TACTICS

**Storytellers**
Central to NFRA’s Real Food. Frozen campaign efforts is our engaging Cool Food Panel of home cooks, trained chefs, registered dietitians and foodie experts. Throughout 2018, 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 garnered more than 844M impressions.

**Media Outreach**
Media outreach initiatives during 2018 have included a Satellite Media Tour (SMT), as well as traditional, online, paid and earned, media outreach. 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 multimedia and regular news releases on March Frozen Food Month, Frozen Foods are Hot, Ice Cream Promotion, Back to School/Family Meals Month, Food Waste and Holiday Entertaining. All media efforts amplified the conversations, increased engagement and drove positive frozen food stories in major TV and Radio media outlets and publications throughout the year. Media efforts garnered more than 698M impressions.

**Media Partnerships**
2018 saw another successful collaboration 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 year included: monthly recipe development, dedicated TV spots for March Frozen Food Month and the Ice Cream & Novelties promotion, as well as a number of Fast Recipe Videos (for social media platforms). Mr. Food Test Kitchen activations have garnered more than 76.7M impressions.

NFRA held successful Twitter Parties with Resourceful Mommy that included member brands, chefs, RDs and bloggers and engaged Twitter users in conversations about frozen foods. garnering more than 95.5M impressions (and 7.7K tweets).

**Easy Home Meals Blog & Social Platforms**
The redesign and launch of our new Easy Home Meals website in 2018 saw users increase 27%, sessions increase 62%, and pageviews increase 41%. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things frozen — including priority stories, hot trends of the moment, food holidays, Cool Food Panel content, NFRA annual promotions, and more. Easy Home Meals garnered 5.5M impressions and 362.9K social engagements (likes, comments and shares).

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**ACTIVATION HIGHLIGHTS**
No Taste for Waste Video/Infographic/Press Release
Valuable information, statistics and tips for reducing food waste over the holidays.

Cool Food Panel Post/Video – Mini Éclair, Reindeer Pops
NFRA’s bloggers post engaging content like this throughout the year.

Fast Recipe Video – Rise and Shine Cinnamon Buns
Together with the Mr. Food Test Kitchen, NFRA is creating a non-branded Fast Recipe Video library. Videos can be customized for brands as well.

March SMT/Multimedia News Release
Successful Satellite Media Tour and multimedia outreach touting the March promotion and positive frozen food messaging.

24 Easy Holiday Appetizers to Impress Your Guests
Our Easy Home Meals Blog is always connecting with engaged audiences, providing frozen food tips, recipes and featuring member brands.

**Newsletters**
- What’s Hot in Frozen & Refrigerated Foods
- EasyHomeMeals
- Steal Sheet of Resources

**A Few Food Blogger Favorites**
- Julie’s (The Little Kitchen) – Five Ingredient Breakfast Egg Cups (featuring Jimmy Dean, Cascadian Farm)
- Bobbi’s (Bobbi’s Kozy Kitchen) – Low-Carb Cheesy Cauliflower Hash Browns (featuring Birds Eye)
- Donna’s (Cutefetti) – Mini Pumpkin Pie Cinnamon Roll Freakshakes (featuring Mission, Smith’s, Ben & Jerry’s)
- Derek’s (Glad with a Par) – Chicken Cilantro and Lime Enchilada Burrito Skillet (featuring Red’s Organic)

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**EASY HOME MEALS**
**BY THE NUMBERS (ENDING 12/31/18)**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
</tr>
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<tbody>
<tr>
<td>Facebook</td>
<td>465,178 likes</td>
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<tr>
<td>Twitter</td>
<td>2,883 followers</td>
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<tr>
<td>Pinterest</td>
<td>6,270 followers</td>
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<tr>
<td>Instagram</td>
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<tr>
<td>YouTube</td>
<td>191 subscribers</td>
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<tr>
<td>Easy Home Meals website</td>
<td>675,000 sessions; 900,000 pagelogs; 230,000 new visitors</td>
</tr>
<tr>
<td>EHM Newsletter</td>
<td>118,440 subscribers</td>
</tr>
</tbody>
</table>

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**PR CAMPAIGN**

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

**STRATEGY**
During 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.

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**2018 YEAR END PR RESULTS**

1.02 Billion+
Total PR Campaign Impressions