

A NEW LOOK
FOR 2020



WHAT'S NEW WITH MARCH FROZEN FOOD MONTH?



GREATER REACH WITH GUARANTEED RESULTS

Shopper clicks and video views are guaranteed
80% + increase in estimated digital impressions at both Tiers

EXPANDED DIGITAL OFFER INCLUDES SOCIAL & VIDEO

Paid Social Ads
Video Ad Integration
Carousel Ads
In-app Ads
Customizations (e.g. Facebook Experiences)
PLUS: Programmatic Display and Native Media Ads

ENHANCED CREATIVE DESIGN OF DIGITAL ADS

Turn static assets into dynamic video
Promote multiple products or varieties in a single ad
Digital house overseeing 100% of design work

TOTAL CAMPAIGN OPTIMIZATION

Ads will pull from devices which achieve greatest traction
Creative versioning to ensure proper delivery across platforms
Brand specific customizations available based upon KPIs

ENHANCEMENTS TO RADIO MEDIA PARTNERSHIP

Paid delivery of social videos will guarantee impressions
Social video will be placed beyond stations social pages
Videos will leverage syndicated personalities to drive viewership
Option to choose between display ads OR streaming audio
Additional targeting parameter on email blasts

THE RESULT?

*An improved approach focused on increasing
the reach and visibility of your brand*





100% SHARE OF VOICE:

Provides all participating Brands of varying size, product offerings, and priorities with 100% share of voice across all program touch-points.



LOCAL SHOPPER ENGAGEMENT

Digital media may be targeted by demographic, geography, and even transactional purchase data.

Brands may also individually select their desired radio markets and tag on-air spots with a drive to local retailer(s) in each market



CUSTOM MEDIA SCHEDULES

Brands select how many markets, and which markets, are priority



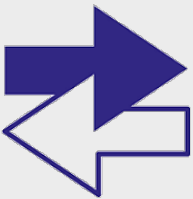
CONTENT CREATION

Content for all required touch-points will be developed/produced for each participating brand as value-add



CONTROL THE MARKETING MIX:

We recognize that **one size does not fit all** – each Brand controls the marketing mix to best suit their desired approach



RETAIL CONNECTION

Afforded benefits allow participating brands the ability to link and leverage all touchpoints to drive incremental merch support and/or account specific programming with key retailer(s)



Diverse mix of Digital and Social Media offerings powered by OptimAd

- Social Media Ads via native & programmatic display units
- Video Advertising - :15 or :30 duration
- Carousel Ads, Facebook Experiences and In-App ads



Ability to execute all touch points or adjust marketing mix within WWO offering below

- On-Air: Recorded brand spot on terrestrial radio
- Email: Three (3) Dedicated email to subscriber base
- Online Streaming: Companion display ads and recorded brand spot
- Social: Two (2) custom video Facebook posts



Influencer Assigned based on geography, lifestyle and/or demographic makeup

- Blog post with option to overlay Influencer micro-sweeps
- Social sharing across influencer and Easy Home Meals social properties



Featured placement / Integration across EasyHomeMeals.com

- Ad placement on EasyHomeMeals.com
- Ability to upload branded recipes to EasyHomeMeals.com
- Logo placement on MFFM Promotion page
- Brand featured on Twitter Party
- Custom Facebook post, Tweet & Pin



Consumer Opt-In File From Entrants within the MFFM National Sweepstakes

- File can be used to build Brands consumer database and ongoing CRM efforts



FEATURING ROBUST DIGITAL TARGETING & SEGMENTATION

Each participating brand partner will have the ability to develop their own shopper targeting strategy, including demographic details, geo-specific media delivery per store list, and shopper's purchase history across all digital devices.



DEMOGRAPHIC

- Age and Gender
- Household Income
- Digitally Savvy Shopper



GEOGRAPHY

- Has shopped at (RETAILER) in the last 30 days (Device ID)
- Lives within a 10-mile radius of a (RETAILER) Store
- By store list for each brand



SHOPPER

- Existing Category Purchasers
- Searching top competitive brands
- Behavioral Trends of the Shopper for the Product/Brand



DEVICE TYPE


- Mobile
- In-App
- Tablet
- Connected TV

Converge digital strategies with retail activation to ensure top of mind awareness for your Brand when the decision-making process begins ...

online, long before consumers ever reach the store or point of purchase.



