

Real Food. *frozen.* PR Campaign

2020 FUNDING INITIATIVE

TOGETHER. *This Works.*

Real Food. *frozen.* PR Campaign

Overview

Recognizing a changing and challenging food environment, as well as a more food-aware and selective consumer, NFRA launched an aggressive and contemporary communications program in 2013 – with an overall goal to spark new conversations to change and enhance perceptions about frozen foods.

Campaign Objectives

- Bring the industry together to promote frozen foods year-round and drive an increase in conversation and positive sentiment about the category.
- Position frozen foods as progressive, innovative and meeting the changing needs and lifestyles of today's consumer.
- Generate greater share of voice in traditional and social media.
- Elevate activations during key moments in time (including NFRA promotions) to showcase core tenets of the frozen messaging platform – Real, Exploration, Flavorful and Value.
- Align, engage, leverage and amplify NFRA member brands.



On-Target Messaging Platform and Pillars...New and Engaging Ways to Reach Consumers

Messaging Platform

Real ingredients. Chef-inspired recipes. Fresh flavors. Wholesome meal ideas. Portions and packaging that don't leave anything to waste. The freezer aisle is pretty cool. It's filled with real food. Frozen. To meet your real life needs.

MESSAGING PILLARS

Create awareness of frozen foods' diverse and unique story – they are real, filled with bold flavors, reflective of culinary traditions from around the world and can help reduce food waste and manage consumers' food budgets.

REAL



- KEY POINTS**
- Ingredients
 - Nutrition
 - Transparency/clean label
 - Freshness
 - Where it comes from/how it's made

EXPLORATION



- KEY POINTS**
- Variety
 - New products and cuisines
 - Ethnicities and cultures
 - Unexpected combinations
 - Trends
 - Small plates/tapas-style

FLAVORFUL



- KEY POINTS**
- Quality
 - Tastes like homemade
 - Experience the tastes/varieties

VALUE



- KEY POINTS**
- Convenience
 - No waste
 - Budget-friendly



2019 Results – Effectively Reaching our Target Audiences

The campaign has been successful during 2019 in increasing awareness of frozen foods' diverse and unique story of real ingredients and fresh flavors, as well as the industry's innovative efforts to meet modern-day consumers' real life needs. NFRA has:

- Shared compelling content to connect with consumers on all digital and social platforms
- Drove positive national media coverage with relevant frozen food messaging.
- Inspired and educated audiences through media partnerships and promotions.
- Grown social media audience and engagement.

815.6+ MILLION
Total 2019 Campaign Impressions (Jan.-Dec.)



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2020 PR PLANS

TOGETHER. *This Works.*

**2020
PR PLANS**

**Storytellers –
*Share Messages***

Key campaign element – will continue to expand and diversify the Cool Food Panel of bloggers and food influencers to fuel positive conversation and drive inspiration with frozen based meal solutions that meet consumers’ lifestyles. The influencers will also support promotion activations and focus on PR campaign sponsoring brands.



**Social Media –
*Connect and Engage
with Consumers***

Central to campaign efforts – Easy Home Meals website, blog, and all social media platforms have attracted a loyal consumer base. We will continue to engage and grow communities through quality content that connects with audiences, search engine marketing, promoted posts, sweepstakes, giveaways, brand ads, recipes and more.

**Media Partnerships –
*Expand Content Reach***

Increasing campaign footprint – by partnering with online media like Mr. Food Test Kitchen, Resourceful Mom, The Kitchn and Food 52, we continue to reinforce the frozen food messaging and outreach.



COOL FOOD PANEL



2020 PR PLANS

Media Outreach – *Secure Positive Coverage*

Positive news stories about frozen foods to large audiences pique media interest with Cool Food Panel and NFRA content. We will continue to utilize multimedia news releases, satellite media tours and pitching events that enhance the platform and reiterate messages.

Content Development – *Educate and Inform*

An important focus for successful social media efforts – develop content around key pulse points (infographics, videos, meal planning tools) to educate consumers about the benefits of frozen foods.

