



March
**FROZEN
FOOD**
Month

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

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



OUR APPROACH



GET ON THE LIST. GET IN THE CART.

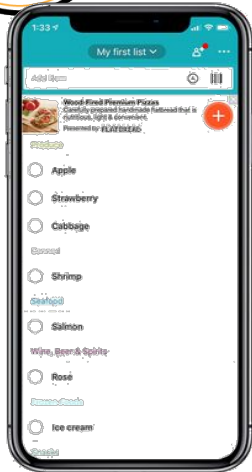
The 2025 March Frozen Food Month co-operative campaign reaches verified, grocery shopping decision makers on their mobile device at the most critical points along the path to purchase:

GROCERY LIST PREPARATION.
PRODUCT SEARCH.
PRODUCT SELECTION.

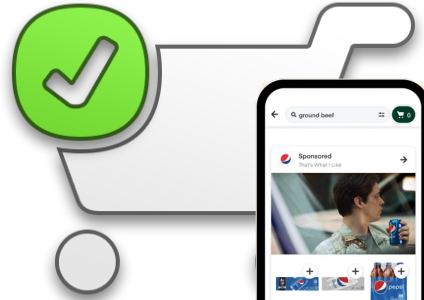




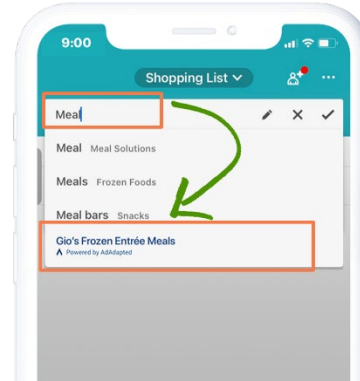
HOW WE'RE DOING IT



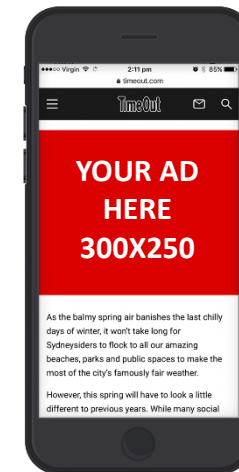
ADD-TO-GROCERY LIST



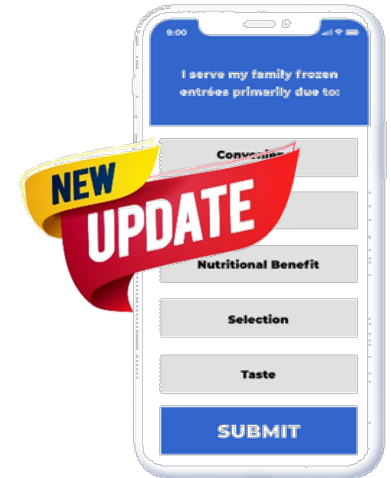
ADD-TO-CART WITH SHOPPABLE VIDEO



KEYWORD INTERCEPTS



MOBILE DISPLAY ADS



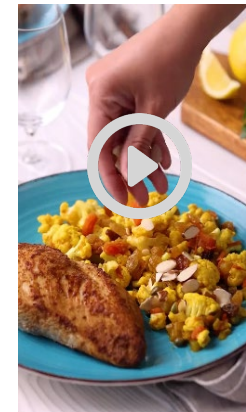
CONSUMER POLL



SOCIAL INFLUENCER CAMPAIGN



EASY HOME MEALS INTEGRATION
WITH PAID MEDIA SUPPORT



BRANDED :15-:30 VERTICAL VIDEO



NATIONAL CONSUMER SWEEPSTAKES





A HISTORY OF SUCCESS



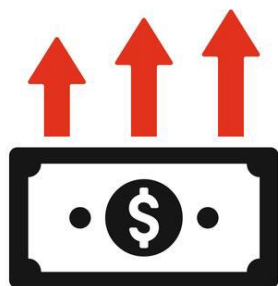
SINCE 2022, MARCH PARTICIPANTS, INCLUDING RETAILERS, HAVE EARNED:



BRAND CONSIDERATION

653.5K

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



OMNI-CHANNEL BRAND REVENUE

\$7.4MM

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

90%

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



SHOPPER CONVERSION

54%

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





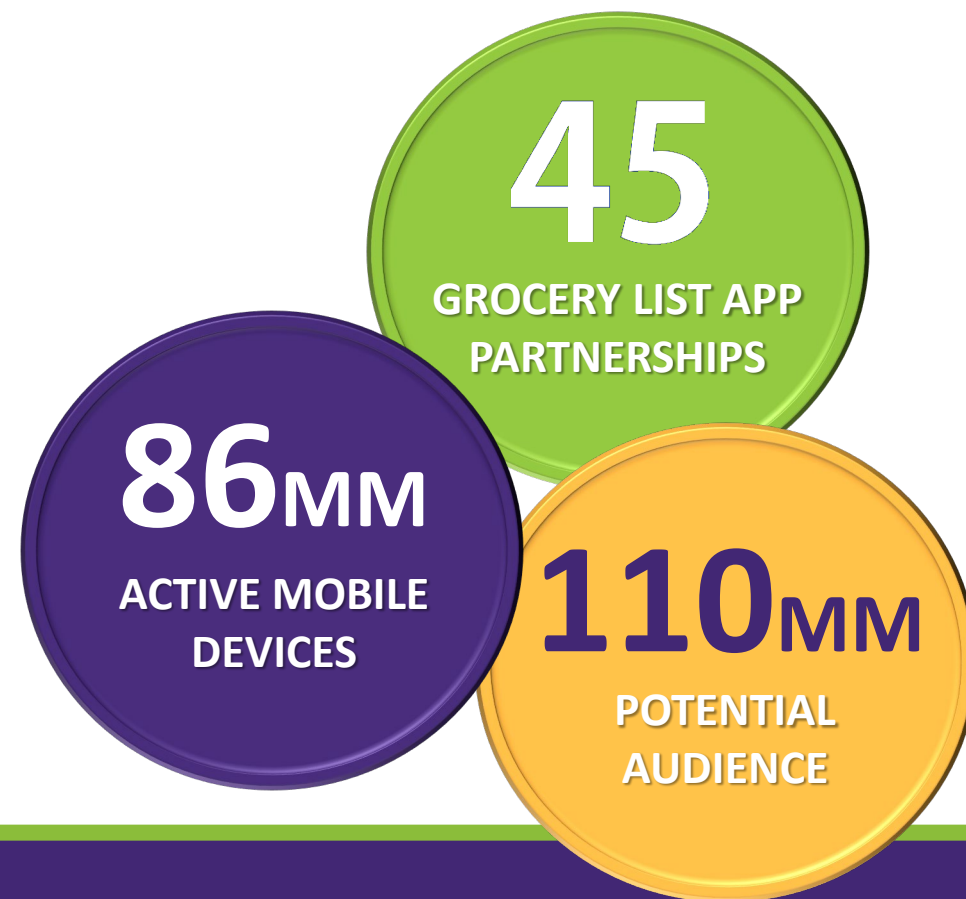
IMPACT PURCHASE DECISIONS OF SHOPPERS



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.



