



12 Ideas for a Successful Promotion

Make this the Best March
Frozen Food Month ever!



2024

Plan. Partner. **Promote!**

1

Cultivate Beneficial Partnerships

Retailers/Wholesalers should connect with manufacturer, sales agent and/or local association partners to see what promotions they already have planned.

2

Promote and Leverage Brand Sponsors

The brands participating in NFRA's national program are already invested in doing national advertising for the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays.



3

Decorate Stores with March-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display.

Check out new and discounted items for 2024!

Visit NFRA's [online POS ordering site](#) to see available items and to order.

4

Promote the Easy Home Meals National Sweepstakes

The March Frozen Food Month \$10,000 Sweepstakes creates consumer excitement! We invite you to promote the sweepstakes in your ads and on your website by directing consumers to EasyHomeMeals.com to enter. The sweepstakes will launch February 27th.

[Click here for artwork](#) to put in your ads or on your website to promote the sweepstakes.



For the most current list of participating brands, visit [March National Program](#) on [NFRAweb.org](#).

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real food...
Just Frozen!



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5

Promote Consumer Giveaway

The Consumer Giveaway creates social engagement and excitement among your audience. Promote the giveaway in your communications to engage consumers.

Visit the [March Toolkit](#) for artwork to use in your ads, website, social channels, etc. to promote the giveaway.

6

Compete in the Golden Penguin Awards Competition

Gain national recognition as an industry leader in promotion and marketing. Enter the [Golden Penguin Awards](#) – choose from many categories focused on effectively using different marketing vehicles.

7

Be a Social Media Influencer

Providing information about the benefits of frozen foods and recipes to make meal planning easier, positions your company/store as an authority and influencer.

NFRA has sample social posts and messaging, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Look for the [March Toolkit](#) on [NFRAweb.org](#).



8

Utilize and Leverage the March Frozen Food Month Brand

Provide a consistent look in your advertising for easy consumer recognition by using the March Frozen Food Month logo and theme.

Visit NFRA's [March Toolkit](#) to download the March logo for your website, flyers, circulars, and other communications.

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9

Share NFRA's Content and Posts on your Social Media Platforms

Easily take your promotion to the next level by using NFRA's template social media posts found in the [March Digital Toolkit](#).

Follow Easy Home Meals [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#), [YouTube](#), [TikTok](#) and the [website](#) for recipes and stories that you can re-share on your own social channels, newsletters, and communications.

10

Have RDs and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors so we can easily share content. We would love to have your chefs, RDs and experts share their frozen food knowledge on our Easy Home Meals website.

Please contact NFRA about contributing content on frozen or refrigerated foods throughout the year.

11

Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.



12

Host In-Store Events and Demos

In-store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special March event and draw more shopper attention to the aisle.

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