



NFRA



**SHOPPER ACTIVATION THAT DRIVES BRAND AWARENESS,
TRIAL AND OMNI-CHANNEL SALES VELOCITY**

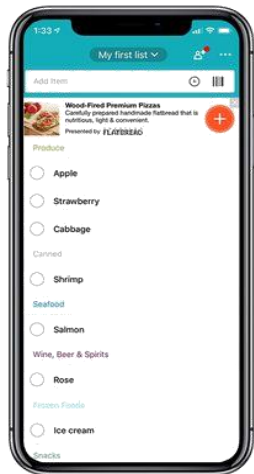
**2025 INCLUDES
\$10,000 SAVINGS FOR
ALL PARTICIPATING
BRANDS
SUBSIDIZED BY NFRA**

GET ON THE LIST. GET IN THE CART.

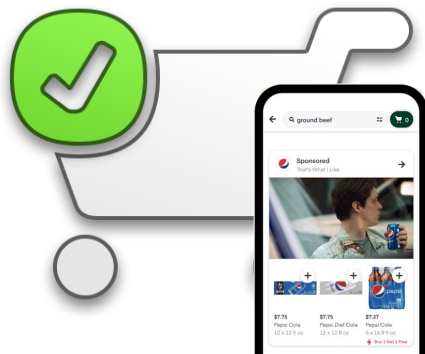
The 2025 June Dairy Month co-operative campaign reaches verified, grocery shopping decision makers on their mobile device at the most critical points along the path to purchase:

- GROCERY LIST PREPARATION.
- PRODUCT SEARCH.
- PRODUCT SELECTION.

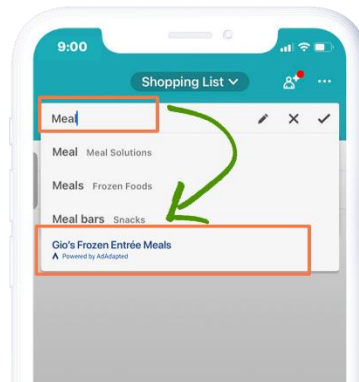




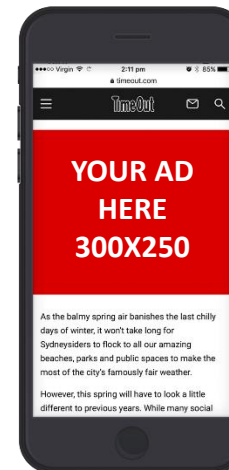
ADD-TO-GROCERY LIST



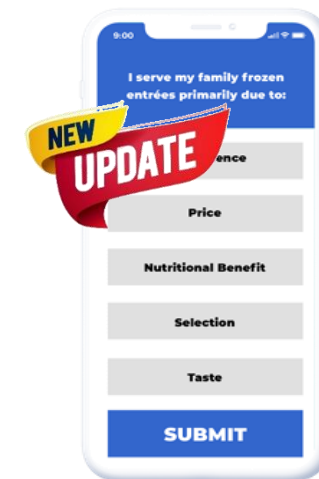
ADD-TO-CART WITH SHOPPABLE VIDEO



KEYWORD INTERCEPTS



MOBILE DISPLAY ADS



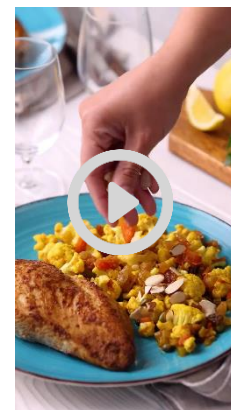
CONSUMER POLL



SOCIAL INFLUENCER CAMPAIGN



EASY HOME MEALS INTEGRATION W/ BOOSTED POSTS



BRANDED :15-:30 VERTICAL VIDEO

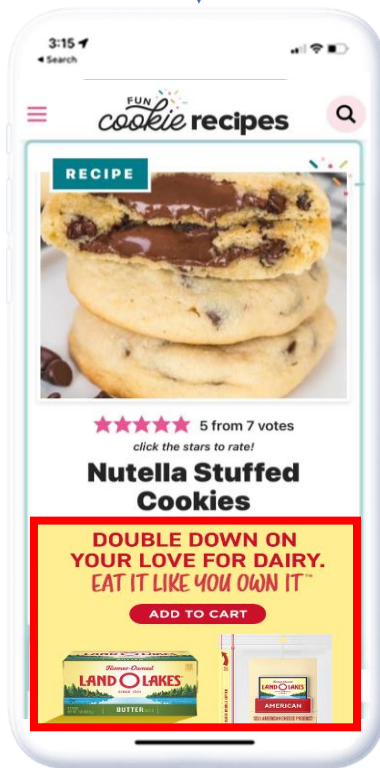


NATIONAL CONSUMER SWEEPSTAKES

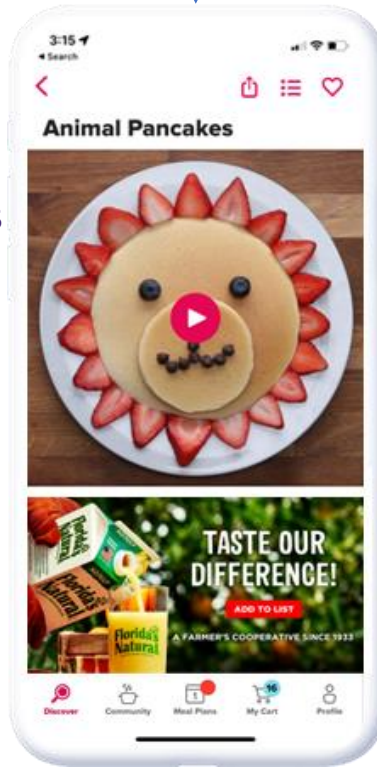
NEW UPDATE

360° RECIPE MEDIA SOLUTIONS

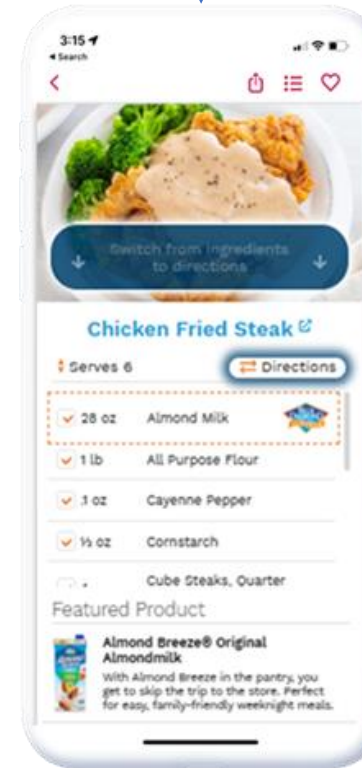
RECIPE MATCH



MEAL OCCASSIONS



SPONSORED RECIPES



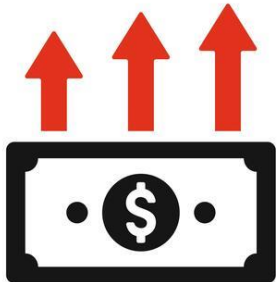
SINCE 2022, JDM PARTICIPANTS, INCLUDING RETAILERS, HAVE EARNED:



BRAND CONSIDERATION

328.2K+

Total # of participating products added to a target shoppers digital grocery list or retailers' e-comm cart



OMNI-CHANNEL BRAND REVENUE

\$2.44MM

Total projected revenue for in-store and e-commerce sales based upon total cart value and participating products checked off grocery lists on targets next in-store purchase



NEW SHOPPER ACQUISITION

77%

Average # of target shoppers who added a participating product to their grocery list during JDM that had not added that brand name previously