- 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 in-store or online
- Target shoppers based on what they intend to buy
- In-Store: 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 industry benchmarks

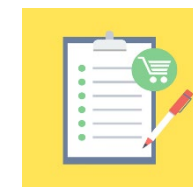
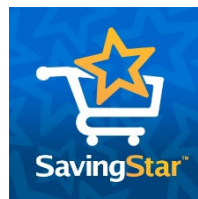




PARTIAL LIST OF GROCERY APP PARTNERS



Buy me
a pie!



MY SHOPPING LIST



GeoCoupons



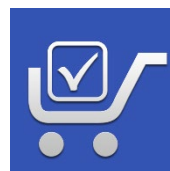
shopular



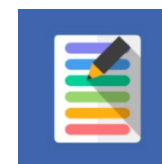
EASY MENU PLANNER



MOM'S DAILY PLANNER



GROCERY GADGET



SUPER SIMPLE
SHOPPING LIST



Weekly Ads & Sales
Kohls, CVS, Publix, Bestbuy





PARTIAL LIST OF RETARGETING APPS



yahoo!



People



DAILY HOROSCOPE



Bloomberg



WeatherBug®



mealime



Apple News



WORDS WITH FRIENDS

allrecipes!





WHY IT WORKS



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
- Trial and Purchase
- Pre-Shop Engagement
- 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**

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ADD-IT FUNCTIONALITY



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

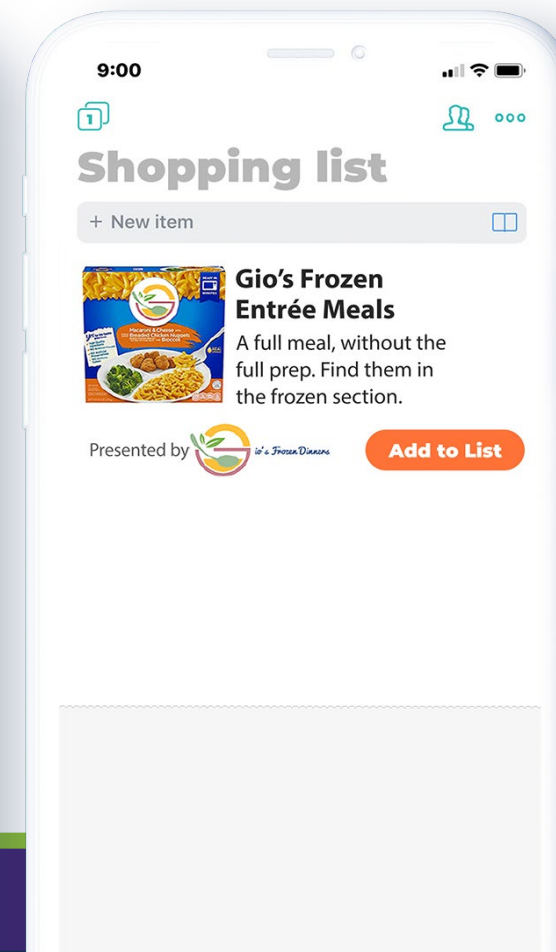
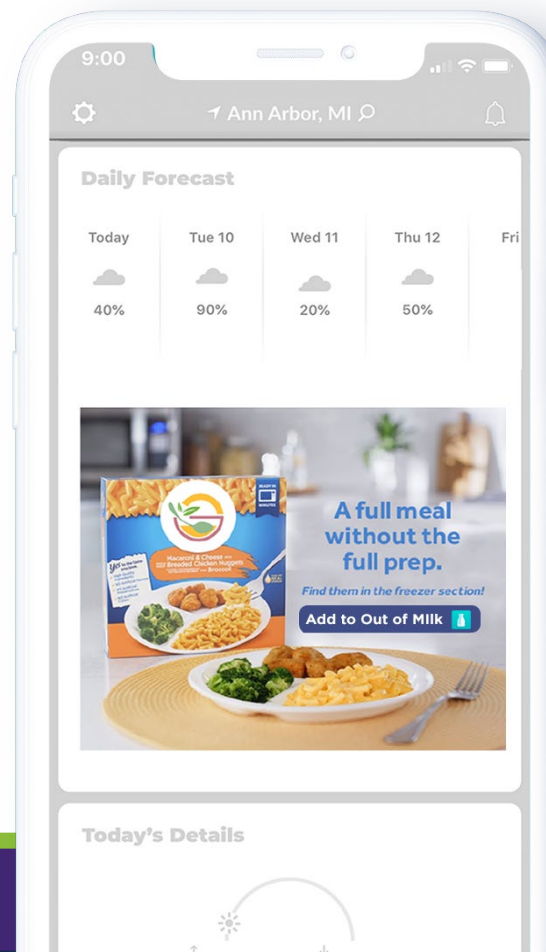
- Deliver purchase-driving brand copy and a call to action that encourages trial. Capture intent by letting consumers add branded products to their favorite shopping list

COLLECT & LEVERAGE DATA

- Retarget consumers based on list behavior, products added to list, and product adjacencies

