



Real Food. frozen.

PR CAMPAIGN

Campaign Goal: Drive an increase in conversation and positive sentiment about the frozen food categories – concurrently amplifying members' brands, products and initiatives – to support frozen food sales growth and to bring more shoppers into the frozen food aisles.

2018 PR RESULTS THROUGH 9/30/18

854.2M+

 Total PR Campaign Impressions

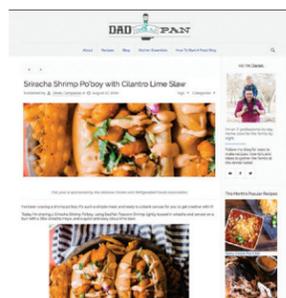
STRATEGY

During the first three quarters of 2018, NFRA successfully delivered the **Real Food. Frozen** campaign messaging through carefully developed industry communication platforms and new and engaging ways to reach consumers. We continued to tell positive stories and are finding success in changing the conversation about frozen foods through our vibrant, growing community of food storytellers and influencers; robust social media strategies and tactics; productive media partnerships; effective media outreach; collaborative industry efforts; and strong member engagement. We are reaching large audiences with frozen messages and content focused on the real ingredients, chef-inspired recipes, fresh flavors, and portions and packaging that leave nothing to waste – all positives that make our category of foods unique.

TACTICS

Storytellers

Our engaging Cool Food Panel of home cooks, trained chefs and foodie experts was again central to NFRA's **Real Food.**



Frozen campaign efforts. This diverse group focused on creative culinary content development and sharing recipes and frozen food messaging to large online communities. The bloggers successfully fueled positive conversations and drove inspiration with frozen-based meal assembly solutions – all with a focus on NFRA member brands. **The Cool Food Panel has garnered impressions of more than 5.5M.**

Media Outreach

Media outreach initiatives during the first, second and third quarters of 2018 have included a Satellite Media Tour (SMT), as well as traditional, online, paid and earned media outreach through PR Newswire. The SMT featured broadcast interviews with chef/TV personality Ceci Carmichael, who shared the Real Food. *Frozen* messaging and benefits of frozen foods – successfully reaching millions of consumers across the country. Media outreach efforts included a March Frozen Food Month multimedia release, a Frozen Foods Have Never Been Hotter infographic and release, a Beat the Heat with a Cool Treat ice cream and novelties media effort, and a Do You Know What's for Dinner release focused on Back to School and Family Meals Month. All media efforts amplified the conversations, increased engagement and helped drive positive frozen food stories in major TV and Radio media outlets and publications countrywide. **Media efforts have garnered more than 597M impressions.**



Media Partnerships

We continue to work with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes and videos – and to effectively reach consumers where they are searching and connecting with food. Unique initiatives during the first three quarters of 2018 included dedicated TV spots for March Frozen Food Month and Summer Favorites Ice Cream & Novelties, as well as a number of Fast Recipe Videos (for social media platforms). **Mr. Food Test Kitchen activations have garnered 51M impressions.**



NFRA's successful #FrozenFoodMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers and engaged Twitter users in conversations about frozen foods, **garnering a total of 65M impressions (and 5.5K tweets).**

Easy Home Meals Blog & Social Platforms

NFRA's consumer Easy Home Meals website and blog continues to attract a growing and engaged fan base. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things frozen during the first three quarters – including priority products, hot trends of the moment,

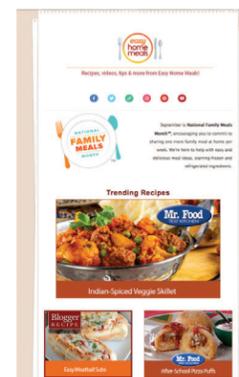


food holidays, Cool Food Panel content, Summer Favorites Ice Cream & Novelties and more. **Easy Home Meals garnered 3.7M impressions and 300.8K social engagements (likes, comments and shares).**



Newsletters

NFRA PR Campaign communications support the consumer outreach and frozen food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, frozen food tips and food safety guidelines. The quarterly **What's Hot in Frozen & Refrigerated Foods** e-newsletter shares new product introductions to industry and consumer audiences. The monthly **Steal Sheet of Resources** provides NFRA members with social media content, blogs, recipes, graphics, videos and more.



ACTIVATION HIGHLIGHTS

Beat the Heat with a Cool Treat
PR Newswire release celebrating NFRA's Ice Cream & Novelties promotion.

Mr. Food Test Kitchen Ice Cream TV Spot
Featuring a terrific recipe, new frozen products and brands, Summer Favorites and Real Food. *Frozen* messaging.

Do You Know What's for Dinner?
PR Newswire media effort with messaging focused on Back to School and September Family Meals Month.

Back-to-School Breakfasts the Whole Family Will Love
NFRA's Easy Home Meals Blog is continuously connecting with engaged audiences, providing frozen food tips, recipes and featuring member brands.

Fast Recipe Video – Best Frozen Whiskey Sour Ever!
NFRA is partnering with the Mr. Food Test Kitchen and growing our Fast Recipe Video library. Videos can be customized for brands as well.

- Newsletters**
- **What's Hot and New in Frozen & Refrigerated Foods**
 - **Easy Home Meals**
 - **Steal Sheet of Resources**

- A Few Food Blogger Favorites**
- Dawn's (Cutefetti) – **After School Snack Kabobs** (featuring Farm Rich)
 - Sally's (Real Mom Nutrition) – **Easy Meatball Subs** (featuring Rosina)
 - Derek's (Dad with a Pan) – **Siracha Shrimp Po'boy** (featuring SeaPak)
 - Trevor and Jennifer's (Show Me the Yummy) – **Sheet Pan Pierogies** (featuring Mrs. T's)
 - Dani's (The Adventure Bite) – **Jamaican Black Bean Burgers** (featuring MorningStar)

EASY HOME MEALS

BY THE NUMBERS (ENDING 9/30/18)

- Facebook:** 465,867 likes
- Twitter:** 2,827 followers
- Pinterest:** 6,220 followers
- Instagram:** 1,672 followers
- YouTube:** 189 subscribers
- Easy Home Meals website:** 626,940 sessions; 871,715 pageviews; 196,245 new visitors
- EHM Newsletter:** 118,440 subscribers