



# 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 YEAR END PR RESULTS

# 347M+

 Total PR Campaign Impressions

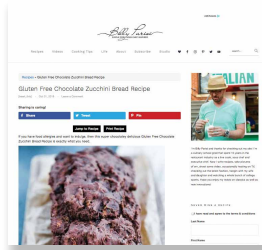
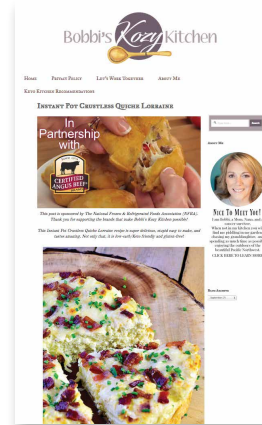
## STRATEGY

During 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

Central to NFRA's **The Dairy Aisle...Beyond Cool** 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 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 – all with a focus on NFRA member brands. **The Cool Food Panel garnered impressions of more than 16M.**



### 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 Dairy Aisle...Beyond Cool** messaging and benefits of refrigerated dairy – successfully reaching millions of consumers across the country. Media outreach efforts included multimedia and regular news releases on June Dairy Month, Back to School/Month and Holiday Entertaining. All media efforts amplified the conversations, increased engagement and drove positive refrigerated dairy stories in major TV and Radio media outlets and publications countrywide. **Media efforts garnered more than 156M impressions.**



### Newsletters

NFRA PR Campaign communications support the consumer outreach and refrigerated food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, refrigerated dairy food tips and food safety guidelines. The quarterly **What's Hot and New 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

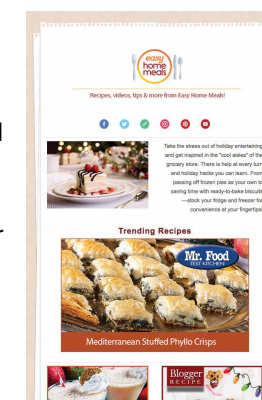
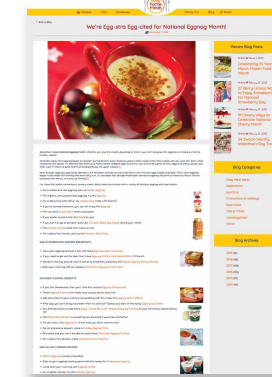
2018 saw another successful collaboration with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Unique initiatives during the year included: monthly recipe development, a dedicated TV spot for June Dairy Month, as well as a number of Fast Recipe Videos (for social media platforms). **Mr. Food Test Kitchen activations have garnered 67M impressions.**



NFRA held successful Twitter Parties with Resourceful Mommy that included member brands, chefs, RDs and bloggers and engaged Twitter users in conversations about refrigerated dairy foods, **garnering a total of 109.1M impressions (and 5.5K tweets).**

### Easy Home Meals Blog & Social Platforms

The redesign and launch of our new Easy Home Meals website in 2018 saw users increase 21%, sessions increase 62%, and pageviews increase 41%. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things refrigerated dairy – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, NFRA annual promotions, and more. **Easy Home Meals garnered 7.4M impressions and 409.9K social engagements (likes, comments and shares).**



## ACTIVATION HIGHLIGHTS

### Spook-tacular Halloween Breakfast Recipe

Mr. Food Test Kitchen develops creative recipes like this one for NFRA – all shareable with our large consumer audiences.

### June SMT/Multimedia News Release

Successful Satellite Media Tour and multimedia outreach touting the June promotion and positive refrigerated dairy food messaging.

### Fast Recipe Video - Half-Time Bacon Cheese Dip Video

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.

### Do You Know What's for Dinner?

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

### 25 Festive Drinks for the Holiday Season

Our Easy Home Meals Blog is always connecting with engaged audiences, providing refrigerated dairy tips, recipes and featuring member brands.

### Newsletters

• **What's Hot and New in Frozen & Refrigerated Foods**

• **EasyHomeMeals**

• **Steal Sheet of Resources**

### A Few Food Blogger Favorites

• Billy's (Billy Parisi) – **Gluten Free Chocolate Zucchini Bread** (featuring Melt Organic Butter)

• Bobbi's (Bobbi's Kozy Kitchen) – **Instant Pot Crustless Quiche Lorraine** (featuring Egghand's Best Eggs)

• Ashley's (Spoonful of Flavor) – **Crockpot Meatballs with Cranberry Sauce and Orange** (featuring Tropicana Orange Juice)

• Sally's (Real Mom Nutrition) – **Whole Wheat Cut-Out Sugar Cookies** (featuring Land O'Lakes Butter)

## EASY HOME MEALS

BY THE NUMBERS (ENDING 12/31/18)

Facebook: 465,178 likes

Twitter: 2,883 followers

Pinterest: 6,270 followers

Instagram: 1,845 followers

YouTube: 191 subscribers

Easy Home Meals website: 675,000 sessions;

900,000 pageviews; 230,000 new visitors

EHM Newsletter: 118,440 subscribers