➤➤ **TIER 1:**
1,875,000 IMPRESSIONS

➤➤ **TIER 2:**
2,531,250 IMPRESSIONS



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



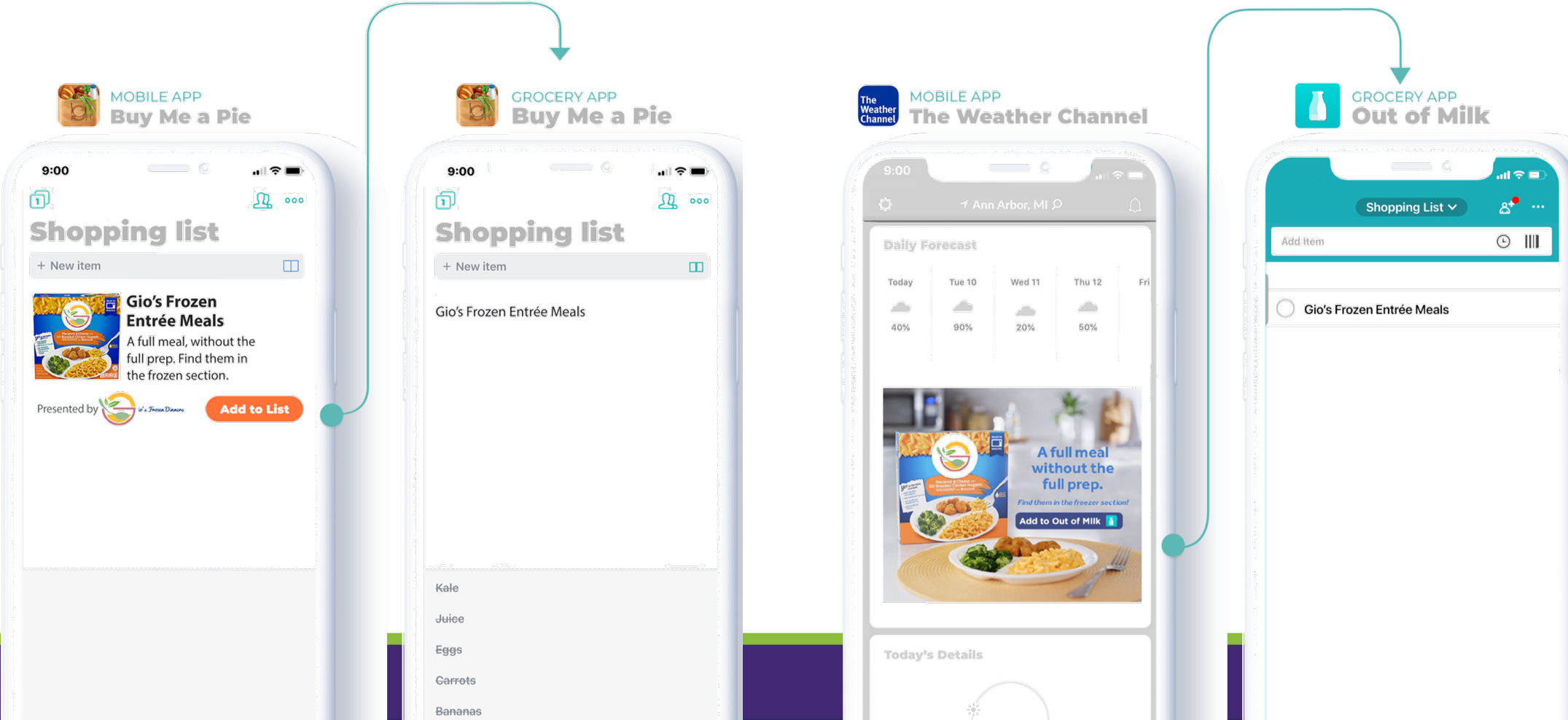
ADD-IT: INSIDE OR OUTSIDE THE APP

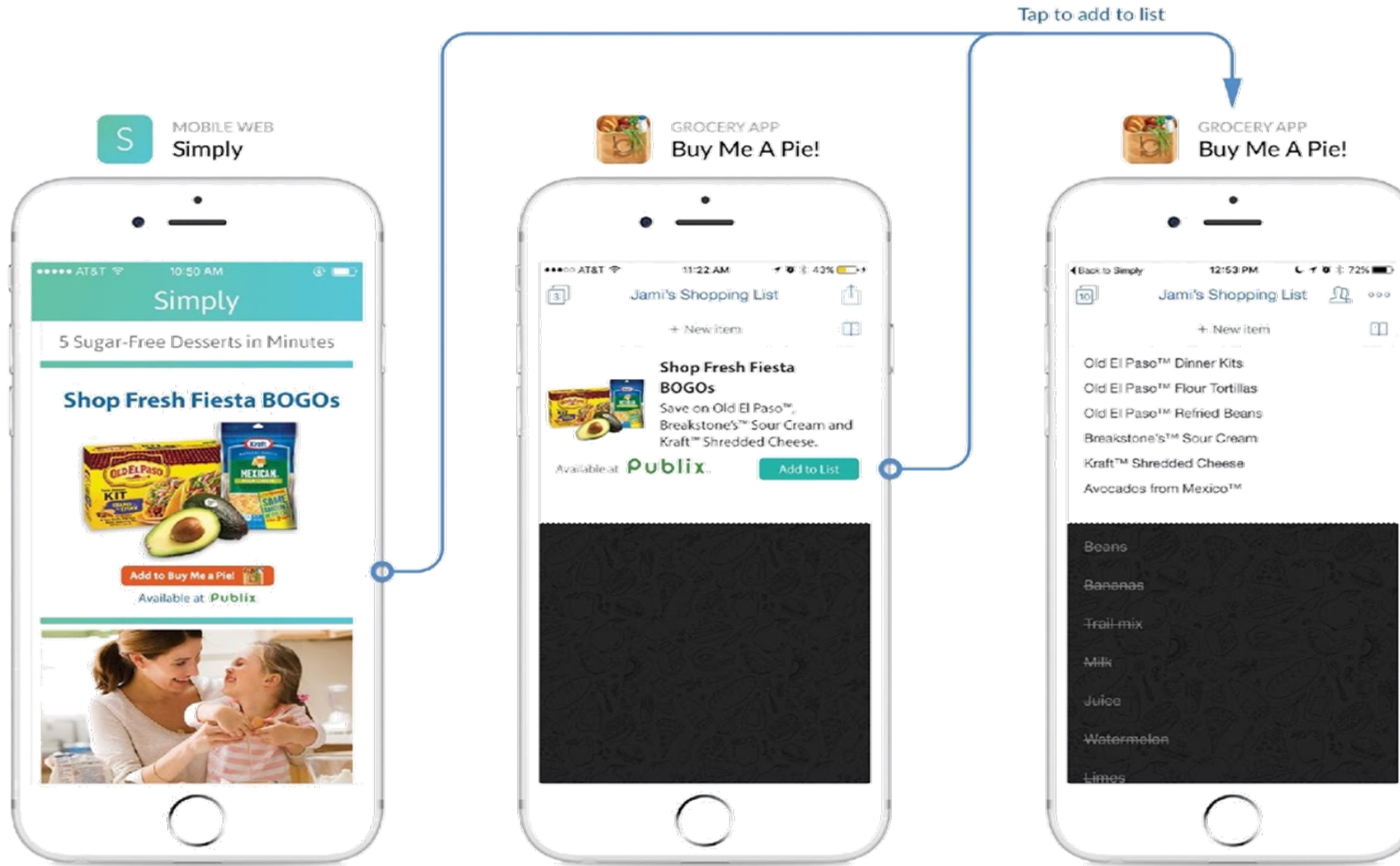


Leading measure of purchase intent via mobile

AD INSIDE
GROCERY NETWORK OF APPS

AD OUTSIDE
GROCERY NETWORK OF APPS





1a Add-it from Outside app

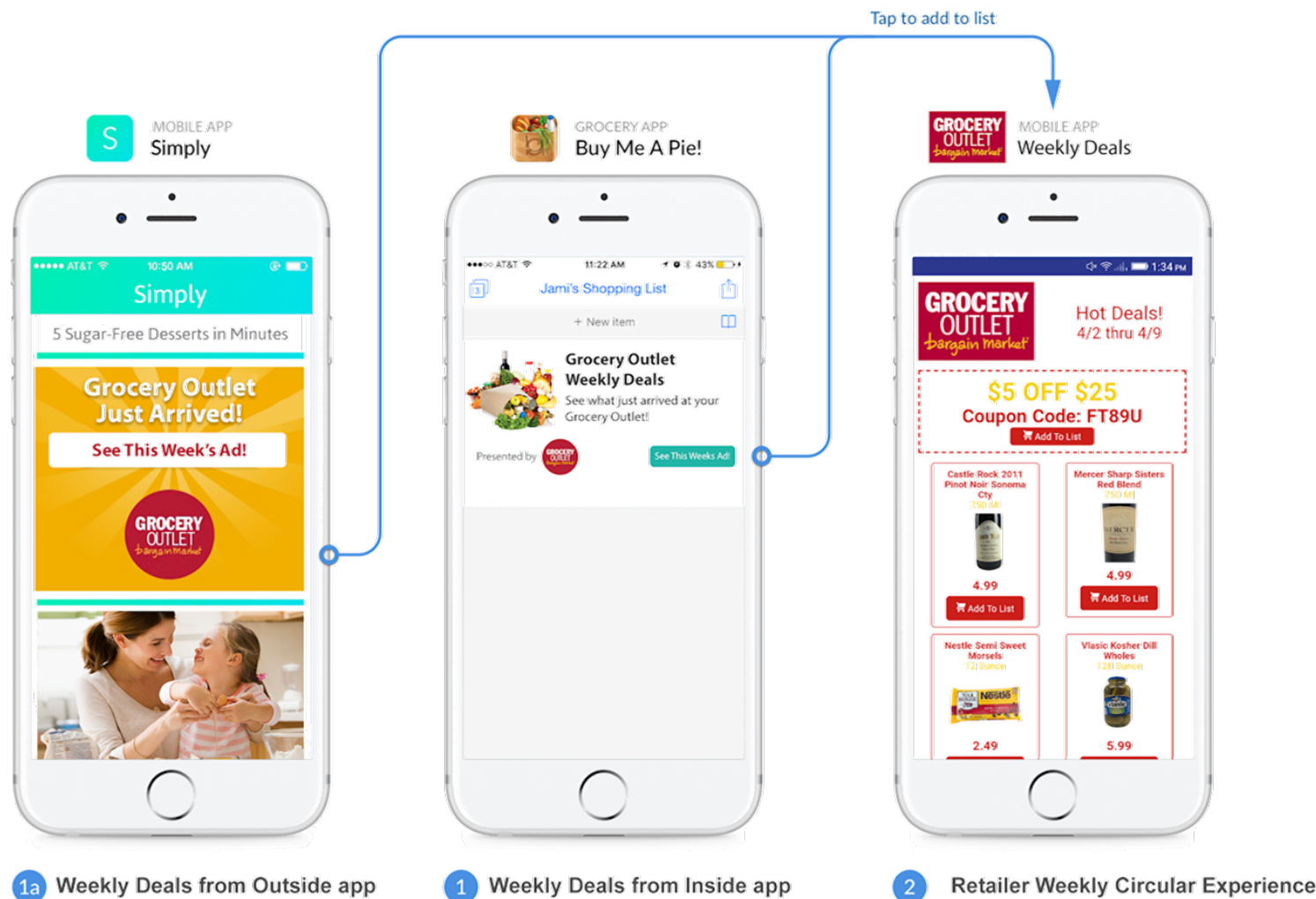
List-User sees ad outside of the list app, on social channels or other mobile apps/websites.