A NEW PARTNER FOR 2020, OPTIMAD'S DIGITAL PLATFORM WILL OFFER BRANDS A MORE DIVERSE MIX OF DIGITAL TOUCH POINTS, GREATER CUSTOMIZATION & FLEXIBILITY OF PLAN PLUS ENHANCED CREATIVE DEVELOPMENT & DESIGN OF AD UNITS.

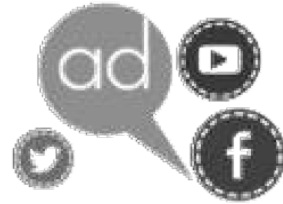
 OPTIMAD	TIER 1	TIER 2
Targeted Shopper Clicks to RETAILER.com or online destination for the BRAND	7,519+	12,115+
Targeted Video Views	17,400+	37,500+
Total Guaranteed Shopper Engagements *	24,919+	49,615+

<i>Estimated Impressions</i>	4 MM	6 MM
------------------------------	------	------



- ✓ Brands have the option of shifting all impressions to Targeted Shopper Clicks if desired
- ✓ **Further customization is available, TBD following Brand review of KPIs**
- ✓ Guaranteed results
- ✓ Clicks can go to any online destination of the brand's choosing

SOCIAL MEDIA AD UNITS



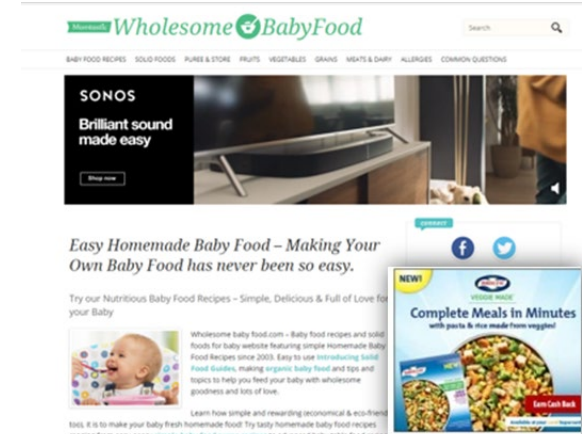
DRIVE CLICKS VIA SOCIAL MEDIA

Inspire shoppers to purchase your Brand by reaching them in their preferred social media channels, delivering maximum brand awareness & traffic with target audiences across Instagram & Facebook.

With real-time optimization against actions, the MFFM program will deliver guaranteed clicks to participating brands.

Ability to leverage offer video, influencer or animated content within social ads

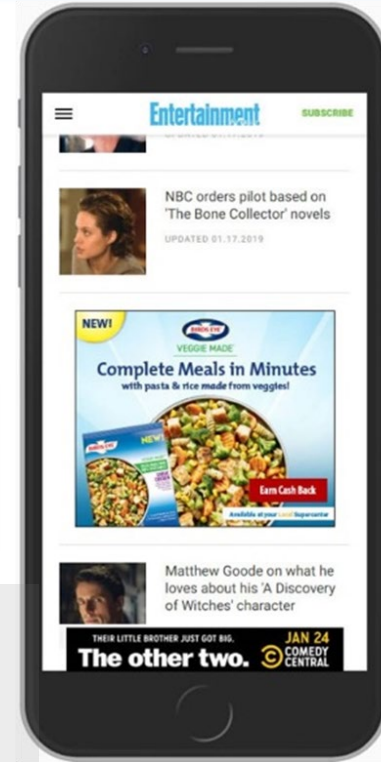
PROGRAMMATIC & NATIVE MEDIA



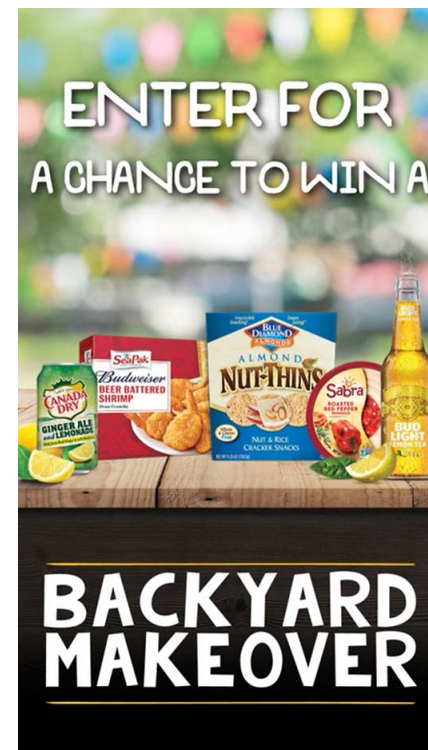
DISPLAY ADS AND NATIVE ADS

Display ad placements of various sizes across relevant publisher and network partners.