SHOPPER CONVERSION

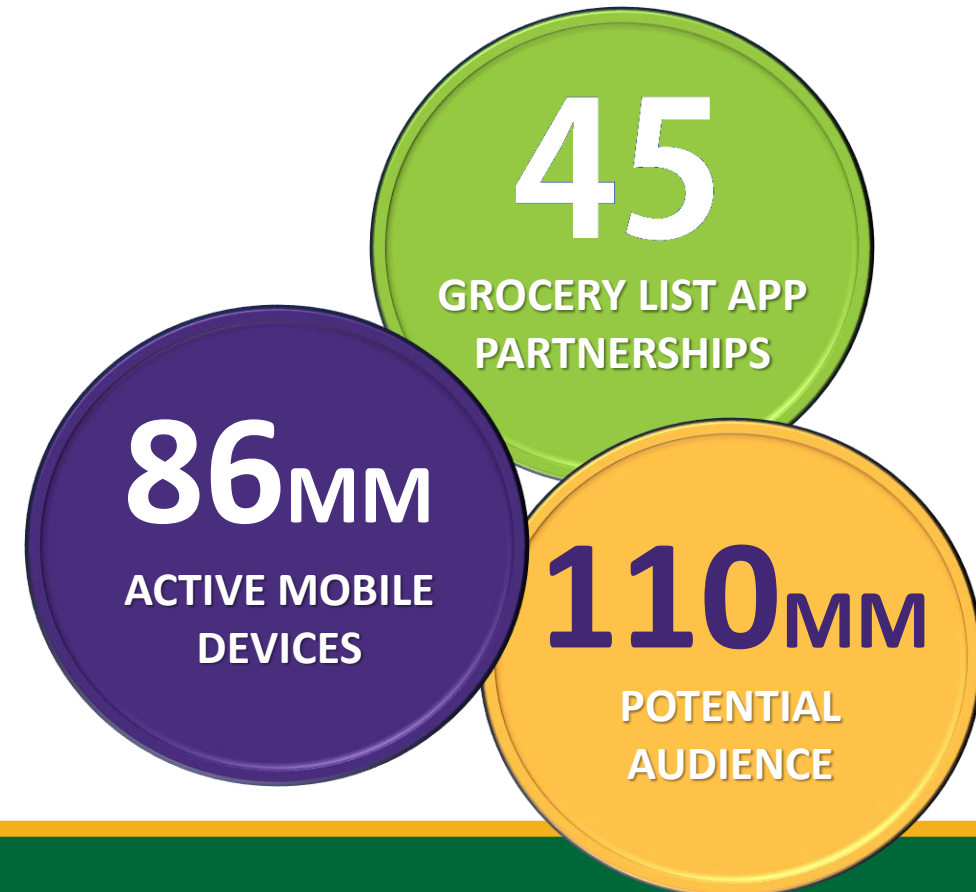
60%

Average # of target shoppers who added a participating product during JDM had not added that brand name to their list previously

In partnership with AdAdapted—a mobile insights and advertising platform—the 2025 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.

ADADAPTED

- 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 instore or online
- Target shoppers based on what they intend to buy
- Instore: 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



Buy me a pie!



BigOven



MY SHOPPING LIST



GeoCoupons



shopular



EASY MENU PLANNER



MOM'S DAILY PLANNER



GROCERY GADGET



SUPER SIMPLE SHOPPING LIST



Weekly Ads & Sales
Kohls, CVS, Publix, Bestbuy



yahoo!



YouTube



The
Weather
Channel

People



DAILY HOROSCOPE



Bloomberg



WORDS WITH FRIENDS



WeatherBug®



mealime




Apple News



allrecipes!



MEANINGFUL ENGAGEMENT

- Places branded products on digital grocery lists & in e-comm carts
- Engages mobile grocery shoppers
- Connects ad spend to purchase intent

TO THE RIGHT AUDIENCE

- Reaches exclusive network of list apps
- Comprised of HOH grocery shopping decision makers

PROVIDING INVALUABLE INSIGHTS

- Learn what other products and brands consumers added-to-list
- Understand replenishment cycles of target shoppers
- Evaluate brand lift and consumer conquering

THAT HELPS DRIVE RESULTS

- 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 SHOPPER 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 traditional co-operative** model **without sacrificing** individual **Brand or Retailer SOV**
- ✓ Drives in-store traffic while **effectively addressing the continued growth of online grocery**
- ✓ **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
- ✓ 1st 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 campaign reporting **includes category, consumer and basket trend analysis**

2025 INCLUDES
**\$10,000 SAVINGS FOR
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BRANDS**
SUBSIDIZED BY NFRA





ADD-IT FUNCTIONALITY



»» TIER 1 & TIER 2 OFFERING
IMPRESSIONS CUSTOMIZABLE BY TIER

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

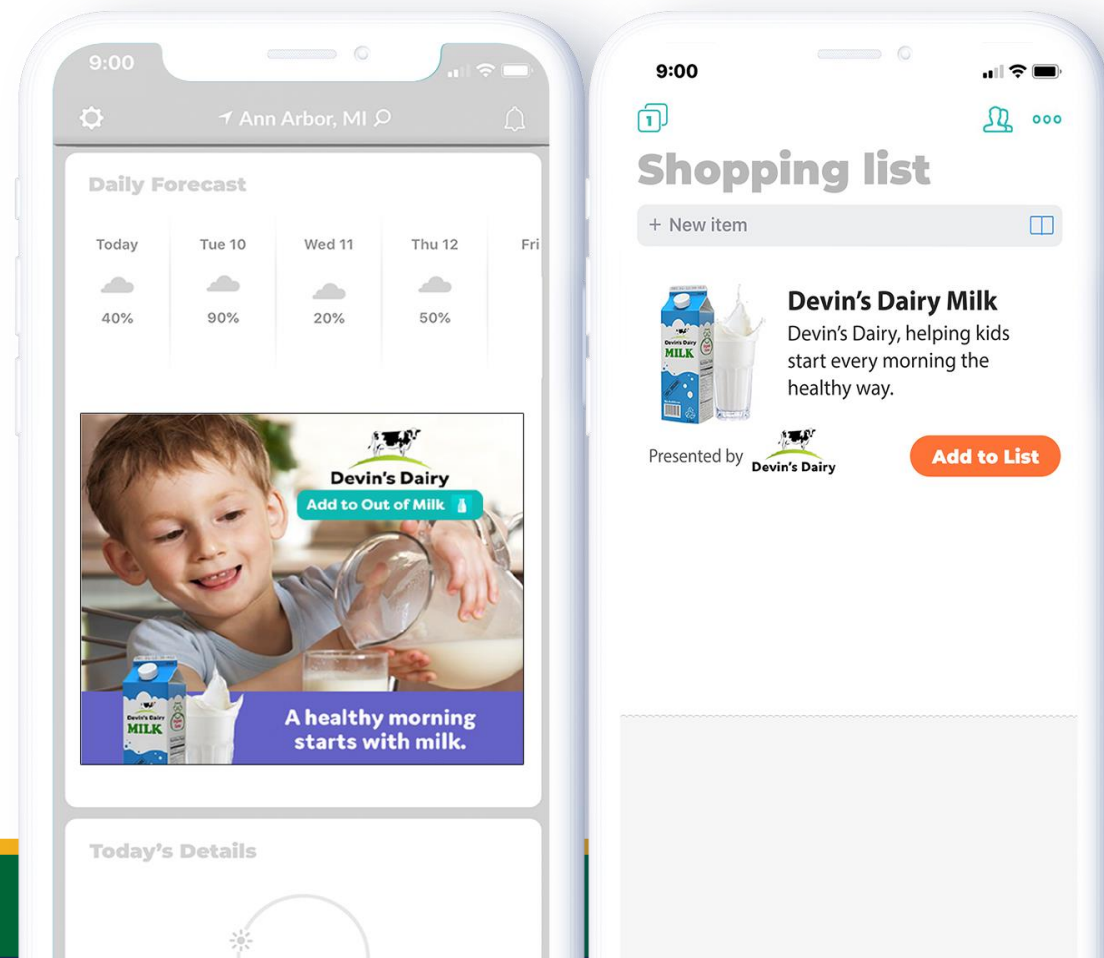
- 100% digital list builders through 1st party data
- Personalized messaging based on the specific list app