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





ADD-TO-CART



TARGET NEW CUSTOMERS AS THEY SHOP

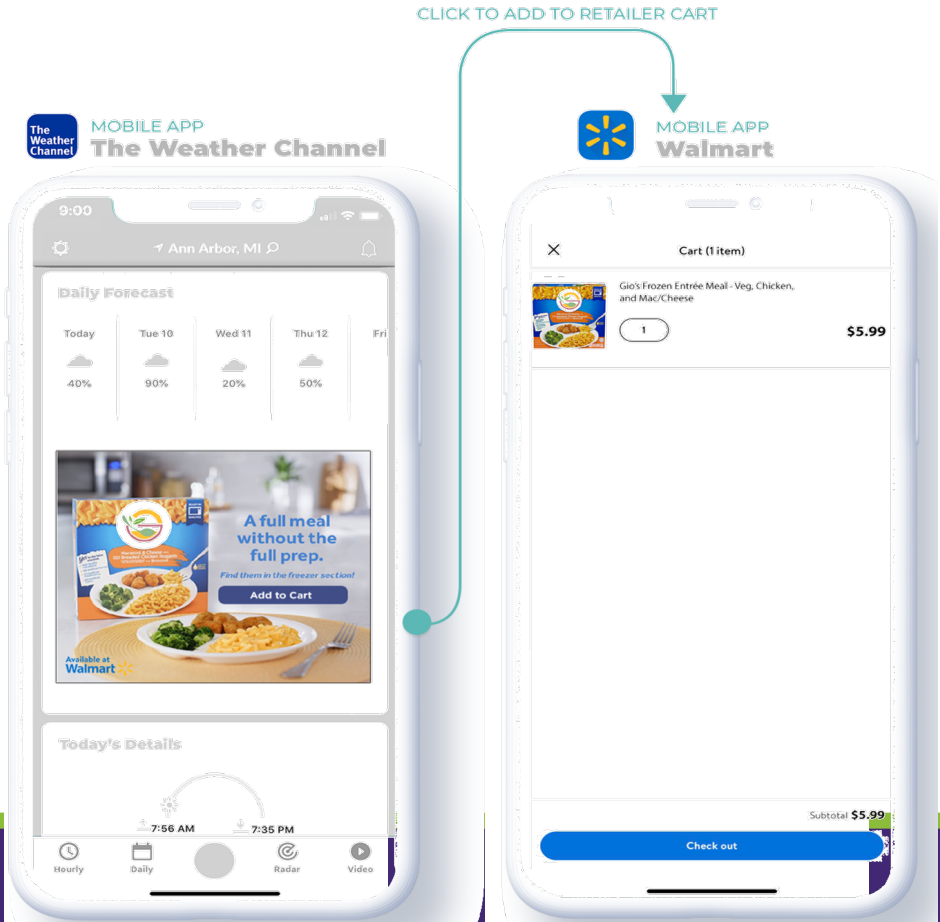
Reaches all kinds of shoppers on mobile. In addition to add-to-list, we can drive consumers to shoppable mobile carts, supporting purchase from their mobile devices in alignment with SmartCommerce

» TIER 1:
1,875,000 IMPRESSIONS

» TIER 2:
2,531,250 IMPRESSIONS

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.