High CTR contextually relevant native ad placements. Sample sites: Epicurious, Food Network, Martha Stewart, People



VIDEO AD INTEGRATION ACROSS DIGITAL BUY



TURN STATIC ASSETS INTO DYNAMIC VIDEO UNITS

1/3 of ALL online activity is spent watching video

92% of mobile video viewers share videos with others

Marketers who use video grow revenue 49% faster than non-video users

64% of consumers make a purchase after watching branded social videos

81% of people have been convinced to buy a product or service by watching a brand's video

Sample video units created from static imagery. Click on each box to play videos.
Can be :15 or :30 in length, can add backing music if desired.

CAROUSEL ADS



The Lean Mean Fan

Sponsored · 

Dannon® Oikos® Triple Zero has 15g of protein per serving and is the Official Yogurt of the NFL. Available at Walmart.



Vanilla

Buy Now - Walmart.com

Shop Now



Like



Comment



Share



Strawberry

Buy Now - Walmart.com

Shop Now



Mixed Berry

Buy Now - Walmart.com

Shop Now

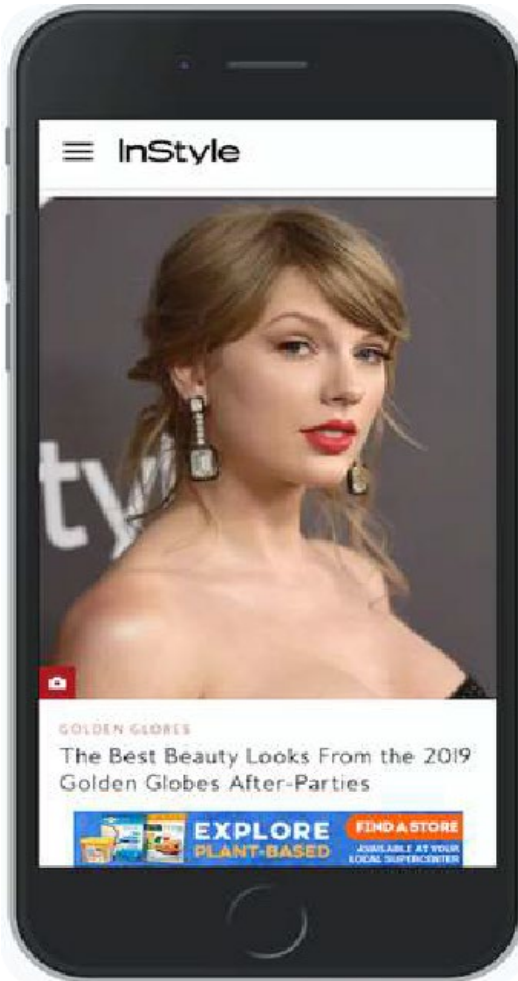
AMPLIFY SOCIAL OUTREACH

Drive awareness & education among your target audience via social carousel ads highlighting different product images and flavor options.

Select lifestyle imagery, influencer content or product benefit images to communicate why shoppers love your brand.

With Carousel ads we can highlight each SKU individually & link each to your retailer's product detail page showcasing the brand's product assortment.