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



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



ADD-IT: INSIDE OR OUTSIDE THE APP

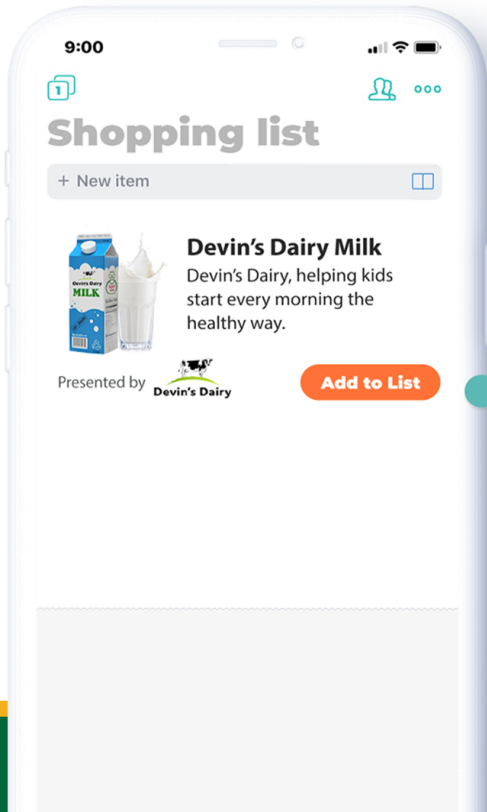


Leading measure of purchase intent via mobile

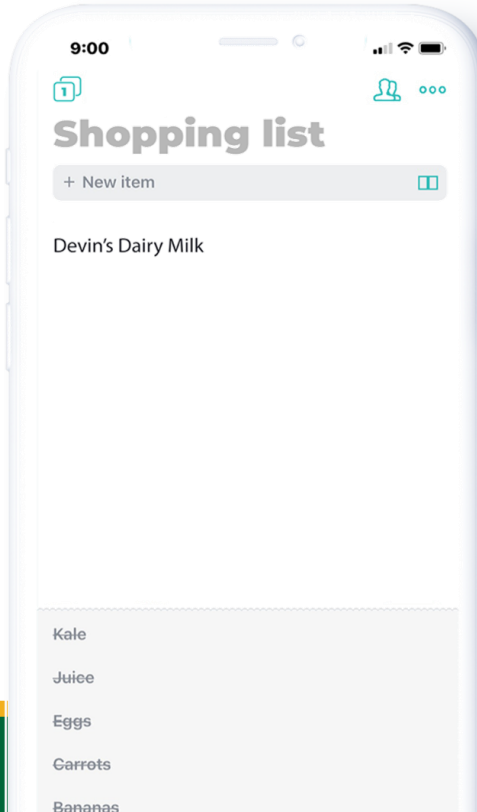
AD INSIDE
GROCERY NETWORK
OF APPS

AD OUTSIDE
GROCERY NETWORK
OF APPS

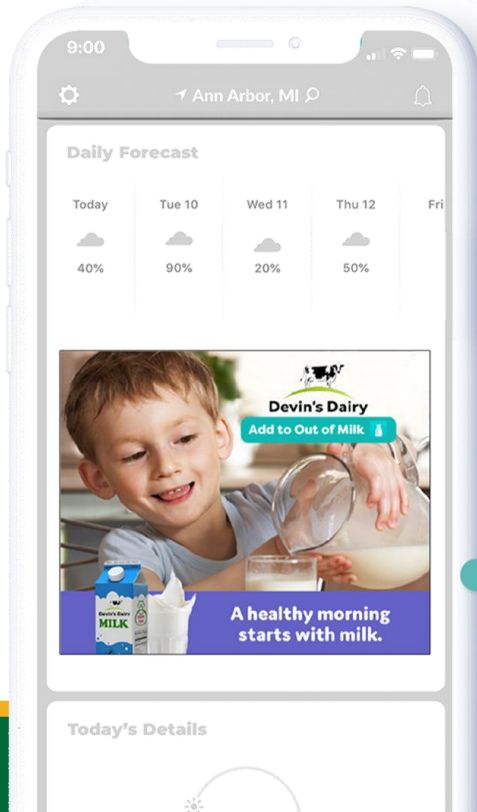
MOBILE APP
Buy Me a Pie



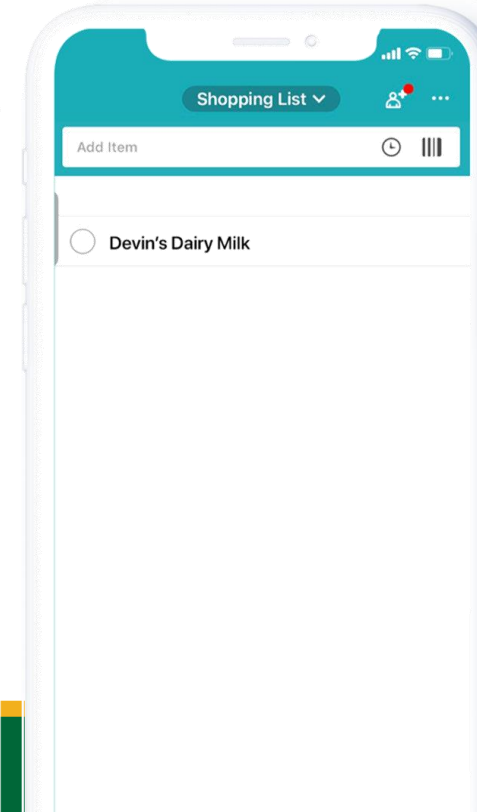
GROCERY APP
Buy Me a Pie



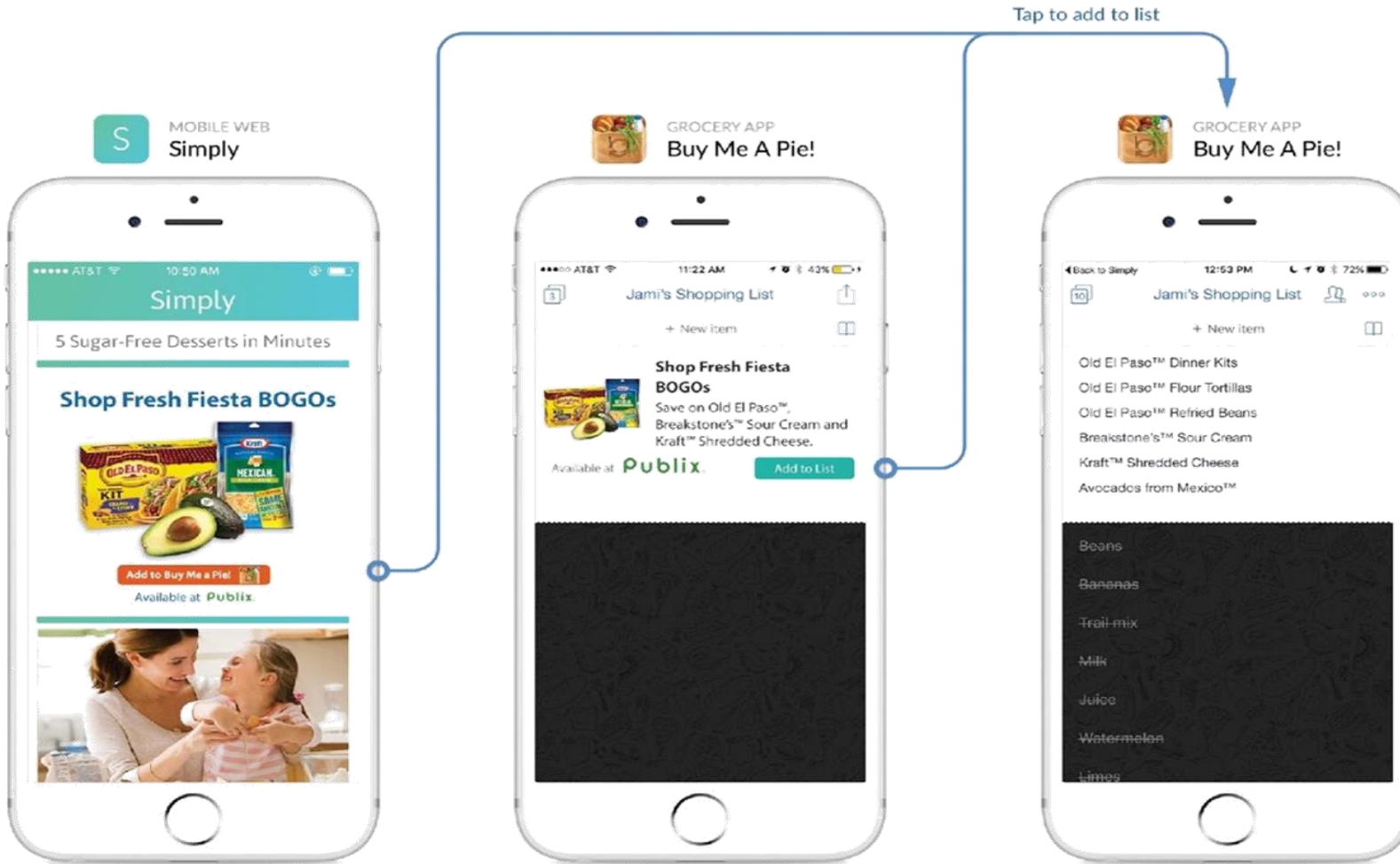
The Weather Channel
MOBILE APP
The Weather Channel