ADD-TO-CART: SHOPPABLE VIDEO



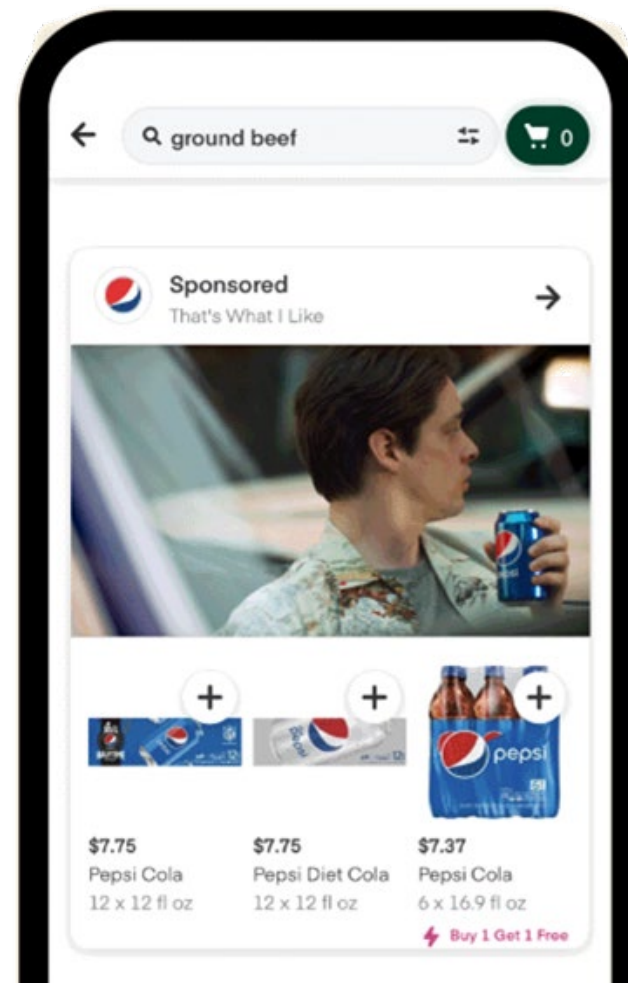
TARGET NEW CUSTOMERS AS THEY SHOP

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 e-Commerce 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

»» TIER 2 EXCLUSIVE





KEYWORD INTERCEPT



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.

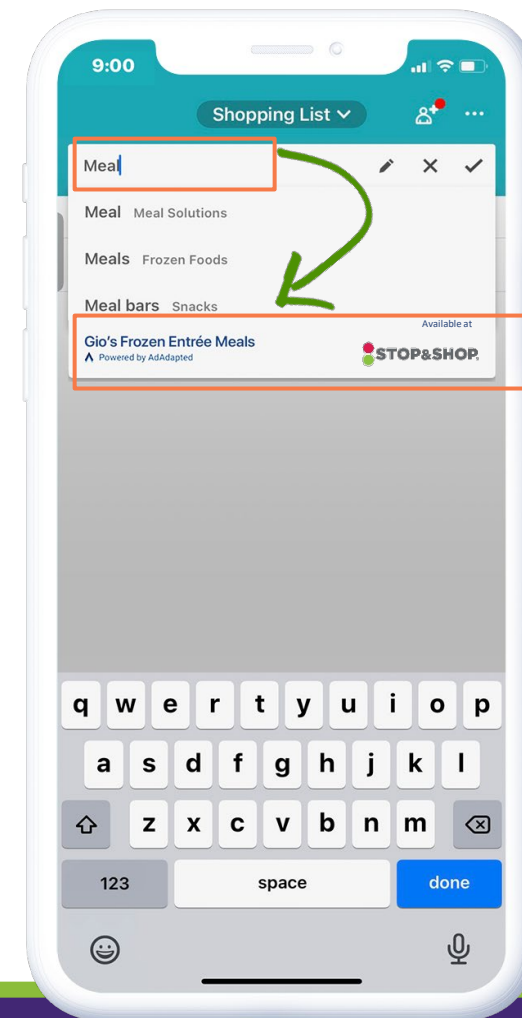
ENGAGE IN-CATEGORY CONSUMERS IN REAL-TIME

- 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

TIER 1 OR 2:



40,000 SEARCH INTERCEPTS
2 SEARCH TERMS PER BRAND





MOBILE DISPLAY ADS



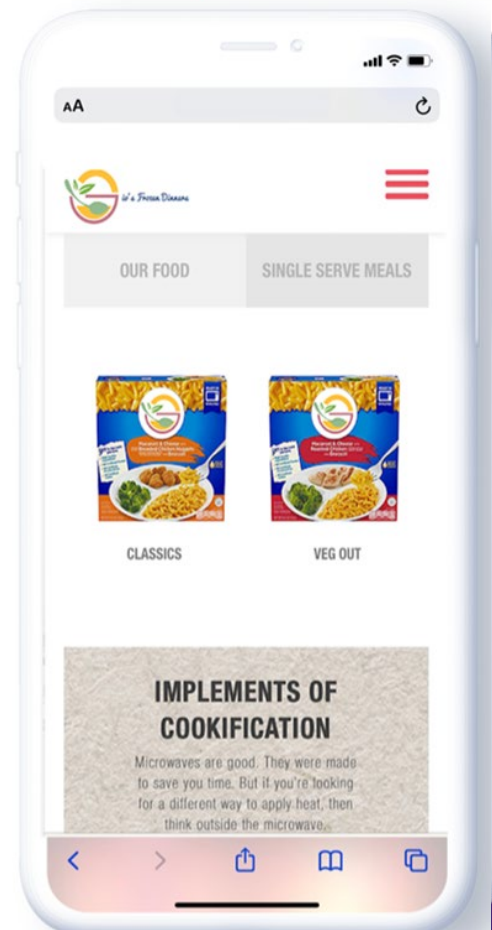
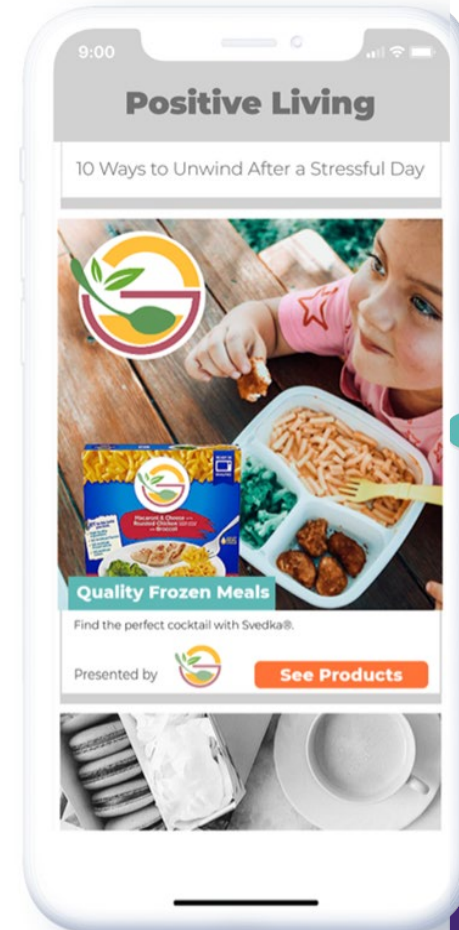
ENGAGEMENT, AWARENESS & PRODUCT BENEFIT COMMUNICATION IMPRESSIONS

- Engage brand's target audience and drive to advertiser's recipe page on website, social media, store locator, product detail page or other landing page 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.



