

Dairy... *and Beyond* PR Campaign

2020 FUNDING INITIATIVE

TOGETHER. *This Works.*

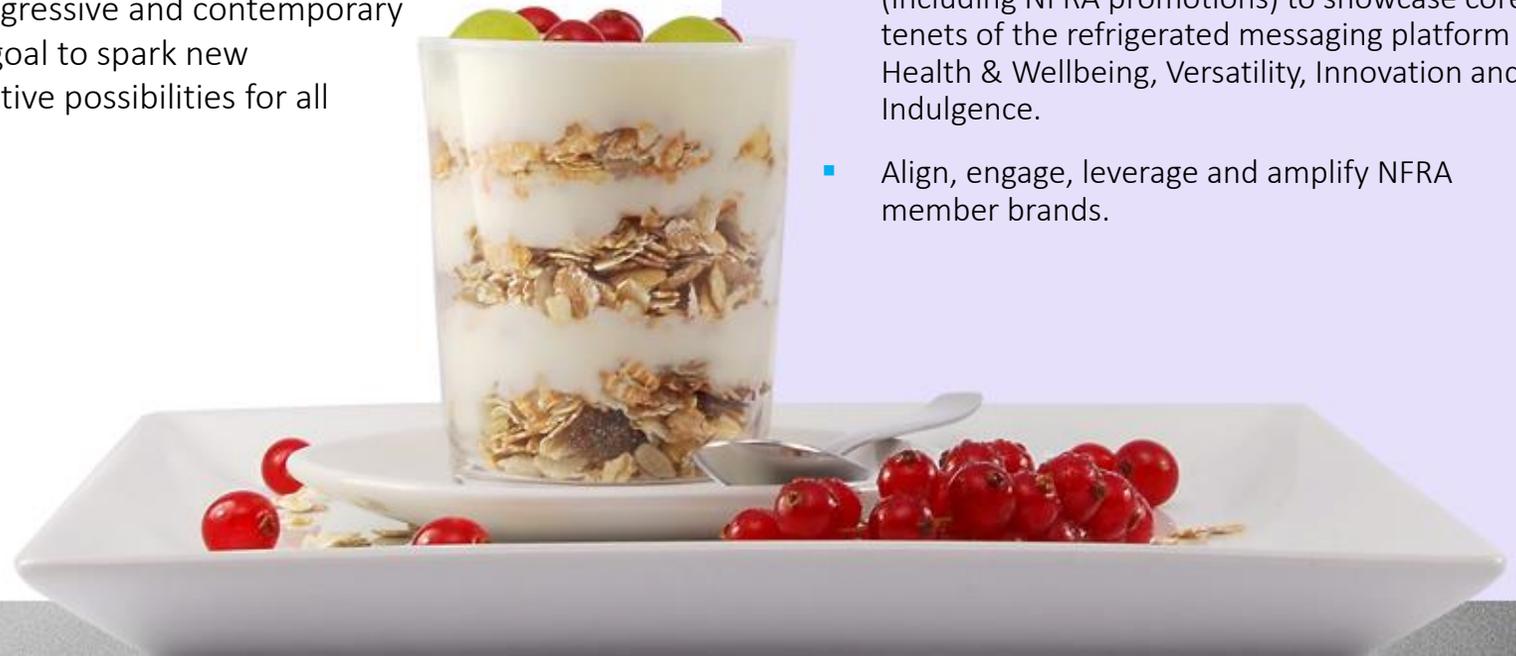
Dairy... *and Beyond* PR Campaign

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 about the modern dairy aisle and creative possibilities for all lifestyles and dietary needs.

Campaign Objectives

- Bring the industry together to promote refrigerated dairy foods year-round and drive consistent communications about the category.
- Position refrigerated foods as progressive, innovative and meeting the changing dietary 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 refrigerated messaging platform – Health & Wellbeing, Versatility, Innovation and Indulgence.
- Align, engage, leverage and amplify NFRA member brands.



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

Messaging Platform

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

MESSAGING PILLARS

Increase usage occasions and expand the consideration set of refrigerated items on the weekly "staples" grocery list. Tell the story of simple foods that offer nutritional value, convenience, versatility of flavors and uses, and the inspiration of new discoveries.

HEALTH & WELLBEING	VERSATILITY	INNOVATION	INDULGENCE
			
<p>KEY POINTS</p> <ul style="list-style-type: none"> • Real ingredients • High protein • Quality • Freshness • Farm-to-table • Perfect portions/snack sizes 	<p>KEY POINTS</p> <ul style="list-style-type: none"> • New ways to use • Use it up (now & later) mentality • Creative possibilities • Flexible eating • Non-traditional meals, snacking 	<p>KEY POINTS</p> <ul style="list-style-type: none"> • New products to meet consumer need • Organics (milk, eggs) • Capitalizing on flavor trends • Dairy-free products/milk alternatives 	<p>KEY POINTS</p> <ul style="list-style-type: none"> • Easy to make and eat treats • Celebration/reward • Comfort of products I love



2019 Results – Effectively Reaching our Target Audiences

The campaign has been successful during 2019 in leveraging and increasing usage occasions for refrigerated foods – continually showcasing the breadth and depth of the modern dairy aisles and how it is meeting every dietary and lifestyle need. NFRA has:

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

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





Dairy... *and Beyond* PR Campaign

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 inspire creative possibilities and solutions with refrigerated foods that meet consumers' lifestyles. The influencers will also support promotion activations and focus on PR campaign sponsoring brands.

COOL FOOD PANEL



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 refrigerated food messaging and outreach.



