

12 Ideas

for a Successful Retail Promotion

1. Cultivate Beneficial Partnerships

Retailers/Wholesalers should be connected with manufacturer, sales agent and/or local association partners to see what promotions they already have planned.

2. Promote and Leverage Brand Sponsors

The brands participating in NFRA's national promotion are already invested in doing national advertising for the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays as well.

For the most current list of participating brands, go to NFRAweb.org, click on Annual Promotions and June Dairy Month - June National Program.

3. Decorate Stores with June-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display.

Visit [NFRA's Online POS Ordering site](http://NFRA.org) to see available items and to order.

4. Promote the Easy Home Meals National Sweepstakes

The June Dairy Month \$10,000 Sweepstakes creates consumer excitement. We invite you to promote the Sweepstakes in your ads and on your website. Direct consumers to EasyHomeMeals.com to enter. One lucky winner will receive a \$1,000 Supermarket Gift Card and eighteen winners will receive a \$500 Supermarket Gift Card.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Sweepstakes.



5. Compete for Golden Penguin Awards

Earn national recognition as an industry leader in promotion and marketing. Enter the Golden Penguin Awards—many categories focused on effectively using different marketing vehicles.





6. Be BeSocial Media Influencer
Providing information about the benefits of refrigerated dairy foods and recipes to make meal planning easier, positions your store as an authority and influencer.

NFRA has tip sheets, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Access the June Toolkit on NFRAweb.org in the Industry Resources section.

7. Utilize and Leverage the June Dairy Month Brand
Provide a consistent look in your advertising for easy consumer recognition by using the June Dairy Month logo and theme.
Visit NFRAweb.org, click on Annual Promotions - June Dairy Month - Artwork/POS to download the June logo for your website, flyers and circulars.

8. Share NFRA's Content, Blogs and Posts on your Social Media Platforms

Easily take your promotion social by using NFRA's template social media posts in the June Toolkit.

Follow [Easy Home Meals Facebook](#), [Instagram](#) and blog for stories that you can share on your own channels and in your newsletter.

9. Have RD's and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors so we can easily share content and maximize consumer interest and engagement in the June promotion, as well as your brand.

10. Contribute to NFRA's Easy Home Meals Blog

Invite your chefs, RD's and experts to share their refrigerated dairy knowledge on our Easy Home Meals blog.

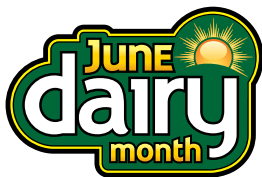
Please contact NFRA about contributing a blog post on refrigerated (or frozen) foods throughout the year.

11. Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.

12. Host In-store Events and Demos

In-store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special June event and draw more shopper attention to the aisle.



Discover the Cool Possibilities