IN-APP ADS



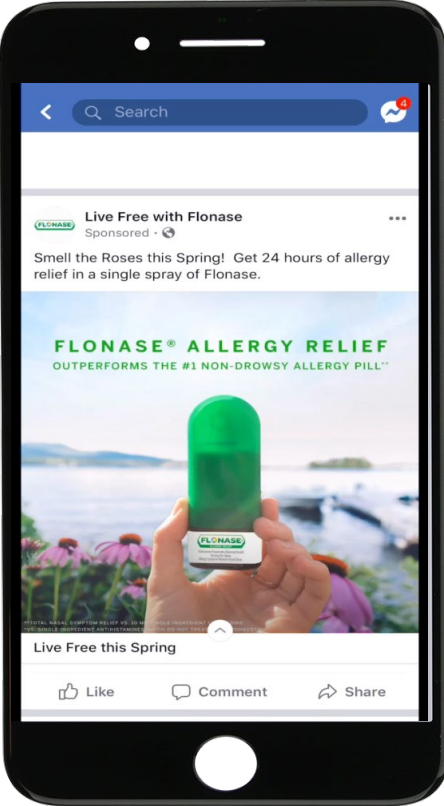
RELEVANT CONTENT. MOBILE OPTIMIZED.

Advertise within popular mobile apps, reaching your target audience with compelling messages on their favorite publisher apps.

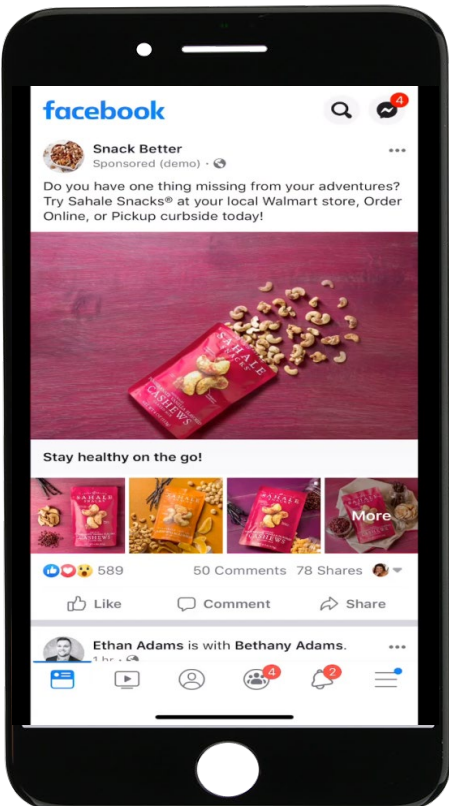
Execute dynamic & native ads within top apps reaching relevant audiences in a mobile optimized channel.

BRAND SPECIFIC CUSTOMIZATIONS

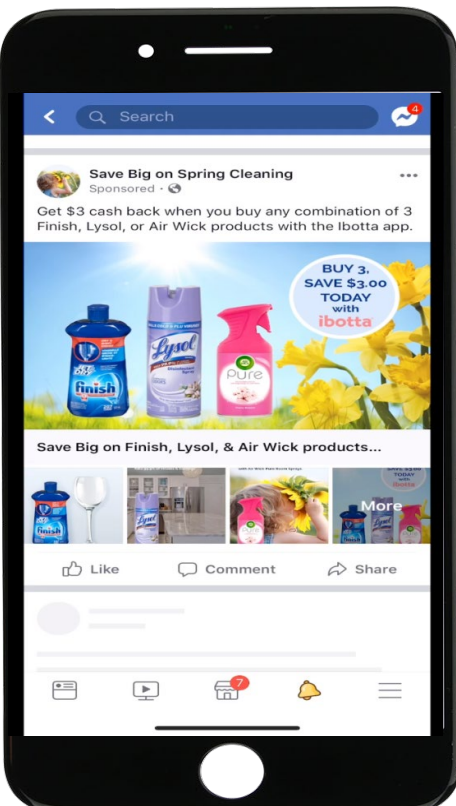
BRAND PAGE COUPON OFFER



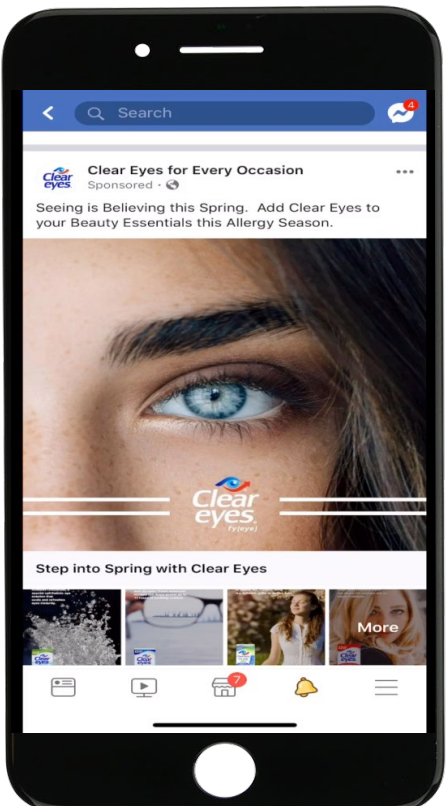
ADD TO ONLINE GROCERY CART



DEEPLINK TO BUNDLED IBOTTA OFFER



PRODUCT RECCOMENDATION



FACEBOOK EXPERIENCES

Mobile-optimized ads that capture the complete attention of your audience.

