

Exclusive NFRA Member Opportunity

FAST RECIPE VIDEOS featuring your brands



These quick recipe videos can expand your media reach and engagement...and together, we can inspire consumers to shop even more in the frozen and refrigerated aisles!

REAL VALUE

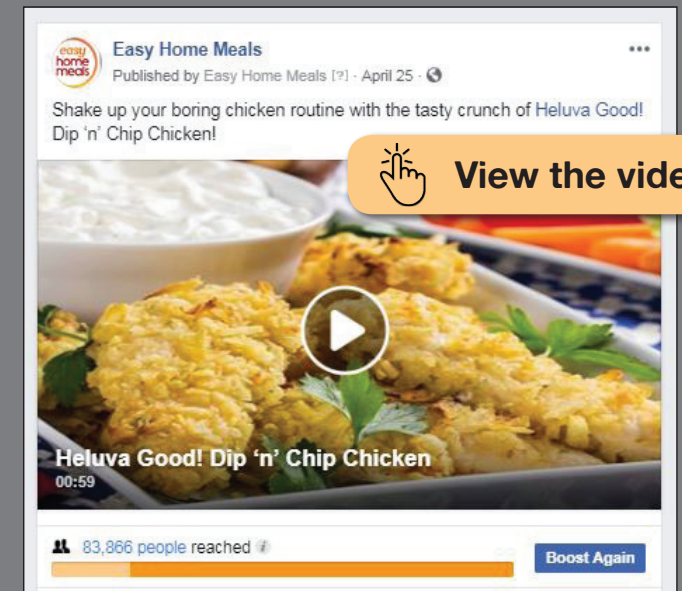
- NFRA's partner, the Mr. Food Test Kitchen's in-house production team, will create a fast recipe video featuring your product - **from recipe selection/development to videography and editing**
- The video will highlight a recipe in a fun and fast-paced manner including **your brand/product packaging as a key ingredient**
- Your brand logo, as well as the Easy Home Meals website URL will appear at the video close
- The video will be promoted on the Easy Home Meals (464,000+ reach combined) and Mr. Food Test Kitchen's (194,000+ reach) social media properties, **including paid promotion behind Facebook posts**
- Also share the video to your audiences through brand social media channels, website, blog, etc. to gain maximum reach



Contact Julie at julie@nfraweb.org or 717-657-8601 for additional details.

REAL RESULTS

A recent fast recipe video created with a Heluva Good product and posted on the Easy Home Meals and Mr. Food Test Kitchen's Facebook pages generated **over 48,000 views!**



Cost to produce + paid promotion: **\$3,500 per video**