



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 focusing on key messaging pillars: Health & Wellness, Versatility, Innovation and Indulgence.

2019 PR RESULTS THROUGH 6/30/19

181.1M+

 Total PR Campaign Impressions

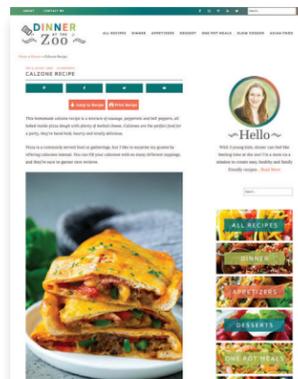
STRATEGY

Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of **The Dairy Aisle...Beyond Cool**. We are reaching large audiences with refrigerated messages and content focused on nutritional value, satisfying all dietary needs, real ingredients, fresh flavors, and innovative tastes and treats that meet the evolving eating preferences of small meals and convenient, healthy snacks. These efforts to promote "dairy and beyond" strategically support refrigerated food sales growth and amplifies members' brands - all with the goal to effectively promote the modern dairy aisle.

TACTICS

Storytellers

Our 2019 Cool Food Panel of home cooks, trained chefs and foodie experts are bringing their food blogging expertise to NFRA's **The Dairy Aisle...Beyond Cool** campaign efforts. During the first six months of the year, this diverse group developed and shared creative and effective refrigerated foods culinary content to large online communities. They successfully presented the modern dairy aisle and fueled positive conversations 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 3.7M.**



Media Outreach

Media initiatives in 2019 included a "Dairy and Beyond" Satellite Media Tour (SMT) as well as traditional, online, paid and earned media outreach through PR Newswire. The SMT featured chef and Food Network personality James Briscione, who shared effective messaging about the modern dairy aisle and its appeal to all lifestyles and dietary needs. The media effort successfully secured 1,253 broadcast airings in good markets across the country, reaching an audience of more than 14.9M. It was accompanied by a June Dairy Month multimedia release. **Media efforts have garnered more than 85.8M impressions.**



Media Partnerships

NFRA hosted a successful #JuneDairyMonth Twitter Party with Resourceful Mommy that included conversations about the modern dairy aisle, new plant based options, and all of the innovative products that meet every lifestyle and dietary need. Throughout the one-hour chat, 380 Twitter users were engaged, including member brands, chefs, RDs and bloggers, **garnering a total of 70.63M impressions (and 7K 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 included a June Dairy Month TV spot and new Fast Recipe Videos. **Mr. Food Test Kitchen activations garnered 20M+ 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 refrigerated during the first six months - including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy Month and more. **Easy Home Meals garnered 1.9M impressions and 347.3K 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 refrigerated and frozen 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 was sent to over 65,000 targeted consumer/environmental science and health educators, and includes a teacher's guide and reproducible student activities (all are available to NFRA members).

Newsletters

NFRA PR Campaign communications support the consumer outreach and refrigerated foods messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, refrigerated 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

Dairy Aisle for Every Lifestyle A successful SMT with theme and messaging focused on the modern dairy aisle.

The Modern Dairy Aisle A multimedia news release sharing refrigerated foods recipes, interesting facts, videos and more. **Mr. Food Test Kitchen June Dairy TV Spot** Special video exploring what's new in the refrigerated dairy 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 and timely tips.

Easy Home Meals Dairy and Beyond Blog Continuously connecting with engaged audiences.

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.

Newsletters

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

A Few Food Blogger Favorites

- Christina (*Dessert for Two*) - [Instant Pot Cheesecake Recipe](#) (featuring Philadelphia Cream Cheese and Land O'Lakes)
- Dawn (*Cutefetti*) - [Easy Spring Brunch Ideas](#) (featuring Tropicana, Bays and Eggland's Best)
- Silvia (*Mama Latina Tips*) - [Orange Cream Gelatin Recipe](#) (featuring Florida's Natural and Horizon Organic)
- Sara (*Dinner at the Zoo*) - [Calzone Recipe](#) (featuring Jimmy Dean and Sargento)

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