Consumers can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products—all in a single ad.

AVERAGE 12.5 SECOND VIEW TIMES
AND CTRs 2-3x HIGHER THAN
INDUSTRY





Sample ad units. Click on each to play videos.

A multi-media platform that **delivers surround-sound Brand messaging** whether consumers are tuned-in on-air or online—

driving traffic in-store and down the frozen aisle of your priority, local retailers



A trusted partner since 2016, Westwood One Media (WWO) will provide brands with an enhanced program while maintaining the ability to fully customize individual brand campaigns.

TERRESTRIAL RADIO 	<ul style="list-style-type: none"> ▪ Custom :15 second spot (approx 300 spots*) ▪ 3- Week drive-time flights ▪ Ability to run in up to 16 Top DMA Markets 	3,000,000 Impressions
DIGITAL 	<ul style="list-style-type: none"> ▪ Choice of display ads or streaming audio ▪ Streams across station websites and mobile platforms ▪ 4- Week flight 	502,815 Impressions
EMAIL 	<ul style="list-style-type: none"> ▪ Custom email across 3 markets ▪ 100% Share-of-Voice ▪ Frozen Food category purchase data added to targeting parameters 	70,000 Impressions
SOCIAL 	<ul style="list-style-type: none"> ▪ Custom video across 2 markets ▪ Feature syndicated talent with broad following & on-air presence ▪ Expanded reach and guaranteed impressions via paid FB post 	50,000 Impressions 3.62+MM <small>**Total Approximate Impressions per brand</small>

MARKET SELECTION

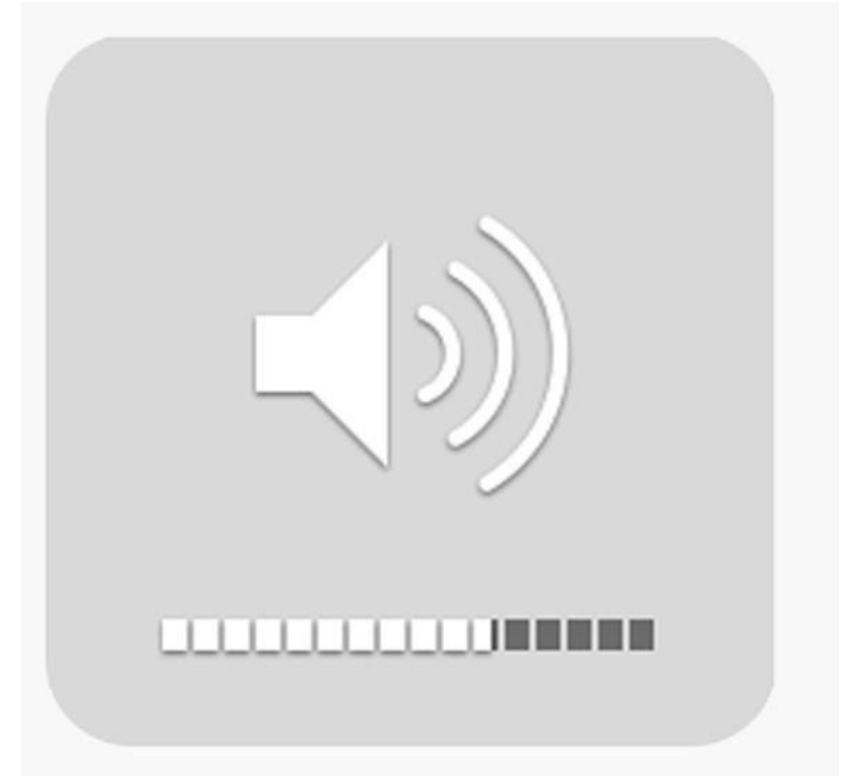
To optimize media schedules, Brands will be able to select UP TO sixteen (16) DMAs as part of their media plan

