



The Dairy Aisle...*Beyond Cool*

PR CAMPAIGN

Campaign Goal: To build upon the positive sentiment around refrigerated dairy foods by expanding shoppers' perceptions and considerations beyond the normal "staples" – and concurrently amplifying members' brands, products and initiatives – to support the overall refrigerated dairy category.

2018 PR RESULTS THROUGH 9/30/18

255.2M+

 Total PR Campaign Impressions

STRATEGY

During the first three quarters of 2018, NFRA continued to deliver the **The Dairy Aisle...Beyond Cool** campaign messaging – successfully leveraging and increasing usage occasions for refrigerated dairy foods through an expanded, engaging food influencer panel, aggressive media outreach programs, influential media partnerships, and effective social media initiatives across all NFRA platforms. All activations focused on the core pillars of the messaging platform, including healthfulness, versatility, innovation and indulgence. The June Dairy Month promotion provided the added opportunity to amplify campaign PR efforts, reaching large audiences with refrigerated dairy messaging and content focused on the nutritional value, creative possibilities and innovative tastes and treats the aisle has to offer.

TACTICS

Storytellers

Our engaging Cool Food Panel of home cooks, trained chefs and foodie experts was again central to NFRA's **The Dairy Aisle...Beyond Cool** campaign efforts. This diverse group focused on creative culinary content development, and sharing recipes and refrigerated dairy messaging to large online communities. The bloggers successfully fueled positive conversations and drove culinary inspiration with refrigerated-based meal, snack, beverage and dessert solutions for all occasions – all with a focus on NFRA member brands. **The Cool Food Panel garnered impressions of more than 5.5M.**



Media Outreach

Media outreach initiatives during the first, second and third quarters have included a Satellite Media Tour (SMT), as well as traditional and online, paid and earned media outreach through PR Newswire. The SMT featured broadcast interviews with chef/TV personality Ceci Carmichael, who shared the Dairy Aisle...Beyond Cool messaging with millions of people across the country – touting the innovative products and culinary inspiration found in the dairy aisle. Media outreach efforts included a June Dairy Month multimedia release and a Do You Know What's for Dinner PR newswire release focused on Back to School and Family Meals Month. All media efforts amplified the conversations, increased engagement and helped drive positive refrigerated food stories in major media outlets and publications nationwide. **Media efforts garnered more than 124.2M impressions.**



Newsletters

NFRA PR Campaign communications support the consumer outreach and refrigerated dairy messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, refrigerated dairy 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.

Media Partnerships

We continued 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 first three quarters included a dedicated June Dairy Month TV spot, as well as a number of Fast Recipe Videos (for social media platforms). **Mr. Food Test Kitchen activations garnered 41.3M impressions.**



NFRA's successful #JuneDairyMonth Twitter Party with Resourceful Mommy that included member brands, chefs, RDs and bloggers engaged Twitter users in conversations about refrigerated dairy foods, **garnering a total of 78.6M impressions (and 3.3K tweets).**

Easy Home Meals Blog & Social Platforms

NFRA's consumer Easy Home Meals website and blog continued to attract a growing and engaged fan base. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things refrigerated dairy during the first three quarters – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy Month, Back-to-School and more. **Easy Home Meals garnered 5.5M impressions and 347.9K social engagements (likes, comments and shares).**



ACTIVATION HIGHLIGHTS

Cool Possibilities During June Dairy Month

A successful SMT with theme and messaging focused on the farm to table freshness in the dairy aisle and innovative options for every lifestyle and dietary need.

NFRA Celebrates June Dairy Month!

A multimedia news release touting the benefits of refrigerated dairy foods and sharing recipes and additional assets.

Mr. Food Test Kitchen June TV Spot

Featuring a terrific recipe, new refrigerated dairy products and brands, June Dairy Month, and The Dairy Aisle...Beyond Cool messaging.

Do You Know What's for Dinner?

PR Newswire media effort with messaging focused on Back to School and September Family Meals.

Fast Recipe Video – Loaded Baked Potato Salad

NFRA is partnering with the Mr. Food Test Kitchen and growing our non-branded 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

• Billy Parisi – **Chicken Tinga Tacos** (featuring Borden Oaxaca Cheese)

• Christina (Dessert for Two) – **Green Chile Cheese Stuffed Chicken Breast** (featuring Philadelphia Cream Cheese)

• Dawn's (Cutefetti) – **Coffee Shop Beverages at Home** (featuring International Delight)

• Derek's (*Dad with a Pan*) **Spinach Artichoke Dip in a Bread Bowl**; (featuring Kraft Cheese)

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