GROCERY APP
Out of Milk



ON THE MARK STRATEGY



1a Add-it from Outside app

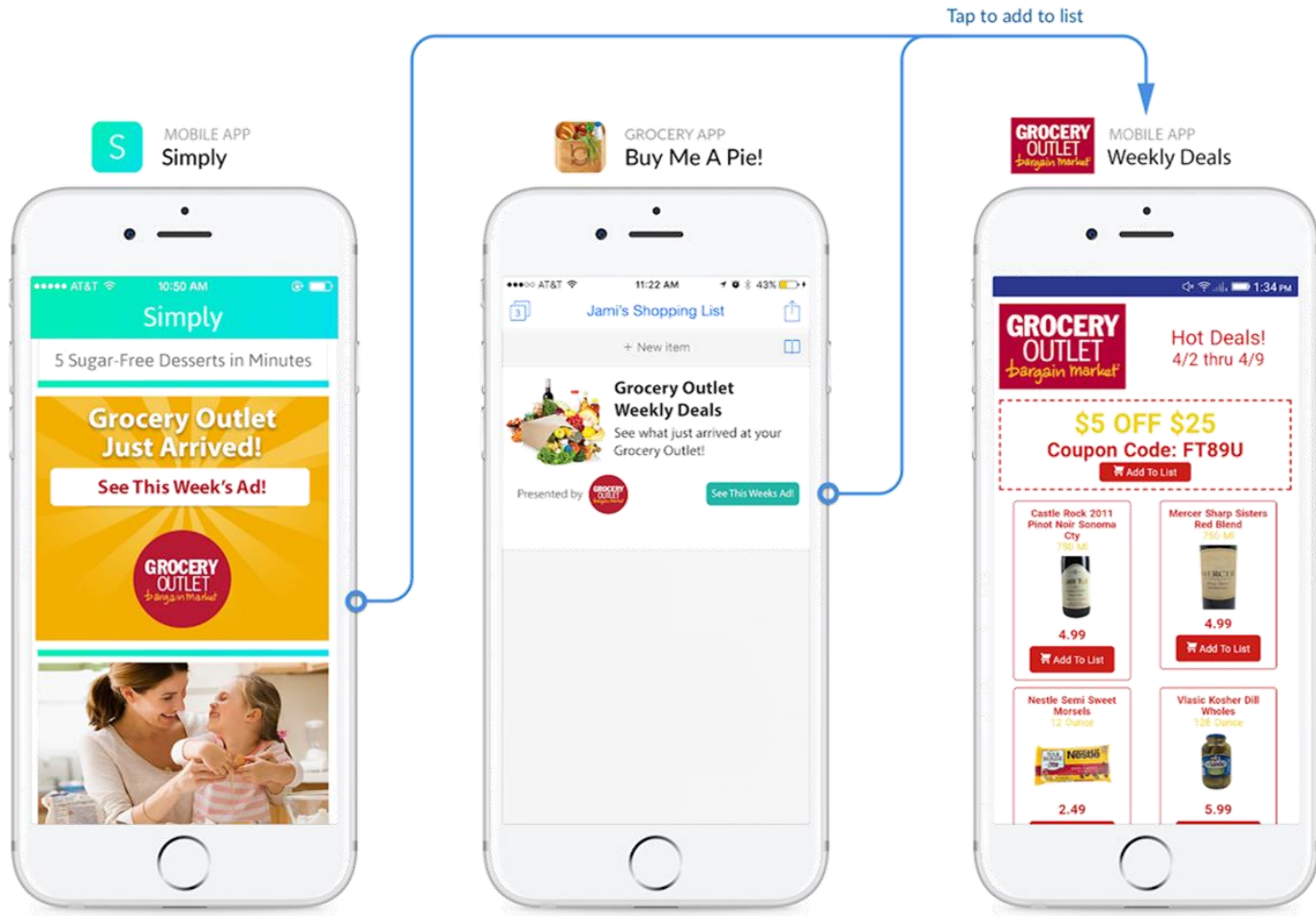
List-User sees ad outside of the list app, on social channels or other mobile apps/websites.