Base plan will deliver approximately 300 :15sec spots and guarantee 3M impressions to ensure greater frequency and overall reach per market

Brands will maintain ability to customize by market with drive to local retailer(s) and shift to :30's if preferred based on Brand objectives

If Westwood One does not have an owned and operated station in desired market, they will backfill at no additional cost

Westwood will handle all copy, creative and production of audio spots, email, and local personality social videos



DIGITAL CUSTOMIZATION

Brands will be able to choose whether they prefer a combination of streaming and display, display only or streaming only

Note:

Pending number of markets and size of markets, individual Brands which select just streaming audio may require to either:

- Offset with some display to reach impressions delivery
- Extend campaign beyond 4-week window



GUARANTEED IMPRESSIONS ON SOCIAL VIDEO

As value add to participating brands, WWO will guarantee the impressions delivered on social videos through paid placement

Videos will live on local stations Facebook channel as well as on Facebook feed of A18+ in target markets

Whenever able, WWO will also leverage personalities on syndicated shows to ensure high quality content with more consumer eyeballs and engagement

WWO SYNDICATED SHOWS




LIST BUYING AND ADDED TARGET PARAMETER

Westwood One will target A18-54 PLUS consumers who have (or are likely to buy) frozen food in the past 6-12 months

Added target parameter will drive greater consumer engagement with email outreach in target markets

List purchase will extend reach beyond opt-in listening audience in each market



MORNINGS ARE BETTER WITH PHILLY

PHILADELPHIA
SINCE 1872

Start your day with the creamy taste of Philly.

What's better than bagels and PHILADELPHIA Cream Cheese first thing in the morning? Absolutely nothing. From sweet to savory, you'll love the many varieties, all made with fresh milk, real cream and no artificial preservatives, flavors or dyes. And whether it's plain, strawberry or garden vegetable, the uniquely delicious taste and creamy texture of PHILADELPHIA Cream Cheese is sure to make your morning better.

#ItMustBeThePhilly





Expert influencer assigned to each brand to create custom content

- ✓ Ability to target
- ✓ Editorial content & Social posts
- ✓ Option to overlay micro-sweeps

Estimated 1M to 1.5MM Impressions per Brand



Featured placement / integration across website and social channels

- ✓ Ad & logo placements
- ✓ Social Posts
- ✓ Recipe database
- ✓ Twitter Party

74MM+ Total Easy Home Meals Program Impressions



National Consumer Promotion executed throughout March

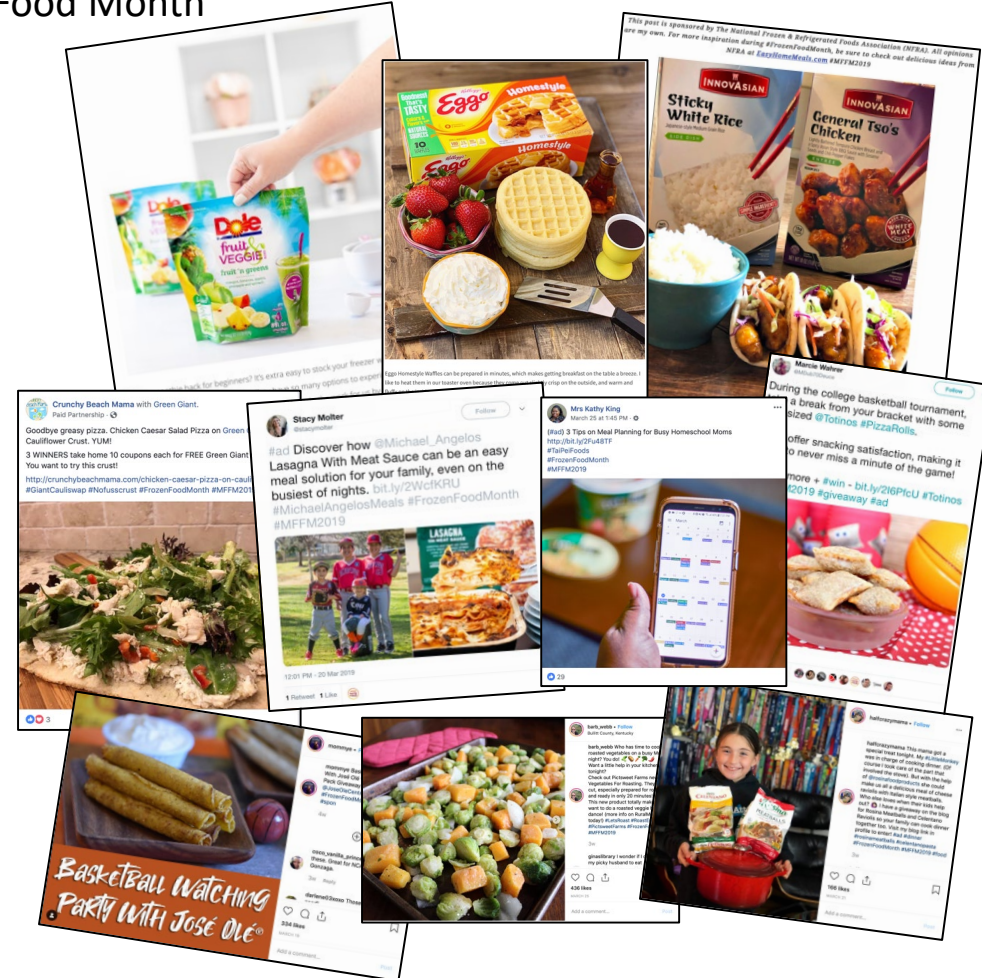
- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

