



2024



savor

the taste of
real food...

Just Frozen!

Plan. Partner. **Promote!**



NFRA's Flagship Promotion

A proven approach to promoting frozen foods for over 40 years

An ALL Industry Effort for ALL NFRA Members

Bringing together all segments of the industry to promote the frozen category to consumers... in-store, online, and through traditional, digital and social media, as well as community events across the country.

The Goals

- Increase the Sales and Consumption of Frozen Foods
- Enhance the Overall Positive Sentiment about the Category
- Continue to tell the **Real Food. Frozen.** story



How You can Participate and Benefit

Retailers, Manufacturers,
Sales Agents, Local Associations



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Many Ways for Your Company to Participate in the March Frozen Food Month Promotion

Whether you are a Retailer, Manufacturer, Sales Agent or Local Association... whether you want to get involved on a small scale or large scale... NFRA has the tools and ideas to help you create an effective and profitable promotion.

Here is a sampling:

- Work with industry partners (retailers, manufacturers, sales agents and/or local associations) to create profitable in-store promotions during March.
- Decorate your retail environment and create warmth and excitement in the aisles with March-themed POS materials.
- Promote the Easy Home Meals Consumer Sweepstakes and link to it from your digital properties.
- Utilize NFRA's March Frozen Food Month content on your social platforms to connect with your customers about the benefits of the frozen category.
- Go for the Gold and share all your fun and exciting March Frozen Food Month campaigns and events with the industry by entering the Golden Penguin Awards – multiple categories and easy online entry.

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12 Ideas for a Successful Promotion

Make this the Best March
Frozen Food Month ever!



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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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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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NFRA's Consumer Outreach During March

March National Program
PR Campaign Activations



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NFRA's National March Efforts

NFRA and a group of leading Manufacturers and Retailers will launch a National Program that includes impactful promotional elements to reach consumers.

Participating brands can now leverage mobile in a new and exciting way, reaching millions of consumers at critical points along the path to purchase.

Get On the List. Get In the Cart: National Program Elements

- AdAdapted offers a mobile-first media partnership including shoppable video, multi-retailer/multi-product e-comm campaigns, and improved audience profiling
- Gets branded products on consumer lists and in e-comm carts
- Paid promoted post on Easy Home Meals channel(s)
- Brand-specific custom vertical video
- Extensive Social Media Influencer program dedicated to March Frozen Food Month messaging
- \$10,000 March Frozen Food Month Consumer Sweepstakes

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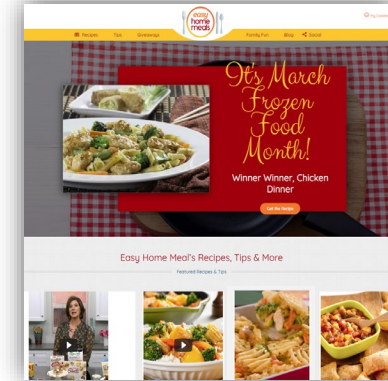


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2024 Real Food. *Frozen.* PR Campaign Activations

NFRA's comprehensive, year-round PR campaign enhances the March promotion through new and engaging activations to reach more consumers.



- Easy Home Meals will connect with large consumer audiences about March and Real Food. *Frozen.* messaging
- Easy Home Meals social media platforms, website, and consumer e-newsletter will fuel positive conversations and drive inspiration for frozen-based meal solutions
- Media partnerships and outreach will include influencer content, a virtual media tour event, interactive landing page and press release, videos and infographics
- March Digital Toolkit – available online and emailed to NFRA members – provides a guide to utilizing all of NFRA's March resources

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Honoring the best marketing and
merchandising in the industry

Golden Penguin Competition

Go for the Gold!



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Whether your efforts are big or small, there is a category to fit your promotion!



Online Entry...Engaging Categories

In-Store Display

Creative and effective use of signage, visuals, props, etc., promoting March Frozen Food Month.

In-Store Event

Events in support of March Frozen Food Month – may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcast, etc.

Community Involvement

In-store or out-of-store event for March Frozen Food Month supporting a community/public service or charitable cause (food drive, fundraising, volunteer service).

Social Media Campaign

A sustained campaign promoting March Frozen Food Month –utilizing at least two forms of social/digital marketing, including: website, blog, emails, apps, Facebook, Twitter, Pinterest, YouTube, Instagram or other social platforms.

Private Brand Campaign

A sustained MFFM campaign promoting a private brand(s) during the promotion period utilizing at least two forms of digital or print communications or in-store execution.

Retail Dietitian Wellness Program

A sustained wellness campaign created by a retail Dietitian and using at least two forms of digital/print communication and/or in-store or online execution.





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Honoring the Best Marketing and Merchandising Efforts in Support of March Frozen Food Month



Overall Marketing Campaign

A sustained marketing campaign promoting March Frozen Food Month – utilizing at least four forms of advertising, digital communication, print communication or in-store execution.

Subcategories

- Retailers
- Wholesalers
- Manufacturers
- Sales Agents
- Local Associations

Top Marketer Awards

A special group of awards recognizing the best of the best! The highest scoring entry in each of the Overall Marketing Campaign subcategories will be named the Top Marketer. This group of winners will be announced at the NFRA Convention during the Awards Luncheon.

All entries must be submitted online. Visit NFRAweb.org for more information.





March-Themed Point of Sale

Add Excitement to the Aisles!





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Point of Sale – Simply click and order online!



NFRA has a wide variety of March-themed POS/POP and cool Specialty Items, as well as Artwork available for your local promotions.