2020 PR PLANS

Media Outreach – *Secure Positive Coverage*

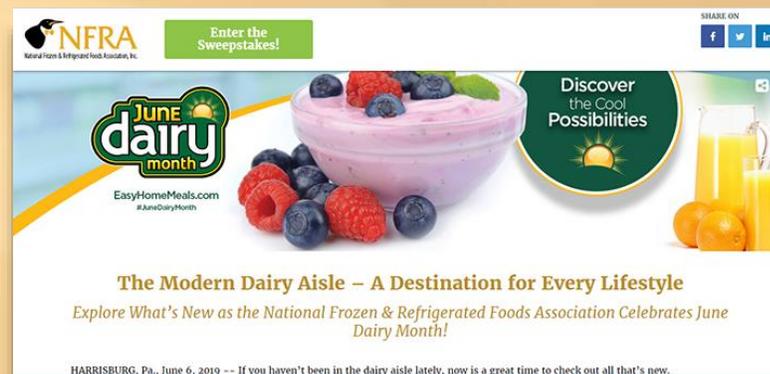
Positive news stories about refrigerated foods to large audiences pique media interest with Cool Food Panel and NFRA content. We will continue to utilize multimedia news releases, satellite media tours and pitching events that enhance the platform and reiterate messages.

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 refrigerated foods.

Membership Engagement – *Bring Added Life to Campaign*

A continuing priority – showcase member stories; provide resources and information for member companies to leverage Dairy... *and Beyond* 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 refrigerated foods.



2020 PR PLANS

Special Initiatives— *Collaborative*

Supermarket Registered Dietitians: Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key refrigerated 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 refrigerated foods.



Dairy... *and Beyond* PR Campaign

YOUR BENEFITS FOR SPONSORSHIP

TOGETHER. *This Works.*

Sponsor Benefits

Your Benefits Sponsoring the Dairy... *and Beyond* PR Campaign

Brand Exposure to Consumers

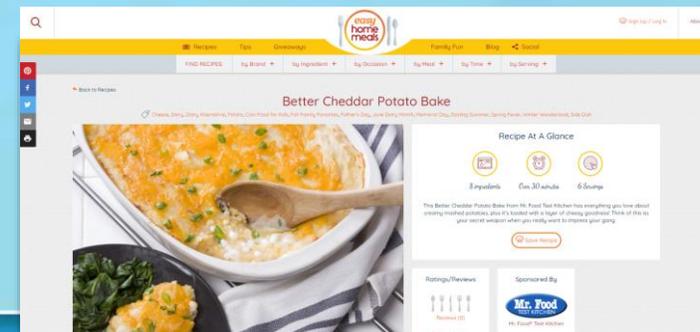
Social Media Engagement

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 refrigerated food brand products. Platinum Sponsors are given primary consideration in media outreach efforts.



Sponsor Benefits

Your Benefits sponsoring the Dairy... *and Beyond* 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

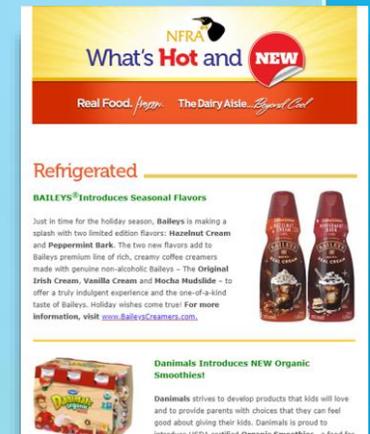
Sponsoring brand logos will be featured in NFRA's consumer e-newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and also shares recipes, tips, sweepstakes and more with 118,000+ subscribers.

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 Dairy...*and Beyond* campaign.



Sponsor Benefits

Your Benefits Sponsoring the Dairy...*and Beyond* PR Campaign

NFRA's Annual Convention

Complimentary Convention Meeting Rooms

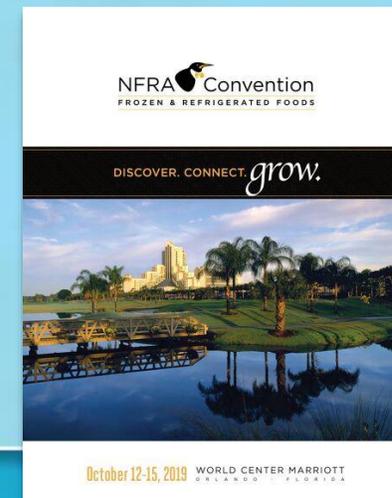
Platinum-level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the NFRA Convention.

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.



Dairy...*and Beyond* PR Campaign

JOIN US! MAKE YOUR COMMITMENT TODAY!

TOGETHER. *This Works.*

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The **Dairy...and Beyond** PR campaign is making a difference BEYOND expectations! This all-industry campaign effort is successfully reaching millions of consumers with targeted refrigerated food messaging:

- Enhancing the refrigerated food conversation.
- Changing consumer perceptions and introducing the modern dairy aisle.
- Driving more shoppers to the refrigerated dairy 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 Refrigerated Dairy Foods PR Campaign, but the ultimate long-term success depends on the continued voluntary funding from industry contributors.

The collage features several key sections:

- TACTICS:** Discusses the Dairy...and Beyond theme, the Dairy...and Beyond website, and the Dairy...and Beyond app.
- Dairy News Blog & Social Partners:** Promotes the Dairy...and Beyond website and social media presence.
- Special Initiatives:** Lists various programs like the Dairy...and Beyond Challenge and Dairy...and Beyond Recipe Contest.
- Media Partnerships:** Lists media partners such as Food Network, E! Entertainment, and The Food Channel.
- ACTIVATION HIGHLIGHTS:** Lists various activations like Dairy...and Beyond Recipe Contest, Dairy...and Beyond Challenge, and Dairy...and Beyond Recipe Contest.