Estimated 10K-12K Unique Opt-ins



Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout March Frozen Food Month

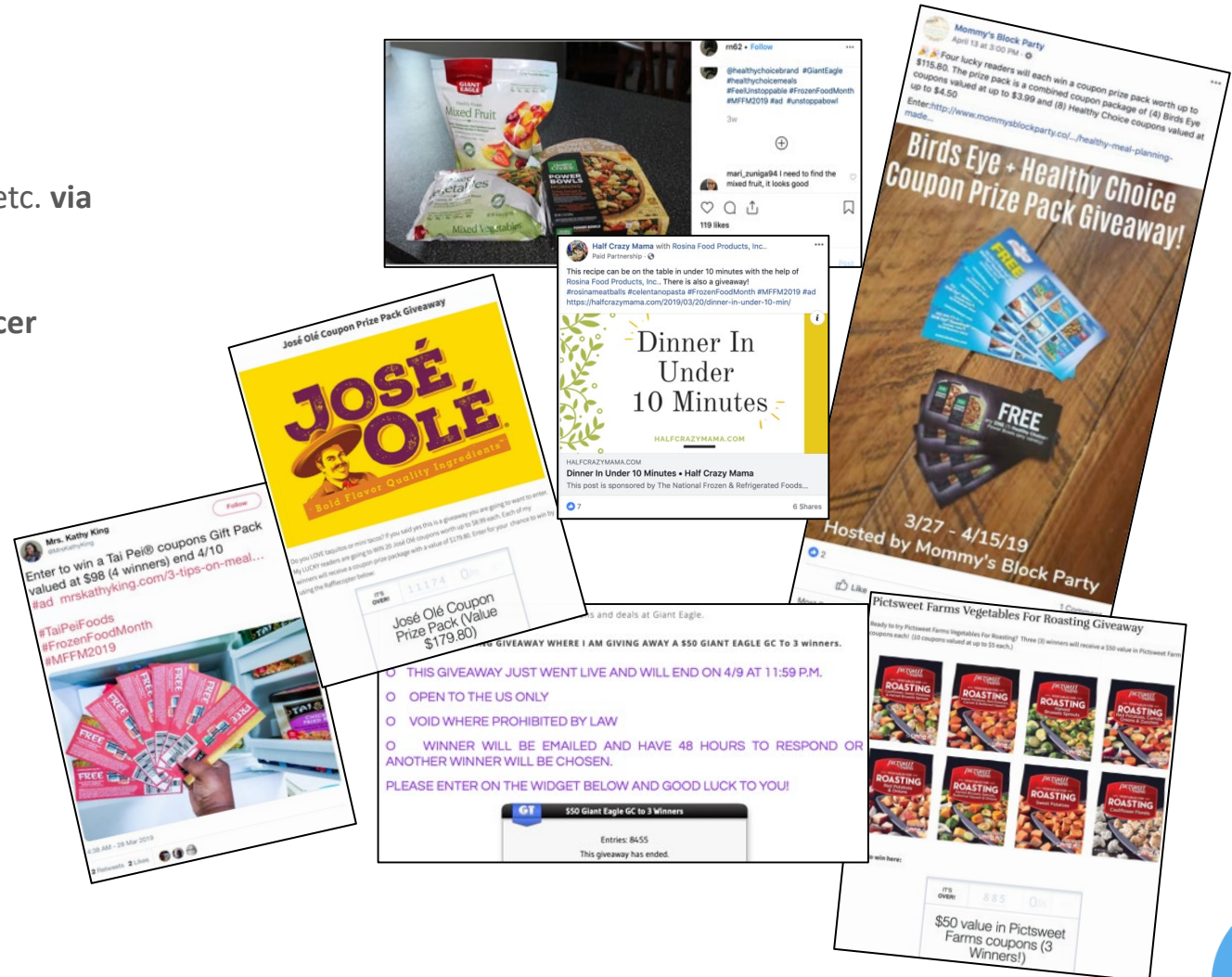
- Influencers **blended** each brand into their personal stories/recipes to create an **authentic message**
- Content **posted** across Blogs, Instagram, Facebook, Pinterest, Twitter, etc.
- **Geo-targeted** to specific audience/DMA by brand
- Engagement was incentivized through hosted giveaways with their audience via “Micro-Sweeps”