Frozen Food Month Balloons

White 11" round latex balloons with four-color logo that does not blur or fade when inflated.

Members: \$40 (pkg. of 100)

Non-Members: \$80 (pkg. of 100)

Qty. per package: 100



Frozen Food Month Fans

The tissue fans include a two-sided cardboard insert announcing March Frozen Food Month. When open, the fans measure 27". Brilliant blue, golden yellow and light green fans are available. You choose the fan color. Sold individually.

Members: \$7 each

Non-Members: \$14 each

Sold individually

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New Items for 2024!

[Simply Click and Order Online!](#)



Frozen Food Month Pennant Banners

This frozen-themed pennant banner is 11 1/2" h x 9 1/2". Each banner contains 12 pennants on string.

Members: \$9

Non-Members: \$18

Sold individually



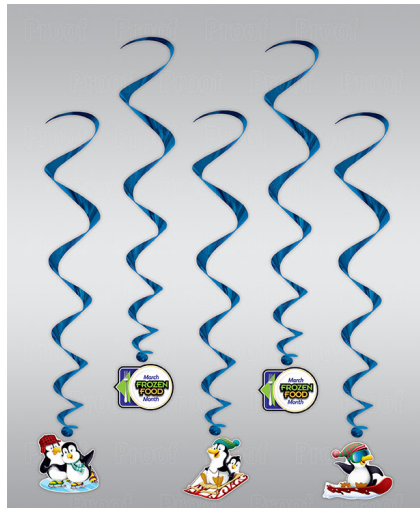
Frozen Food Month Corner Door Clings

The March Frozen Food Month Corner Door Cling measures 8.5" x 8.5" x 12" and can be used on any glass or window.

Members: \$50 (pkg. of 25)

Non-Members: \$100 (pkg. of 25)

Qty. per package: 25



Frozen Food Month Twirly Whirllys

March Frozen Food Month Twirly Whirllys hang 24" long & 1-1/4" wide and attached dangles are 6" x 6" with the March Frozen Food Month logo printed on both sides.

Members: \$6.25 (pkg. of 5)

Non-Members: \$12.50 (pkg. of 5)

Qty. per package: 5



Frozen Food Month Stickers

March Frozen Food Month logo and penguin stickers.

Members: \$5 (pkg. of 4 sheets)

Non-Members: \$10 (pkg. of 4 sheets)

Quantity per package: 4 sheets of 11
Total stickers: 44

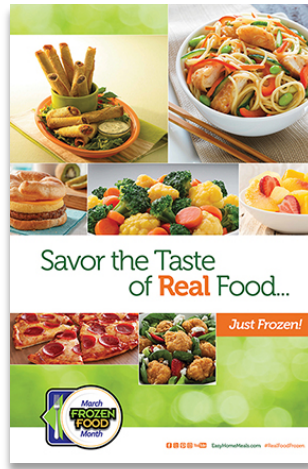
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Point of Sale – [Simply Click and Order online!](#)



Frozen Food Month Poster

The 20" x 30" poster is printed on one side, prominently featuring the March Frozen Food Month logo and theme and directing customers to EasyHomeMeals.com.

Members:\$25 (pkg. of 10)
Non-Members:\$50 (pkg. of 10)

Qty. per package: 10



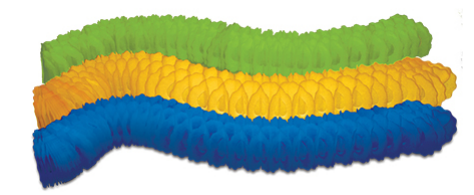
Frozen Food Month Door Blade ***35% off!**

(price as listed below)

The 4" x 24" door blade is printed on two sides and directs customers to EasyHomeMeals.com. Packaged with 2 suction cup clips per blade.

Members:\$24.70 (pkg. of 15)
Non-Members:\$76 (pkg. of 15)

Qty. per package: 15



Frozen Food Month Garland

Complementing the tissue fans, the blue, golden yellow and light green garland is made of tissue paper and stretches to 12 feet when fully extended. You choose the garland color.

Members: \$5 each
Non-Members: \$10 each

Sold Individually





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Point of Sale – [Simply Click and Order online!](#)



Frozen Food Month Freezer Cling

***35% off!** (price as listed below)

The 23" x 4" freezer cling fits across the top of the glass doors of most freezers and directs customers to EasyHomeMeals.com.

Members: \$22.75 (pkg. of 15)

Non-Members: \$70 (pkg. of 15)

Qty. per package: 15



Frozen Food Month Static Cling

The March Frozen Food Month static cling measures 5" x 5" and can be used on any glass or window.

Members: \$20 (pkg. of 25)

Non-Members: \$40 (pkg. of 25)

Qty. per package: 25

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Point of Sale – [Simply Click and Order online!](#)



Penguin Pencils

White background with black penguins imprinted on pencil.

Members: \$42 (pkg. of 144)

Non-Members: \$84 (pkg. of 144)

Qty. per package: 144



Easy Home Meals Pens

Bold red and metallic silver pen with comfort touch finish and stylus tip. Promotes EasyHomeMeals.com website. Black ink.

Members: \$18 (pkg. of 20)

Non-Members: \$36 (pkg. of 20)

Qty. per package: 20



Plush Penguin

This adorable, plush penguin stands 8" tall. A cuddly friend for all age groups. Machine washable.

Members: \$9 each

Non-Members: \$18 each

Sold Individually

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