



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.*

2019 PR RESULTS THROUGH 6/30/19

427.4M+

 Total PR Campaign Impressions

STRATEGY

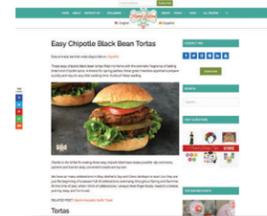
Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of **Real Food. Frozen.** We are reaching large audiences with frozen messages and content focused on the real ingredients, chef-inspired recipes, fresh flavors, and portions 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



Our 2019 Cool Food Panel of home cooks, trained chefs and foodie experts continue to bring their food blogging expertise to NFRA's **Real Food. Frozen** campaign efforts. During second quarter 2019, this diverse group developed and shared creative and effective frozen food culinary content to large online communities. As the numbers show, they again 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 has garnered impressions of more than 6.4M.**



Media Outreach

Media initiatives during the first six months included a Satellite Media Tour (SMT), as well as traditional, online, paid and earned media outreach through PR Newswire. A "Frozen Foods are Hot" SMT featured chef and Food Network personality James Briscione, showing audiences how to elevate their food experiences with frozen foods. The media effort successfully secured 1,648 broadcast airings and was accompanied by a March Frozen Food Month multimedia release, as well as additional media outreach focused on positive results of NFRA's Frozen Food Audit and media analysis. **Media efforts have garnered more than 310.6M impressions.**



Media Partnerships

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 during the first half of 2019 included a dedicated March Frozen Food Month TV spot, multiple recipes and blogs, and new Fast Recipe Videos that continue to attract and engage followers on all Easy Home Meals social platforms. **Mr. Food Test Kitchen activations have garnered 40.1M impressions.**

NFRA's successful #FrozenFoodMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, **garnering a total of 71.06M impressions (and 7.5K tweets).**



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 – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, national promotions like March Frozen Food Month and more. **Easy Home Meals garnered 2.5M impressions and 347.5 social engagements (likes, comments and shares).**



Special Initiatives

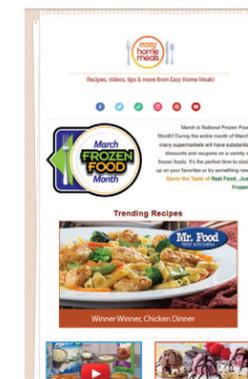
NFRA's new **Food Waste Education Program** for middle and high school students and teachers has been very well received. The **No Taste for Food Waste** teaching kit was sent to over 65,000 targeted consumer/environmental science and health educators. It includes a teacher's guide and three reproducible student activities, and all are available to NFRA members.



We continue to expand 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.

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

[Latest Findings from NFRA: Improved Favorability Toward Frozen Food Category](#) PR Newswire release sharing positive frozen food audit and media analysis results.

[New Fast Recipe Video – Party Perfect Stacked Salad](#) NFRA is partnering with the Mr. Food Test Kitchen and growing our non-branded Fast Recipe Video library. Videos can be customized for brands as well.

[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.

[No Taste for Food Waste](#) Online educational outreach program for middle and high school students and teachers.

[Supermarket Retail Dietitian's Toolkit](#) Newly developed resources for SRDs, including recipes, timely tips and information to share with shoppers.

[Make Your National Shrimp Day Sizzle](#) Easy Home Meals blog continuously connecting with engaged audiences.

Newsletters

- [What's Hot and New in Frozen & Refrigerated Foods](#)
 - [Easy Home Meals](#)
 - [March Tool Kit of Resources](#)
- A Few Food Blogger Favorites**
- Chef Billy Parisi – [Frozen Café Mochas recipe blog/recipe video](#) (featuring So Delicious Dairy Free)
 - Meme (*Living Well Kitchen*) – [Chicken Nugget Vegetable Kabobs](#) (featuring Tyson)
 - Silvia (*Mama Latina Tips*) – [Easy Chipotle Black Bean Tortas](#) (featuring Bridgford and Gardein)

EASY HOME MEALS

BY THE NUMBERS (ENDING 6/30/19)

Facebook: 464,544 likes

Twitter: 3,024 followers

Pinterest: 6,444 followers

Instagram: 2,419 followers

YouTube: 200 subscribers

Easy Home Meals website: 190,854 unique users; 589,328 sessions; 774,197 pageviews

EHM Newsletter: 115,000 subscribers