Influencers will host a “Micro-Sweeps” giveaway to engage audience and incentivize sharing

- Brands have **option to provide Influencers with FREE Product/Product Coupons(s)** to use as prizes
- Consumers will be **incentivized by sharing #Hashtags, Links, etc. via Twitter, Pinterest and Instagram**
- **Winner selection and prize fulfillment is handled by influencer**



Logo placement on MFFM Promotion Page



Featured in Easy Home Meals Newsletter



Mention in #FrozenFoodMonth Twitter Party



Site-wide rotational banner ad*



Custom posts and shared content across social channels



*Or boosted FB post for participating retailers



	TIER 1	TIER 2
Mix of digital and video platforms offered at various levels	4MM Guaranteed 11.5k-24.9k+ Engagements	6MM Guaranteed 49.6K+ Engagements
Ability to adjust marketing mix within WWO offering	3.6MM+	3.6MM+
Custom branded content via Influencer campaign	1MM+	1MM+
Featured placement / Integration across EasyHomeMeals.com	74MM+	74MM+
Consumer Opt-In File of Sweepstakes Entrants	10K+	10K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	82.6 MM+	84.6 MM+

TOTAL ESTIMATED MFFM IMPRESSIONS: 211+MM

Below is a conservative estimate to illustrate the cost of program to execute outside the co-operative and the efficiencies co-operative programming affords

Agency oversight and account management		\$13,000.00
—Overall campaign planning & development		
—Daily campaign management over all program touch points December – March		
All creative development and production		\$25,000.00
—All copywriting including script development, email blast & social copy		
—Voice over talent and radio spot production		
—Email creative design and deployment		
—All display ads and required versioning		
—Converting static assets into dynamic video ads		
—Social media video concept and production		
Sweepstakes administration, management and fulfillment		\$9,500.00
— Includes microsite development and hosting		
— Administration, management and fulfillment		
Sweepstakes Prizing		\$10,000.00
OptimAd Digital Media Evaluation		\$35,000.00
—Paid social, video, programmatic display, native media, in-app ads		
—Media planning, buying and real-time campaign optimization		
—Program customization individualized by Brand		
—Social media amplification with DJ personalities		
—Value add impressions to drive overall promotion / MFFM messaging		
Westwood One Media Evaluation		\$28,000.00
—Media planning and buying		
—Multi-media integration across on-air, online, streaming, display and email		
Dedicated Brand Blogger		\$3,500.00
—Includes branded blog post, social shares & optional Micro sweeps		
Easy Home Meals Promotion		\$3,000.00
—Featured placement on website, Twitter party, social media integration		
TOTAL PROGRAM SPEND		\$127,000.00
YOUR SPEND		\$42,500.00
YOUR SAVINGS		\$84,500.00

THANK YOU