TIER 2 EXCLUSIVE
630,000 IMPRESSIONS

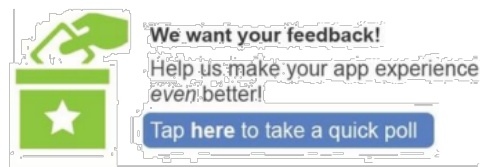
TAP TO LANDING PAGE



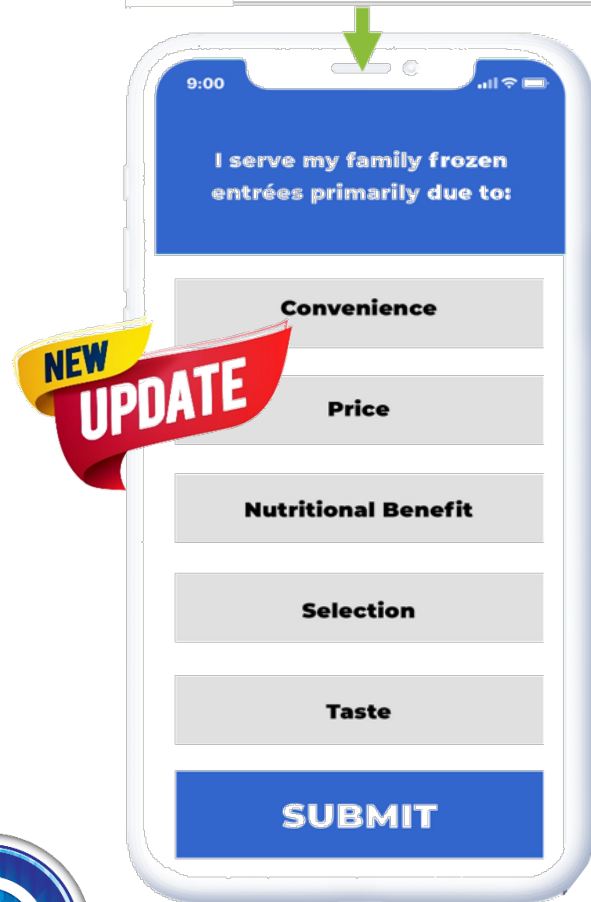
Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.



CONSUMER POLL



» **TIER 2 EXCLUSIVE**
2,000 GUARANTEED
RESPONSES



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, 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



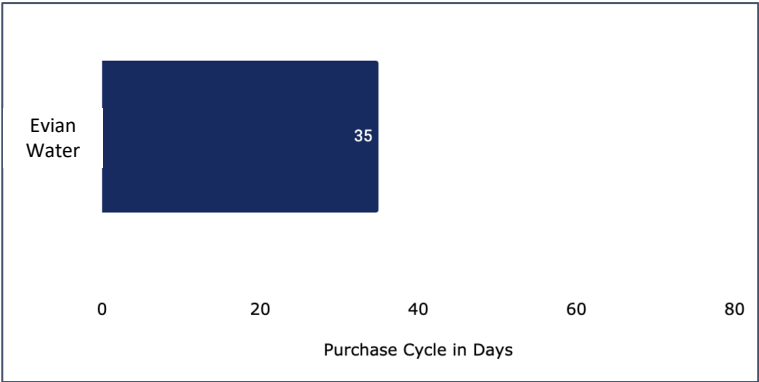
Creative thought-starter sample. AdAdapted will work with the client to confirm specific content.



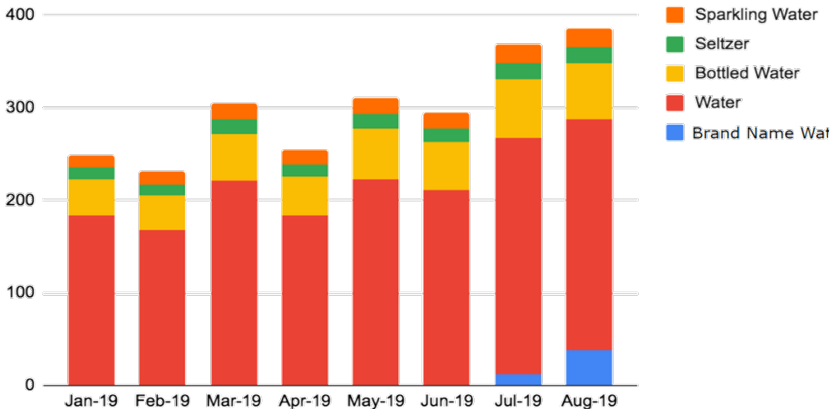
DETAILED CAMPAIGN REPORTING



REPLENISHMENT CYCLES

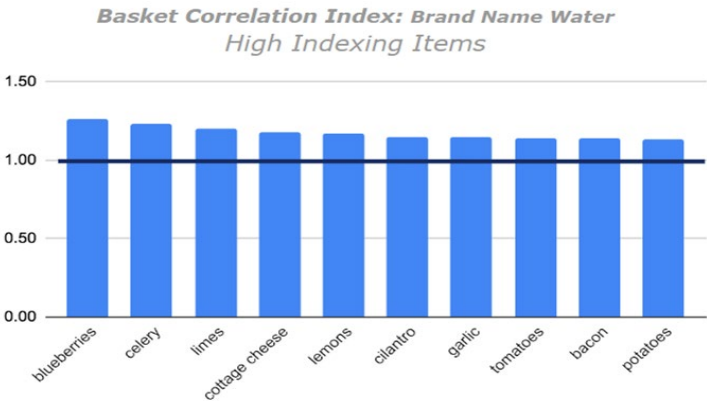
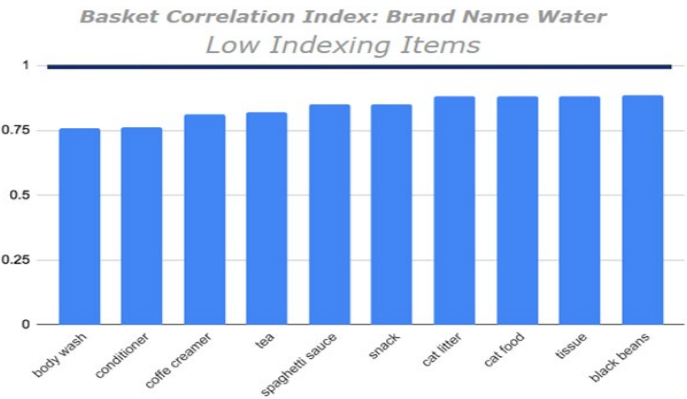


MONTHLY TRANSACTIONS PER 1K USERS



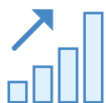
PLUS LARGER CONSUMER TRENDS, SHOPPER INTERACTIONS ACROSS CATEGORIES & PRODUCT TYPES

UNDERSTAND CONSUMER PREFERENCES, ADJACENT PRODUCTS, AND MORE!