Membership Engagement – *Bring Added Life to Campaign*

A continuing priority – showcase member stories; provide resources and information for member companies to leverage Real Food. *Frozen* within their products and brands. Continue to develop unique content around key pulse points (infographics, videos, meal planning tools) to educate consumers about the benefits of frozen foods.

The Story of FROZEN FOOD... FROM FARM TO TABLE

HARVESTING
Open farmers grow and harvest fruits and veggies at the height of ripeness when their natural sugars, flavors and nutritional value are at their peak. They're immediately taken to nearby plants to begin the freezing process that locks in all that flavor and nutrients.

WASHING AND BLANCHING
Fruits and veggies are washed to remove any dirt and bacteria. Items blanched and cooked to preserve their just-picked quality.

FLASH FREEZING
Freezing is the most common method of preserving food. Today's flash freezing process creates foods in just minutes stopping bacteria and preserving the nutritional value, freshness and flavor of their just-picked produce.

PACKAGING AND FINALLY...
Fruits and veggies are packaged and shipped in freezer crates to your grocery store just as tasty and fresh as the day they were picked.

ENJOYING AT HOME
Frozen fruits and veggies go from the freezer to your table in just minutes. You get to enjoy nutritious, quality fruits and veggies year-round.
It's real food... just frozen!

Brought to you by the National Fresh & Refrigerated Produce Association **NFRA**

For more great recipes, visit this site: EasyHomeMeals.com

Pictsweet Roasted Brussels Sprouts, Butternut Squash & Onions with Maple Glaze Video

No Taste for Food Waste Video

Pictsweet Roasted Brussels Sprouts, Butternut Squash & Onions Video

The Best Frozen Whiskey Sour Ezer Video

Easy-Breezy Smoothie Bowls using Almond Breeze

Lactaid's Weeknight Easy Linguini Alfredo Video

Loaded Baked Potato Salad

Heluva Good Dip 'n' Chip Chicken Video

Fresh & Fruity Mini Cheesecakes using Hood Video

2020 PR PLANS

Special Initiatives— *Collaborative*

Supermarket Registered Dietitians: Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key frozen food benefit messaging – through initiatives like SRD newsletters, toolkits, and marketing materials.



Food Waste: Take on an even larger role in the food waste conversation at a national level, reaching consumers of all ages through a variety of media and PR activations with important messaging on industry's efforts in battling the food waste problem.

Cool Food for Kids Educational Outreach: Continue to develop new content to reach these future shoppers in an educational setting – as well as repurpose existing outreach efforts that communicate effectively with educators, students and families about the benefits of frozen foods.



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YOUR BENEFITS FOR SPONSORSHIP

TOGETHER. *This Works.*

Sponsor
Benefits

Your Benefits Sponsoring the Real Food. *Frozen.* PR Campaign

Brand Exposure to Consumers

Social Media Engagement

Throughout all of NFRA's active, growing Easy Home Meals social media properties – your brand and brand messaging will receive prominent exposure. (Our Facebook audience now exceeds 465,000!)

Media Outreach

Many opportunities occur throughout the year for brand exposure through the PR campaign media outreach activities – traditional and online. These include our Cool Food Panel of food bloggers – who share messaging, meal assembly ideas and sponsoring frozen food brand products. Platinum Sponsors are given primary consideration in media outreach efforts.



Sponsor Benefits

Your Benefits Sponsoring the Real Food. *Frozen.* PR Campaign

Brand Exposure to Consumers

Recipes on Easy Home Meals Website

Tap into NFRA's growing consumer audience by sharing your branded recipes and photos on our popular Easy Home Meals website. All recipes will link back to your brand's website. Platinum Sponsors receive a complimentary ad on the Easy Home Meals website.

Easy Home Meals e-Newsletter

Sponsoring brand logos will be featured in NFRA's consumer e-newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and also shares recipes, tips, sweepstakes and more with 118,000+ subscribers.

New Products on Facebook, Twitter and Website

New products listed in the New Products Newsletter will also be promoted to consumers on the Easy Home Meals Facebook, Twitter and Website.