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



1a Weekly Deals from Outside app

1 Weekly Deals from Inside app

2 Retailer Weekly Circular Experience



ADD-TO-CART



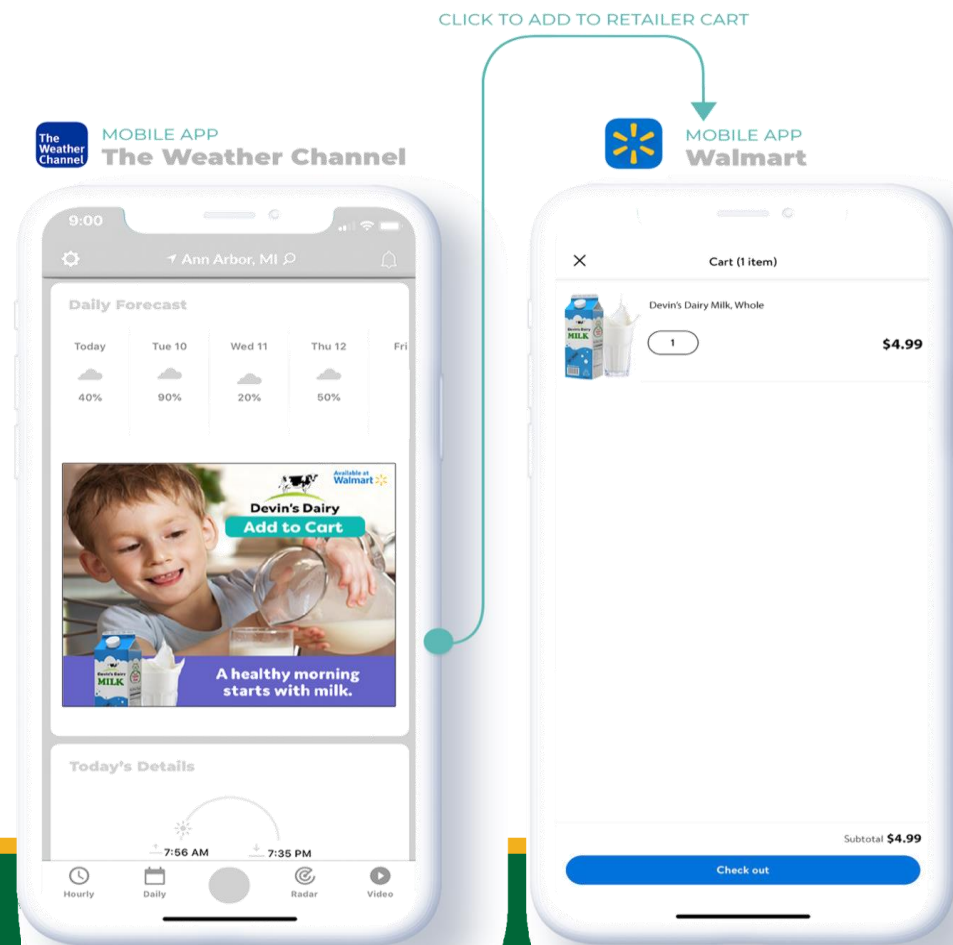
» TIER 1 & TIER 2 OFFERING
IMPRESSIONS CUSTOMIZABLE BY TIER

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

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



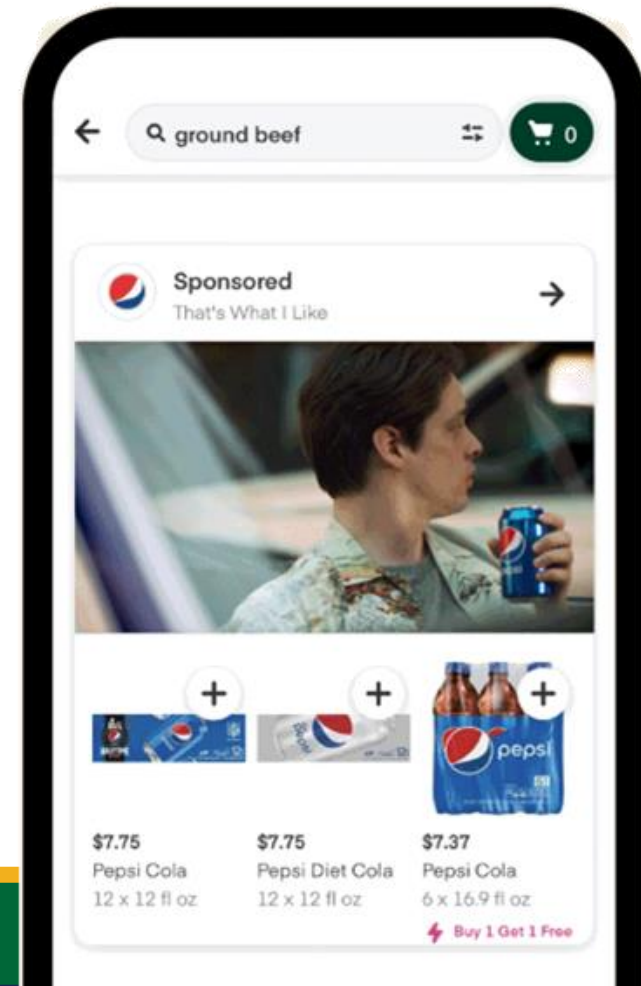
Click2Cart® is a trademark of SmartCommerce, the provider of Click2Cart® services.

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.

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

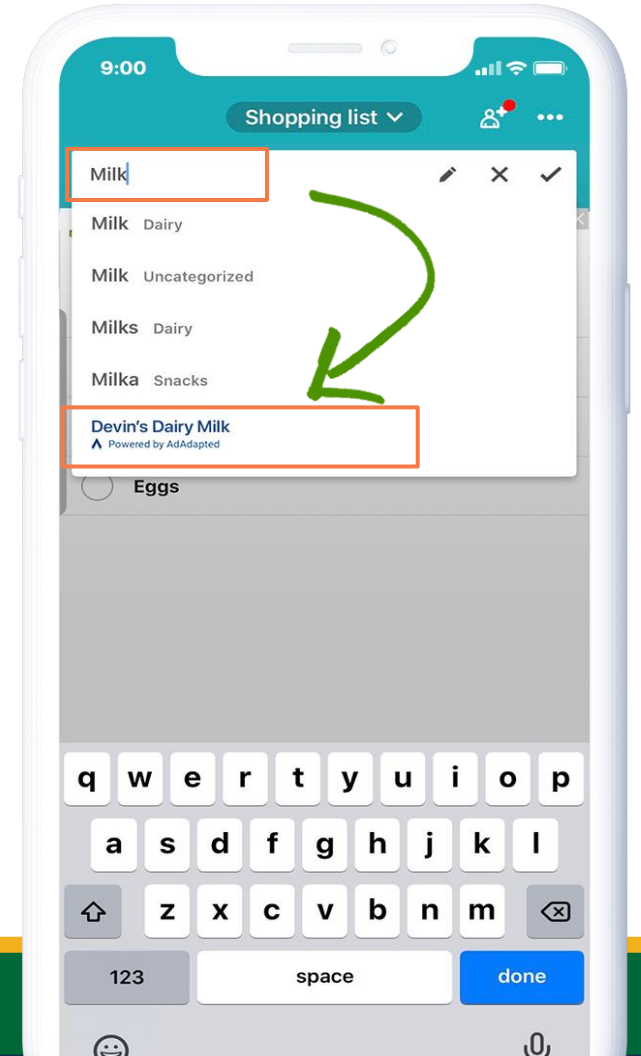


MOBILE GROCERY SEARCH INTERCEPT FOR CPGs

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

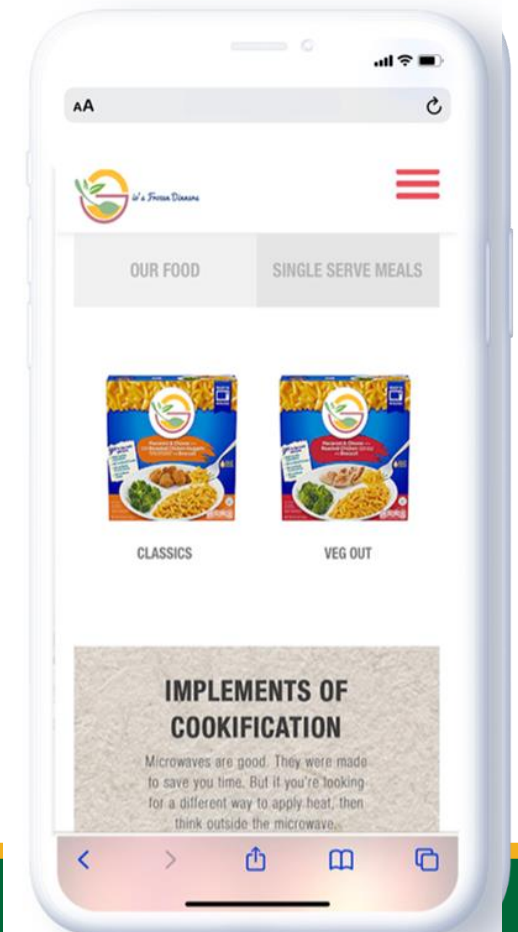
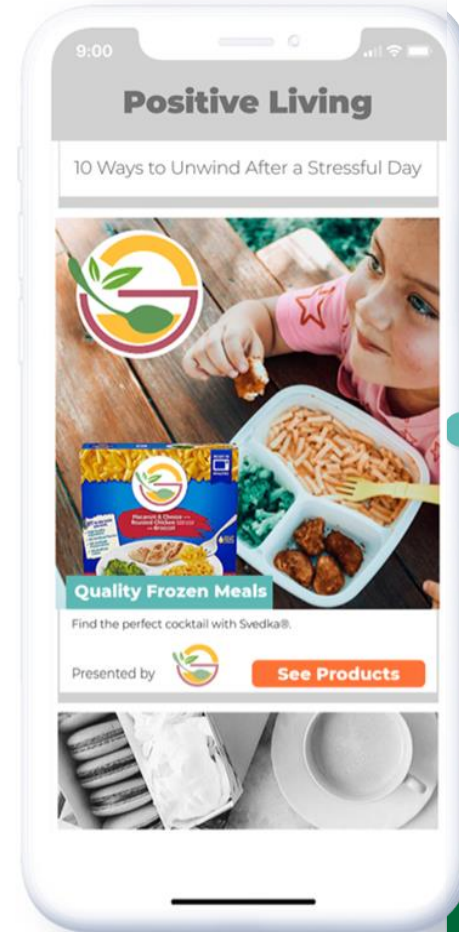
- AdAdapted triggers promoted product in the “right place/right time”:
 - When shoppers search for a predefined list of terms or add a relevant product to their list
- Use of Keyword Intercept improves campaigns Cost Per Action (CPA)
- Keyword Intercept drives awareness, consideration and supports targeting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



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

TAP TO LANDING PAGE

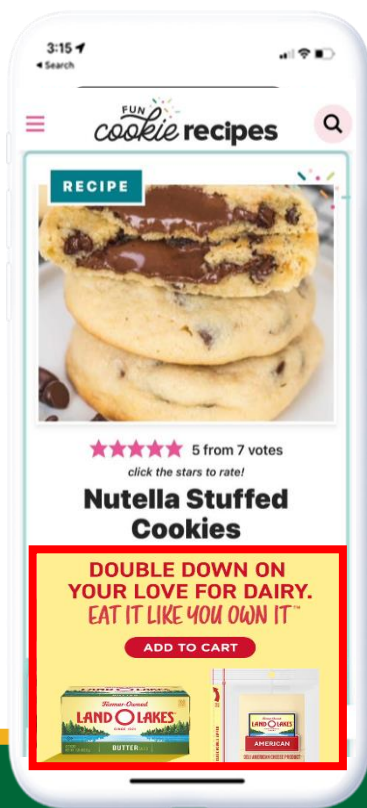


Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.