SAMPLE CROSS-OFF ANALYSIS REPORTING



99.0%

Incremental List-Adds

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



+46.0%

Organic Brand-Lift

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



59.8%

Conquered Customers

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

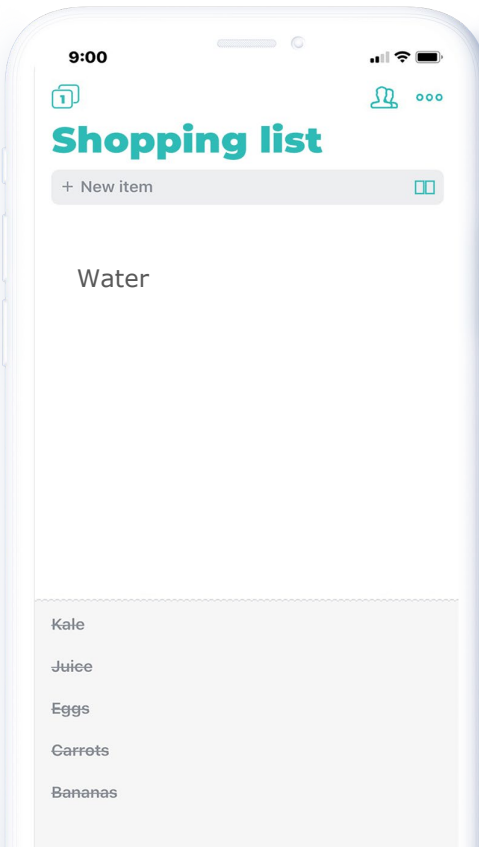


+88%

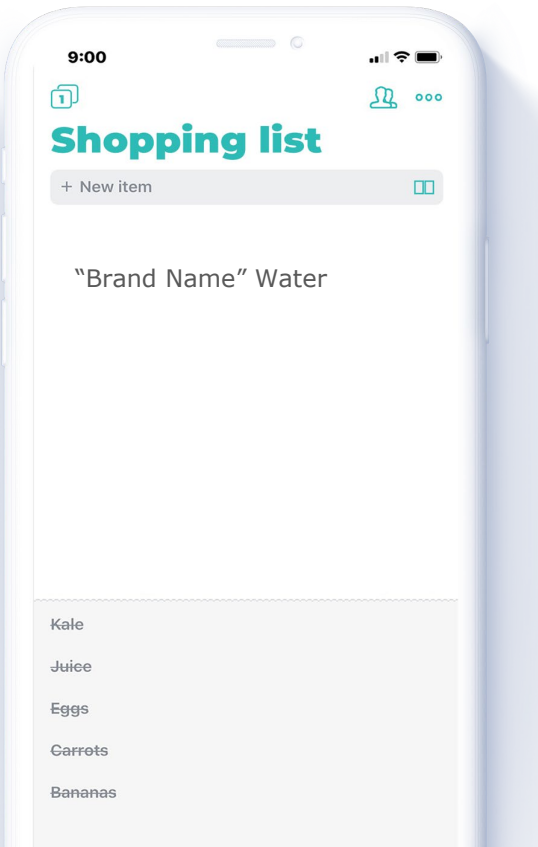
Crossed-Off Product

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

BEFORE



AFTER





SNAPSHOT OF SUPPORTING TOUCHPOINTS



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 March**



Expert influencer assigned to each brand to create custom content

- ✓ Ability to target by region or DMA
- ✓ Editorial content & social posts
- ✓ Option to overlay micro-sweeps

Estimated 1M to 1.5MM 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 March

- ✓ Opt-in names & emails of entrants
- ✓ Access to sweepstakes logo and link to cross-promote