Brand Exposure Report

NFRA will track your brand and provide you with a year-end report summarizing your brand exposure as a result of the Real Food. *Frozen.* campaign.



Sponsor
Benefits

Your Benefits Sponsoring the Real Food. *frozen.* PR Campaign

Brand Exposure to Retailers

New Product Introduction Newsletter

Unlimited number of your new products featured in the “What’s Hot and New in Frozen and Refrigerated Foods” quarterly e-newsletter sent to all retailers (also shared with consumer audiences through NFRA social properties).

NFRA Website

Your company name and brand logo(s) will be prominently displayed in the consumer PR campaign section and link back to your website(s).

The screenshot shows the NFRA website's '2020 Frozen Messaging' page. At the top, there is a navigation menu with links for 'HOME', 'MEMBER LOGIN', 'ADVERTISING', 'FAQS', 'NEWS', and 'CONTACT US'. Below the menu, the page title is '2020 Frozen Messaging'. The main content area features a diagram titled 'Real Food. *frozen.*' illustrating the messaging strategy. The diagram shows a flow from 'Real Food. *frozen.*' to 'What's Hot and New in Frozen and Refrigerated Foods' and then to 'Key Messaging Points about Frozen Foods'. Below the diagram, there are sections for 'Key Messaging Points about Frozen Foods' and 'How to Engage with the Campaign'. The 'Key Messaging Points' section lists several points, including 'Real Ingredients, Chef-Inspired Recipes', 'Fresh Flavors', 'Wholesome Meal Ideas', 'Portions and Packaging', and 'The Freezer Aids a Greener Cook'. The 'How to Engage with the Campaign' section lists several ways to engage, such as 'Be a Financial Contributor', 'Share with NFRA', 'Utilize, Share and Repurpose Content', 'Offer your registered dietitians, chefs, and/or other experts as contributors', and 'Polite! Easy Home Hacks on Facebook, Twitter, YouTube, Pinterest and Instagram'. The page also features a sidebar with 'Consumer PR Campaign' and '2019 Participating Brands'.

Sponsor
Benefits

Your Benefits Sponsoring the Real Food. *Frozen.* PR Campaign

NFRA's Annual Convention

Complimentary Convention Meeting Rooms

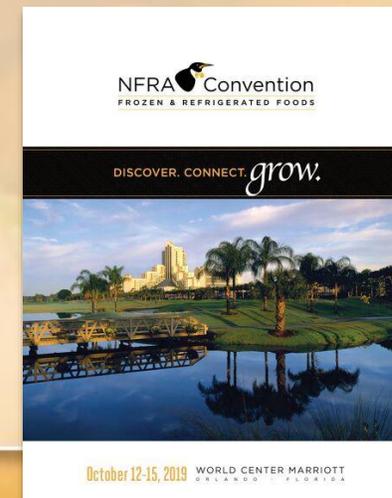
Platinum-level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the NFRA Convention.

Taste of Excellence

As a sponsor, you will have first option to reserve tables at the annual Taste of Excellence Reception, as well as be given prime location at the Reception for your company and products.

Scroll of Contributors

Your company's name will be listed on the Scroll of Contributors and prominently displayed during the NFRA Convention and at the NFRA Executive Conference.



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JOIN US! MAKE YOUR COMMITMENT TODAY!

TOGETHER. *This Works.*

TOGETHER. *This Works.*

The **Real Food. Frozen.** PR campaign is making a REAL difference! This all-industry campaign effort is successfully reaching millions of consumers with targeted frozen food messaging:

- Transforming the frozen food conversation.
- Changing consumer perceptions.
- Driving more shoppers to the frozen food aisles.

Join us!

- ✓ Join us and support this important all-industry PR Program.
- ✓ Enjoy the benefits, utilize the tools and participate in exciting PR campaign activations.
- ✓ There has never been a more exciting and opportune time to connect with our consumers about food in such dynamic ways.

Many Successes...But Much More to be Done!

We are asking for your support. NFRA has invested significant funds into this Frozen Food PR Campaign, but the ultimate long-term success depends on the continued voluntary funding from industry contributors.