored products, trends, and promotions, resulting in **111+ million impressions**.

REGISTERED DIETITIANS

NFRA's Retail Dietitian Initiatives continued to expand in 2024, strengthening partnerships with registered dietitians to promote the nutrition, convenience, and versatility of frozen and refrigerated foods. Through the Retail Dietitian Digest newsletter, NFRA provided industry insights, trends, and promotional opportunities, while new RD-created recipes, infographics, and blog content reinforced positive category messaging. These efforts helped educate consumers both in-store and online, positioning frozen and refrigerated foods as healthy, time-saving meal solutions for today's shoppers.



EASY HOME MEALS NEWSLETTER

Delivered monthly to a growing audience of over 100,000 subscribers, the Easy Home Meals e-newsletter offers a curated mix of recipes, seasonal meal inspiration, and expert tips. Subscribers also enjoy exclusive access to consumer contests, sweepstakes, and special promotions hosted by NFRA. Seamlessly integrated with EasyHomeMeals.com and social media channels, the newsletter serves as a go-to resource for meal ideas and culinary inspiration, keeping consumers engaged and connected to the frozen and refrigerated categories.



REFRIGERATED PR CAMPAIGN MESSAGING PLATFORM

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

PILLARS

Broaden consumer appeal as a destination for healthy lifestyles. Increase usage occasions by encouraging exploration. Expand the consideration set beyond "staples." Tell the story of the aisle that offers nutritional value, convenience, versatility and culinary inspiration.

EASY HOME MEALS SOCIAL REACH

f 483,000+ followers +6.2% YOY

🎵 90,700+ followers +63.9% YOY

📷 11,500+ followers +18.1% YOY

📺 3,400+ subscribers +46.7% YOY

📌 7,700+ followers

TO SUPPORT THESE CAMPAIGNS, PLEASE REACH OUT TO nfra@NFRAweb.org