



Real Food. *frozen.*

PR CAMPAIGN

Campaign Goal: Drive an increase in conversation and positive sentiment about the frozen food categories, focusing on key messaging pillars: Real, Exploration, Flavorful and Value.

FIRST QUARTER 2019 PR RESULTS

283M+ Total PR Campaign Impressions

STRATEGY

Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of **Real. Food. Frozen.** 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. These efforts to change the conversation strategically support frozen food sales growth, amplify members' brands and initiatives – all with the goal to bring more shoppers into the frozen food aisles.

TACTICS

Storytellers



We introduced our 2019 Cool Food Panel of home cooks, trained chefs and foodie experts in January – their food blogging expertise central to NFRA's **Real Food. Frozen** campaign efforts. This diverse group focused on developing and sharing creative frozen food culinary content to large online communities. They 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 impressions of more than 5.3M.**

Media Outreach

Media outreach initiatives during the first quarter included a “Frozen Foods are Hot” Satellite Media Tour featuring chef and Food Network personality James Briscione, who showed audiences how you can elevate your food experience with frozen foods. The media effort successfully secured 1,648 broadcast airings. Paid and earned media helped drive positive frozen food stories in major media outlets and publications countrywide, and included a March Frozen Food Month multimedia release, and media outreach focused on positive results of NFRA's frozen food audit and media analysis. **Media efforts garnered more than 183.8M impressions.**



Media Partnerships

NFRA hosted a successful #FrozenFoodMonth Twitter Party with Resourceful Mommy that included conversations about innovations in frozen, and favorites from the frozen food aisle. Throughout the one-hour chat, 235 Twitter users were engaged, including member brands, chefs, RDs and bloggers, **garnering a total of 71.06M impressions (and 7.5K tweets).**



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. Highlights first quarter included a March Frozen Food Month TV spot. **Mr. Food Test Kitchen activations garnered 24.5M impressions.**

Easy Home Meals Blog & Social Platforms

The 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 quarter – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, March Frozen Food Month and more. **Easy Home Meals garnered 1.4M impressions and 184.5K social engagements (likes, comments and shares).**



Special Initiatives

NFRA is expanding connections with the very influential **Supermarket Registered Dietitians** community by providing quarterly toolkits full of valuable resources (tips, recipes, infographics) that they can use to promote frozen and refrigerated foods to shoppers in-store.

We introduced a new **Food Waste Education Program** for middle and high school students and teachers. The **No Taste for Food Waste** teaching kit includes a teacher's guide and three reproducible student activities, and all are available to NFRA members.

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 and New in Frozen & Refrigerated Foods** e-newsletter shares new product introductions to industry and consumer audiences. Our **Toolkits of Resources** provide NFRA members with social media content, blogs, recipes, graphics, videos and more to re-purpose in their own efforts.



ACTIVATION HIGHLIGHTS

Frozen Foods Have Never Been Hotter
A successful SMT with theme and messaging focused on the growing popularity and benefits of frozen foods.

Elevate Your Food Experience during March Frozen Food Month
A multimedia news release sharing frozen food recipes, infographics, videos and more.

Mr. Food Test Kitchen March Frozen TV Spot
Special video exploring what's new in the frozen food aisle.

No Taste for Food Waste
Online educational outreach program for middle and high school students and teachers.

Supermarket Retail Dietitian's Toolkit
Resources for SRDs, including recipes, timely tips and new **Farm-to-Table Infographic.**

Hooray for Frozen Food Day!
Easy Home Meals blog continuously connecting with engaged audiences.

Latest Findings From National Frozen And Refrigerated Foods Association Show Improved Favorability Toward Frozen Food Category
PR Newswire release sharing positive frozen food audit and media analysis results.

Newsletters

- [What's Hot and New in Frozen & Refrigerated Foods](#)
- [Easy Home Meals](#)
- [March Toolkit of Resources](#)

A Few Food Blogger Favorites

- Chef Billy Parisi – [Accessorizing Frozen Pizzas](#) (featuring American Flatbread)
- Dawn (*Cutefetti*) – [Totchos Bar](#) (featuring Alexia)
- Meme (*Living Well Kitchen*) – [Mediterranean Meatball Flatbread](#) (featuring Rosina and Athens)

EASY HOME MEALS

BY THE NUMBERS (ENDING 3/3/19)

Facebook: 464,592 likes

Twitter: 2,968 followers

Pinterest: 6,388 followers

Instagram: 2,159 followers

YouTube: 198 subscribers

Easy Home Meals website: 101,486 unique

users; 317,749 sessions; 411,723 pageviews

EHM Newsletter: 110,316 subscribers