Estimated 10K-12K Unique Opt-ins



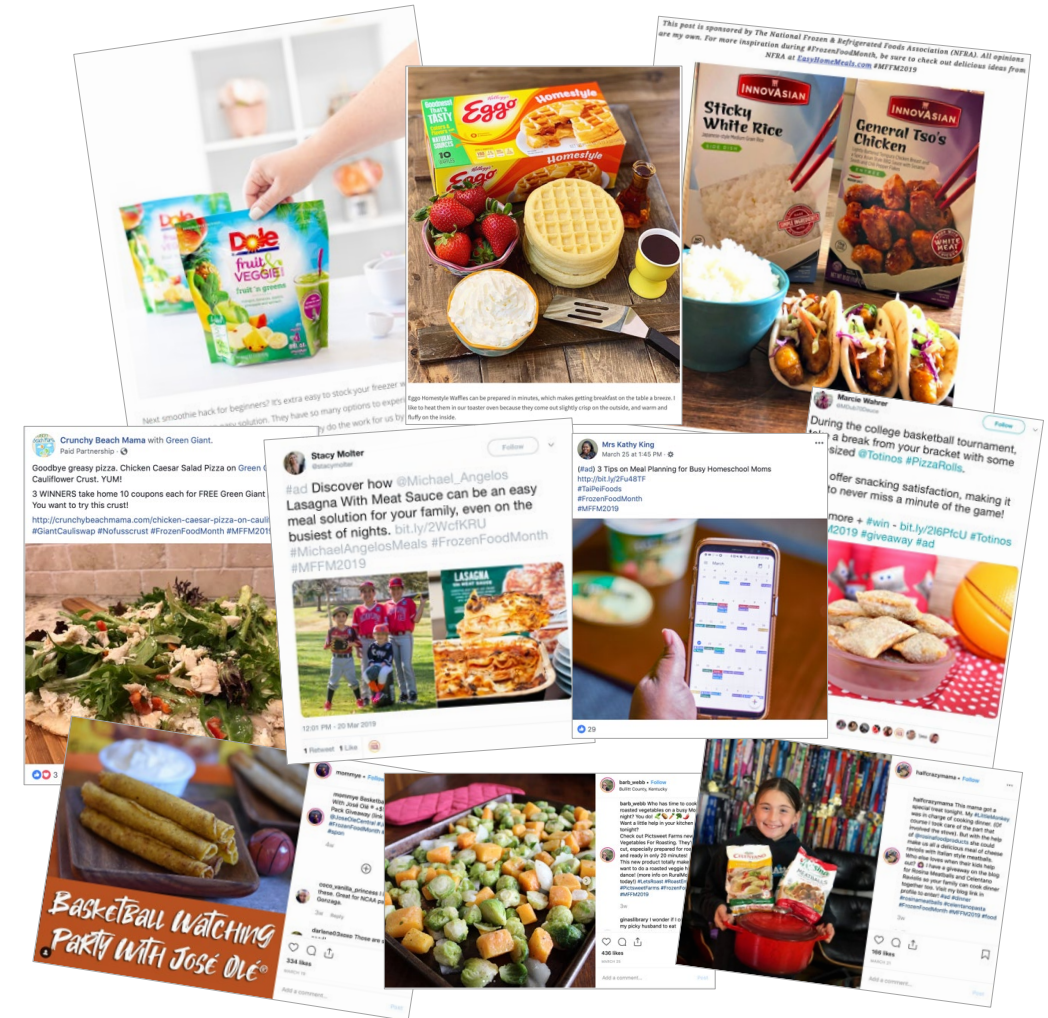


SOCIAL INFLUENCER PROGRAM



Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs and social channels throughout March Frozen Food 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



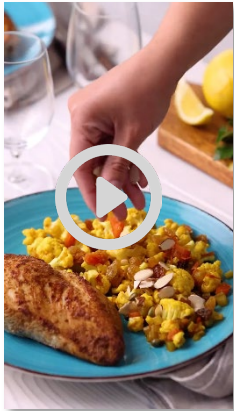
Logo Placement on MFFM Promotion Page



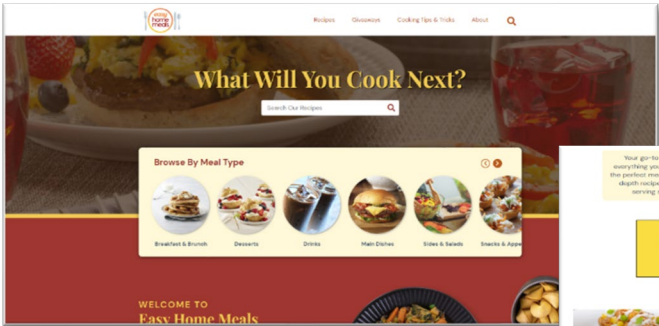
Featured in Easy Home Meals Newsletter



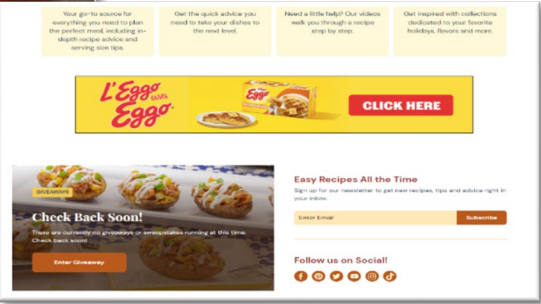
:15-:30 Branded Vertical Video



Site-Wide Rotational Banner Ad*



Custom posts and shared content across social channels



SOCIAL MEDIA BOOSTER



*Or boosted Facebook post for participating retailers



:15-:30 BRANDED VERTICAL VIDEO



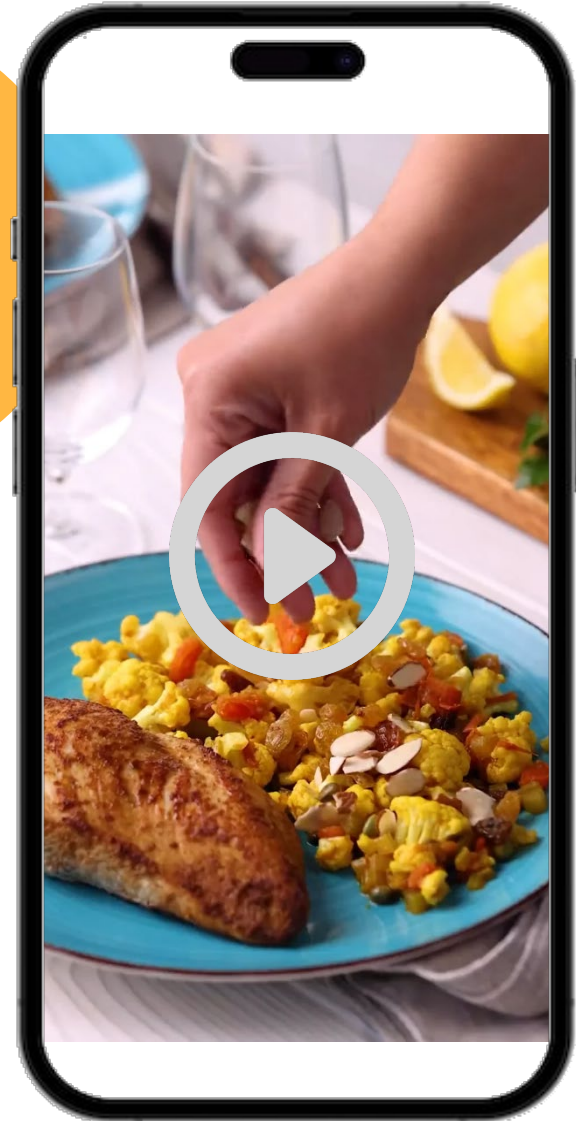
BRANDED. FULLY CUSTOM. LIVE ACTION VIDEO. Includes ALL associated costs:

- 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

**PROVIDED AS
VALUE ADD
BY NFRA**

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.





CAMPAIGN DELIVERABLES



	TIER 1	TIER 2
Mobile Campaign Engages Verified Shoppers at Critical Points Along the Path to Purchase	3.79M+	5.73M+
Custom Branded Content via Influencer Campaign	1MM+	1MM+
Featured Placement / Integration across EasyHomeMeals.com	30MM+	30MM+
Consumer Opt-In File of Sweepstakes Entrants	14K+	14K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	35 MM+	36.7MM+





CAMPAIGN VALUE PROPOSITION



YOU CAN'T DERIVE THIS MUCH VALUE OUTSIDE THE CO-OPERATIVE MODEL!

AGENCY OVERSIGHT & ACCOUNT MANAGEMENT	\$ 15,000.00	
Overall campaign planning and development Daily campaign management across all touchpoints (Dec-Mar.) 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	
		TIER 2
AD ADAPTED MOBILE ACTIVATION	\$ 39,500.00	\$ 57,000.00
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		

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

TOTAL CAMPAIGN VALUE:	TIER 1	TIER 2
	\$96,500.00	\$114,000.00
PARTICIPATING FEE FOR MFFM:	\$31,600.00	\$41,600.00
PARTICIPANT SAVINGS:	\$64,900.00	\$72,400.00

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!



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These concepts are submitted as a confidential presentation.

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