Targeting Strategies to Reach Consumers with Shoppable Media During Each Step of their Recipe Discovery Journey.
Behaviorally targeted ads reach consumers across over 4,000 recipe websites based on recipe interest.

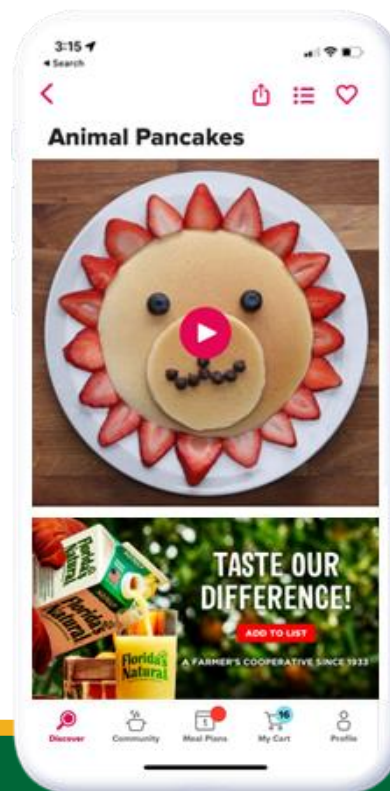
Recipe Match (TIER 1)

Targeted advertising displayed next to relevant recipes based on ingredients, and/or complementary pairing recommendations.



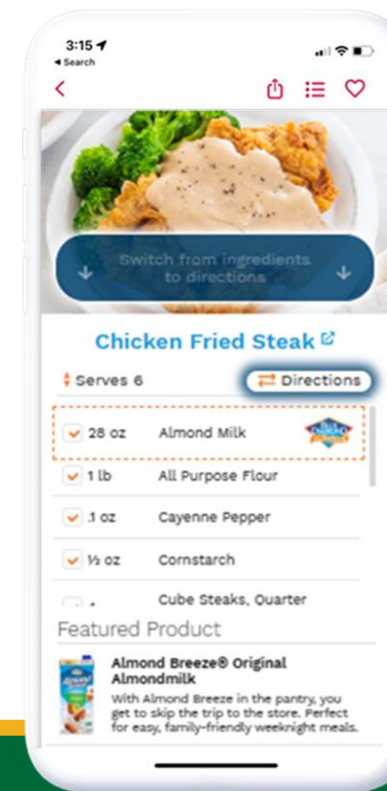
Meal Occasions (TIER 1)

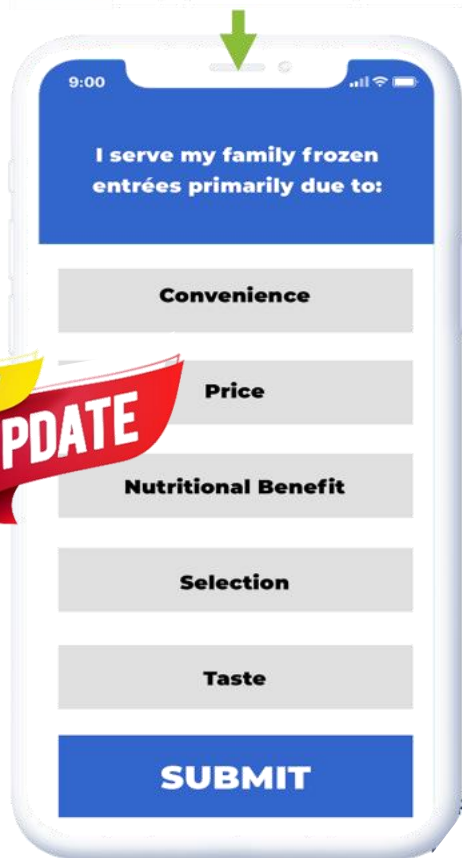
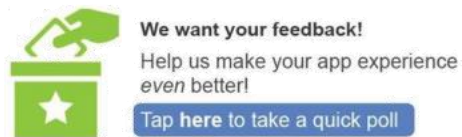
Targeted advertising displayed next to relevant meal occasions (e.g., Father's Day, Brunches, etc.)



Sponsored Recipes (TIER 2 EXCLUSIVE)

Complete recipe solutions featuring the sponsored brand integrated within recipe content





LEARN MORE ABOUT YOUR CONSUMER, BRAND OR RETAILER PREFERENCES AND SHOPPING HABITS BY ASKING THEM:

SURVEY OVERVIEW

- Custom poll that can target consumers based on what creative they saw, what actions they took and what products they added to their list
- Collect consumer insights, such as competitor analysis, product usage or shopping habits
- Recruit known HOH Principal Shoppers and ask them questions to capture valuable insights
- Guaranteed # of responses based on campaign size



TIER 1

3,250,000 COMBINED IMPRESSIONS

- Can be allocated to each Brand preference across:
 - Add-To-List
 - Add-To-Cart
 - Recipe Match and/or Recipe Occasion Solutions

2 KEYWORD SEARCH TERMS

- Estimated 25K search intercepts
 - Exclusively owned, pre-selected search terms
 - Search terms will be secured in order which participation form were submitted

TIER 2

4,500,000 COMBINED IMPRESSIONS

- Can be allocated to each Brand preference across:
 - Add-To-List
 - Add-To-Cart + Shoppable Video
 - Recipe Match, Recipe Occasion and/or Sponsored Solutions

2 KEYWORD SEARCH TERMS

- Estimated 25K search intercepts
 - Exclusively owned, pre-selected search terms
 - Search terms will be secured in order which participation form were submitted

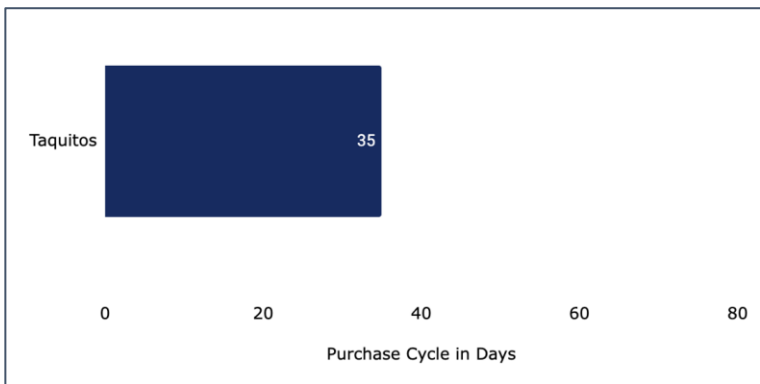
AWARE AD IMPRESSIONS

- 600,000 Mobile Display Ad Impressions

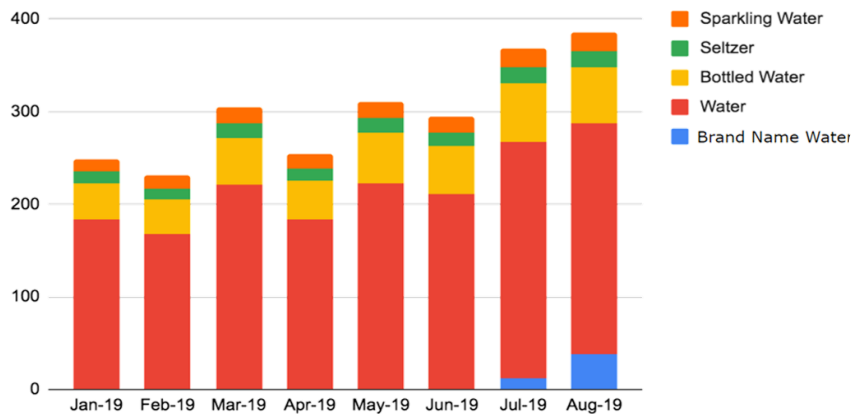
CUSTOM CONSUMER POLL

- One (1) survey question with up to five (5) responses
- 2,000 guaranteed replies

