

STRATEGY

NFRA's two consumer PR campaigns bring the industry together to promote frozen and refrigerated foods year-round and drive consistent communications to consumers about the categories.

- Tell the story of frozen and refrigerated dairy foods through carefully developed industry messaging platforms.
- Reach consumers with relevant, creative content on our Easy Home Meals' website and social channels, as well as partner platforms where food discussions are taking place.
- Conduct media outreach to deliver key frozen and refrigerated food messaging and establish NFRA as an expert resource.
- Engage NFRA members and leverage their input and resources to support campaign initiatives.
- Recognize sponsoring brands when/where possible and appropriate to showcase the quality of products that can be found in the aisles.

MESSAGING

Frozen Foods

The **Real Food. Frozen** campaign is continuing to transform the frozen food conversation – consistently working to change consumer perceptions and driving more shoppers to the frozen food aisles. Focusing on key messaging pillars: **Real, Exploration, Flavorful and Value.**

Refrigerated Foods

The **Dairy...and Beyond** campaign is leveraging and increasing usage occasions for refrigerated foods – continually showcasing the breadth and depth of the modern dairy aisle and how it is meeting every dietary and lifestyle need. Focusing on key messaging pillars: **Health & Wellbeing, Versatility, Innovation and Indulgence.**

OBJECTIVES

- Increase conversation and positive sentiment about frozen and dairy aisle foods.
- Generate greater share of voice in traditional and social media.
- Showcase usage occasions, meal solutions and introduce new ways to use frozen and dairy aisle foods.
- Inspire and drive consumers to the frozen and dairy aisles of the store.
- Increase awareness and consumption of frozen and dairy aisle foods.

CAMPAIGN ACTIVATIONS

STORYTELLERS

Cool Food Panel of Influencers

Enlist a panel of food and lifestyle influencers to fuel positive conversations and drive inspiration, with a focus on frozen and refrigerated-based meal solutions and sponsor brands.

- Continue to use core influencers who have performed well for Easy Home Meals. Use exploratory influencers to gauge their fit with Easy Home Meals.
- Develop a brand style guide for Easy Home Meals to ensure our own brand has a unified look and voice.
- Increase paid promotion behind influencer and Easy Home Meals posts to cross promote on growing channels Tik Tok, Meta, YouTube and Pinterest.
- Focus on more short-form, vertical video and original Easy Home Meals content.

Influencer Campaigns

Conduct high-performing influencer activations like macro-influencer campaigns and live streams focusing on authentic, unproduced video to create trust with audiences. Increase paid promotion to maximize reach of the best content.

SOCIAL & DIGITAL MEDIA

Easy Home Meals Website

Our consumer facing brand is Easy Home Meals. All campaign communications originate or drive to the EasyHomeMeals.com website or social channels.

- Enhance recipe pages and search functionalities to more effectively cater to consumers' needs.
- Conduct additional experiential promotions like personality quizzes and giveaways to attract younger audiences and drive traffic year-round.
- Optimize our SEO/SEM strategy, including promoted posts and retargeting ads, to drive traffic to the Easy Home Meals website and social media channels.

Easy Home Meals Social Channels

Engage in audience listening and interaction to curate user-generated content to share across Easy Home Meals channels. Focus on highly desirable short-form video promoted across multiple channels.

- Amplify our TikTok channel to include educational, entertaining and fun content.
- Capitalize on high Pinterest impressions with continued advertising.
- Create tailored content for each platform and target audience, leveraging data insights to optimize and improve each channel individually.



Consumer E-Newsletter

Easy Home Meals' e-newsletters reach a current subscriber base of nearly 100,000 with content focused on recipes, timely messaging and tips about frozen and refrigerated foods.

- Grow the Easy Home Meals e-newsletter distribution list with dedicated email campaign and premium content offers.

MEDIA OUTREACH

Consumer Media Outreach

Continue a paid media strategy that establishes NFRA and Easy Home Meals as an industry thought leader on all things related to frozen and refrigerated foods.

- Use multimedia and traditional press releases for all annual promotions, as well as the Back to School and Holiday seasons.
- Conduct Virtual Media Tours for the March and June promotions and evaluate other consumer media opportunities to support key PR/promotion initiatives throughout the year.

Industry Media Outreach

Nurture existing media relationships and develop new opportunities with targeted trade media outreach.

- Leverage data from commissioned research surveys to showcase the value of the categories.

STRATEGIC PARTNERSHIPS/INITIATIVES

Chef Jamie Gwen

Continue partnership with Chef Jamie Gwen focusing on virtual Media Tours during March Frozen Food Month and June Dairy Month.

- Develop original Easy Home Meals recipes utilizing frozen and dairy aisle products.
- Repurpose/reformat content for social platforms.

Dishworks

Engage in partnership with new content creation studio to develop original Easy Home Meals recipes and vertical videos.

Supermarket Registered Dietitians

Expand initiatives to engage Supermarket Registered Dietitians (SRDs) by providing key messaging, content and resources for their shopper communication efforts.

- Continue engaging with and expanding SRD Advisory Panel to ensure content is relevant and being used.
- Work with a registered dietitian to update existing SRD toolkits, create new recipes and video content and conduct targeted outreach to member SRDs.

Educational Outreach Program

Partner with curriculum specialists, Young Minds Inspired, to create educational materials for grades 9-12.

- Focus on building life skills including understanding food costs, avoiding food waste and benefits of meal planning.
- Deliver digital activities to over 87,300 teachers.
- Translate materials into Spanish for broader use.

Rediscover Dairy and Frozen Promotion/PR Initiative

Official rollout for the promotion in January 2024 on Easy Home Meals channels to keep consumers interested in frozen and dairy aisle categories by showcasing new innovations, products and recipes.

- Weekly themes are broad enough to cover all categories.
- Editorial Calendar with social posts, logos, infographics, videos and toolkits for member use.
- Consumer lookbook showcasing products, recipes, meal solutions, tips and tricks and more.
- Consumer sweepstakes driving more visitors to Easy Home Meals platforms.

Food Waste/Food Safety Initiatives

Communicate with audiences on timely food waste and food safety topics and how frozen and refrigerated foods can be part of the solution.

- Develop infographics and videos to share on social media and take a larger role in the conversation at a national level.
- Renew our sponsorship with the Partnership for Food Safety Education and collaborate on content development and sharing.

MEMBER REPORTING/COLLABORATION

Provide regular reporting on campaign successes, as well as engage campaign sponsors in PR campaign activations.

- Conduct kick-off calls with PR campaign sponsors to align on content and deliverables.
- Further develop collaborative relationships with member social media contacts to facilitate content creation and content sharing.
- Provide sponsor recaps that detail where/how sponsor brands were showcased across the Easy Home Meals channels.