REPLENISHMENT CYCLES

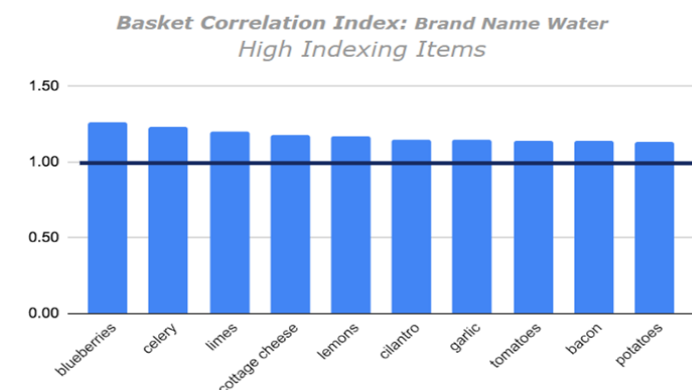
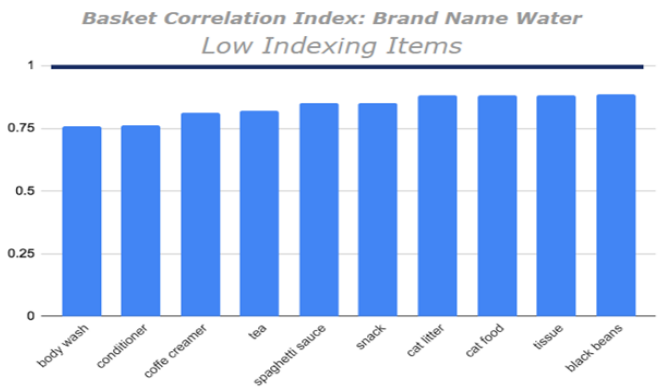


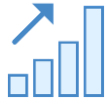
MONTHLY TRANSACTIONS PER 1K USERS



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

UNDERSTAND CONSUMER PREFERENCES, ADJACENT PRODUCTS, AND MORE!





99.0%

Incremental List Adds

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



59.8%

Conquered Customers

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



+46.0%

Organic Brand Lift

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

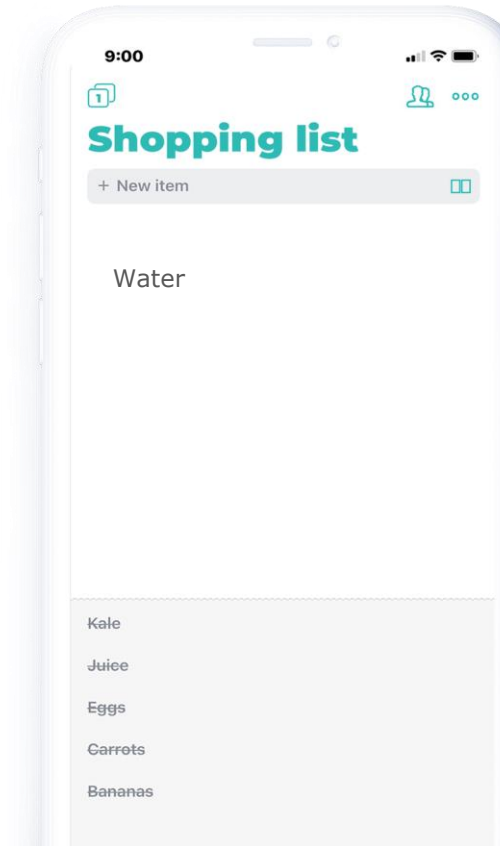


+88%

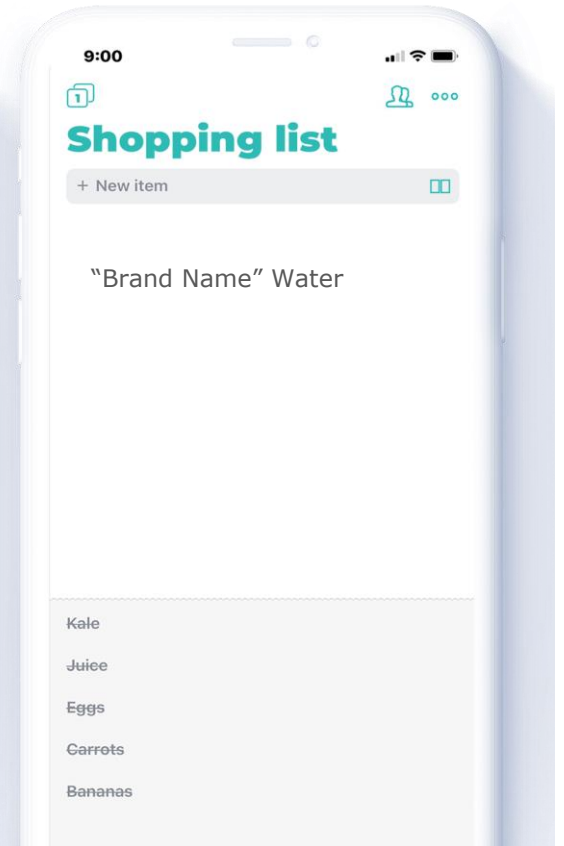
Crossed Off Product

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

BEFORE



AFTER



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



Expert influencer assigned to each brand to create custom content

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

Estimated 750K to 1MM Impressions per Brand



Featured placement / integration across website and social channels

- ✓ Ad & logo placements
- ✓ Social Posts
- ✓ Recipe database
- ✓ :15-:30 Branded Video

30MM+ Total Easy Home Meals Program Impressions



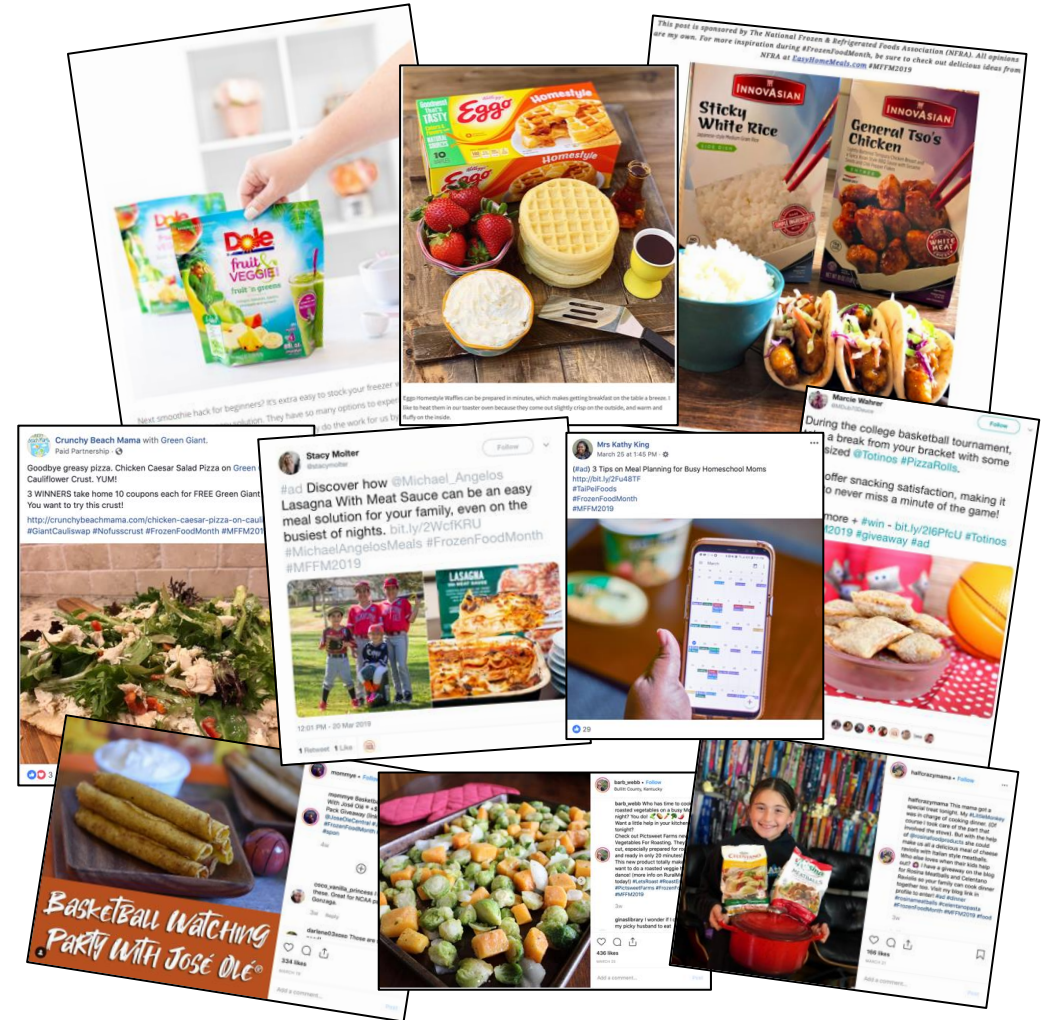
National Consumer Promotion executed throughout June

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

Estimated 10K-12K Unique Opt-ins

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 June Dairy Month.

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



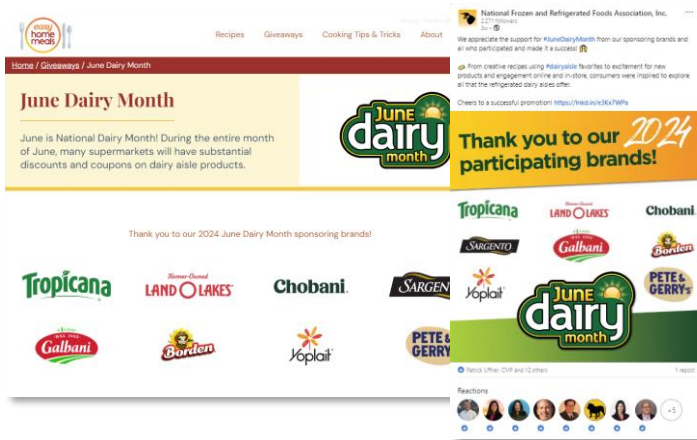


EASY HOME MEALS INTEGRATION



:15-:30 Branded Vertical Video

Logo Placement on JDM Promotion Page



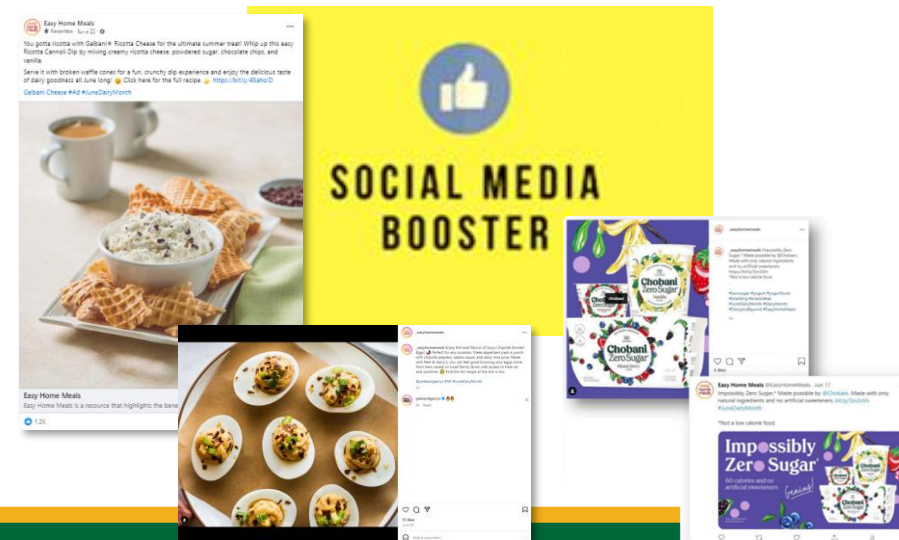
Featured in Easy Home Meals Newsletter



Site-Wide Rotational Banner Ad*



Custom posts and shared content across social channels



*Or boosted FB post for participating retailers

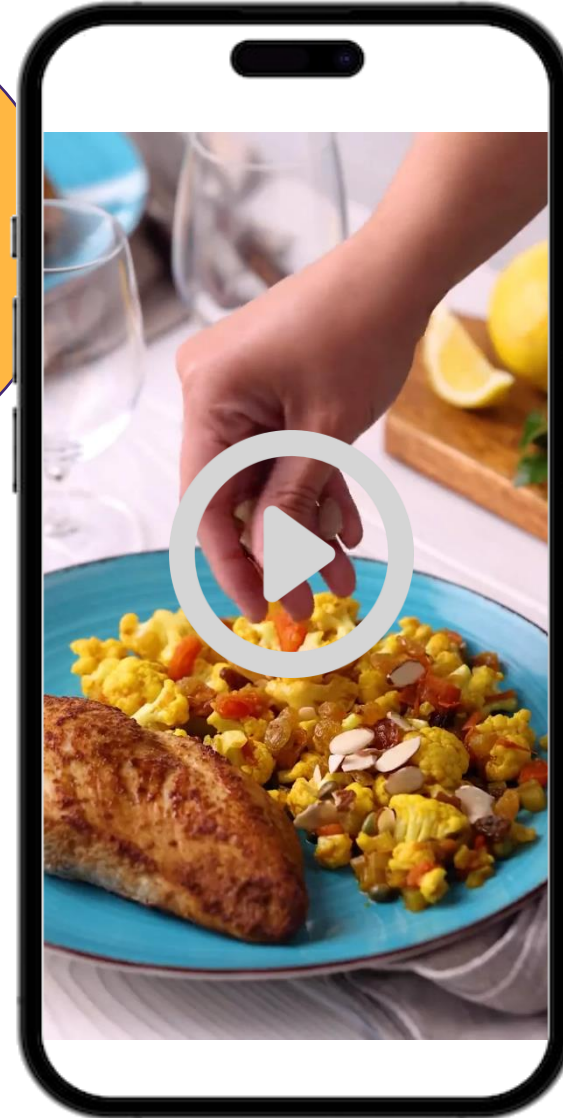
BRANDED. FULLY CUSTOM. LIVE ACTION VIDEO. Includes ALL associated costs:

- 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

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.

PROVIDED AS
VALUE ADD
BY NFRA





CAMPAIGN DELIVERABLES



	TIER 1	TIER 2
Mobile Campaign Engages Verified Shoppers At Critical Points Along The Path To Purchase	3.275M+	5.12M+
Custom branded content via Influencer campaign	750K+	750K+
Featured placement / Integration across EasyHomeMeals.com	25MM+	25MM+
Consumer Opt-In File of Sweepstakes Entrants	12K+	12K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	29.04MM+	30.88MM+





CAMPAIGN VALUE PROPOSITION



AGENCY OVERSIGHT & ACCOUNT MANAGEMENT \$ 15,000.00

Overall campaign planning and development
Daily campaign management across all touchpoints (Mar - July)
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

AD ADAPTED MOBILE ACTIVATION \$ 35,500.00 TIER 2 \$ 46,000.00

Add-to-List, Add-to-Cart (includes shoppable video), keyword intercepts, mobile ad units, consumer poll
Media planning & buying with real time campaign optimization
Program customization individualized by participating brands/retailers

DEDICATED BRAND BLOGGER \$ 2,500.00

Includes vetting, securing and developing one blog post and applicable social content for each participant

EASY HOME MEALS PROMOTION \$ 5,000.00

Featured placement on website, boosted posts on social media channels, customized vertical 0:15-:30 video

TOTAL CAMPAIGN VALUE \$92,500.00 \$103,000.00

PARTICIPANT FEE FOR JUNE DAIRY MONTH \$27,200.00 \$37,200.00

PARTICIPATING MEMBER SAVINGS \$65,300.00 \$65,800.00

PARTICIPATING FEE INCLUDES A \$10K PRICE REDUCTION FROM 2024 SUBSIDIZED BY NFRA



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!



Pat Uffner
VP Association Services
NFRA
4755 Linglestown Rd., Suite 300
Harrisburg, PA 17112
P: 717-657-8601
E: pat@nfraweb.org



Mark Biggin
President
On The Mark Strategy, Inc.
24 Roydon Drive West
Merrick, NY 11566
P: 516-697-1236
E: mbiggin@onthemarkstrategy.com



These concepts are submitted as a confidential presentation.

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