



2020



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the taste of
real food...
Just Frozen!

Plan. Partner. **Promote!**



NFRA's Flagship Promotion

A proven approach to promoting frozen foods for over 35 years.

An ALL Industry Effort for ALL NFRA Members

Bringing together all segments of the industry to promote the frozen category to consumers...in-store, online, and through traditional, digital and social media, as well as community events across the country.

The Goals

- Increase the Sales and Consumption of Frozen Foods
- Enhance the Overall Positive Sentiment about the Category
- Continue to tell the Real Food. *Frozen* story



How You can Participate and Benefit

Retailers, Manufacturers,
Sales Agents, Local Associations



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Many Ways for Your Company to Participate in the March Frozen Food Month Promotion

Whether you are a Retailer, Manufacturer, Sales Agent or Local Association...whether you want to get involved on a small scale or large scale...NFRA has the tools and ideas to help you create an effective – and profitable – promotion.

Here is a sampling:

- Work with industry partners (retailers, manufacturers, sales agents and/or local associations) to create profitable in-store promotions during March.
- Decorate your retail environment and create warmth and excitement in the aisles with March-themed POS.
- Promote the Easy Home Meals Consumer Sweepstakes and Coupon Giveaway and link to it from your digital properties.
- Get social and utilize NFRA's March Frozen Food Month content on your social platforms to connect with your customers about the benefits of the frozen category.
- Go for the Gold and share all your fun and exciting March Frozen Food Month campaigns and events with the industry by entering the Golden Penguin Awards – multiple categories and easy online entry.

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12 Ideas for a Successful Promotion

Make this the Best March
Frozen Food Month ever!



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1

Cultivate Beneficial Partnerships

Retailers/Wholesalers should be connected with manufacturer, sales agent and/or local association partners to see what promotions they already have planned.

2

Promote and Leverage Brand Sponsors

The brands participating in NFRA's national program are already invested in doing national advertising for the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays as well.

For the most current list of participating brands, look for the [March National Program](http://NFRAweb.org) on NFRAweb.org.



3

Decorate Stores with March-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display.

Visit [NFRA's Online POS Ordering site](#) to see available items and to order.

4

Promote the Easy Home Meals National Sweepstakes

The March Frozen Food Month \$10,000 Sweepstakes creates consumer excitement. We invite you to promote the Sweepstakes in your ads and on your website. Direct consumers to EasyHomeMeals.com to enter. One lucky winner will receive a \$1,000 Supermarket Gift Card and eighteen winners will receive a \$500 Supermarket Gift Card.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Sweepstakes.



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5

Promote the Coupon Giveaway

The Coupon Giveaway creates social engagement among your audience. Promote the Giveaway that will be hosted on the Easy Home Meals Facebook page. Winners will receive a VIP Coupon Pack from participating manufacturer brands.

Contact NFRA if you would like artwork to put in your ads or on your website to promote the Coupon Giveaway.

6

Compete for Golden Penguin Awards

Gain national recognition as an industry leader in promotion and marketing. Enter the Golden Penguin Awards – choose from many categories focused on effectively using different marketing vehicles.



7

Be a Social Media Influencer

Providing information about the benefits of frozen foods and recipes to make meal planning easier, positions your company/store as an authority and influencer.

NFRA has tip sheets, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Look for the [March Digital Toolkit](#) available on [NFRAweb.org](#).



8

Utilize and Leverage the March Frozen Food Month Brand

Provide a consistent look in your advertising for easy consumer recognition by using the March Frozen Food Month logo and theme.

Visit NFRA's [Artwork/POS Ordering site](#) to download the March logo for your website, flyers and circulars.

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9 Share NFRA's Content, Blogs and Posts on your Social Media Platforms

Easily take your promotion social by using NFRA's template social media posts found in the March Digital Toolkit.

Follow [Easy Home Meals Facebook](#), [Instagram](#) and [blog](#) for stories that you can re-share on your own channels and in your newsletter.

10 Have RD's and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors so we can easily share content. We would love to have your chefs, RD's and experts share their frozen food knowledge on our Easy Home Meals blog.

Please contact NFRA about contributing a blog post on frozen or refrigerated foods throughout the year.

11 Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.



12 Host In-store Events and Demos

In-Store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special March event and draw more shopper attention to the aisle.

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NFRA's Consumer Outreach During March

March National Program
PR Campaign Activations



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NFRA's National March Efforts

NFRA and a group of leading Manufacturers and Retailers will launch a National Program that includes impactful promotional elements to reach consumers.

National Program Elements

- Digital Activation via display, native and paid social ads through Optimad.  OPTIMAD
- Broadcast and Digital Media initiatives through partnership with Westwood One
- Extensive Social Media Blogger program dedicated to March Frozen Food Month messaging 
- \$10,000 March Frozen Food Month Consumer Sweepstakes
- Coupon Giveaway on Easy Home Meals social properties

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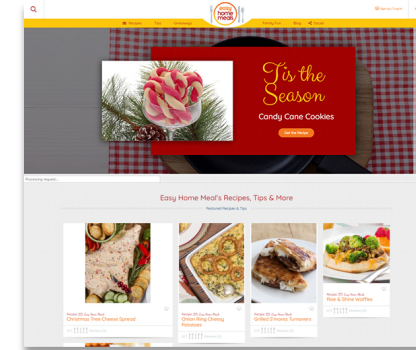


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2020 Real Food. *Frozen* PR Campaign Activations

NFRA's comprehensive, year-round public relations campaign enhances the March promotion through new and engaging activations to reach consumers.



- Easy Home Meals Consumer Website and Blog will connect with large consumer audiences about March and Real Food. *Frozen* messaging
- Easy Home Meals Social Media Platforms, Consumer e-Newsletter and Twitter Party will fuel positive conversations and drive inspiration for frozen-based meal solutions
- Media Partnerships and Outreach will include Storytellers, a Satellite Media Tour Event, Multimedia press release, Videos and Infographics, and dedicated March TV spot with the Mr. Food Test Kitchen
- March Digital Tool Kit – available online and emailed to NFRA members – provides a guide to utilizing all of NFRA March resources

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Honoring the best marketing and merchandising in the industry

Golden Penguin Competition

Go for the Gold!



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Whether your efforts are big or small there is a category to fit your promotion!



Online Entry...Engaging Categories

In-Store Display

Creative and effective use of signage, visuals, props, etc., promoting March Frozen Food Month.

In-Store Event

Events in support of March Frozen Food Month – may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcast, etc.

Community Involvement

In-store or out-of-store event supporting a community/public service or charitable cause (food drive, fundraising, volunteer service).

Social Media Campaign

A sustained campaign promoting March Frozen Food Month – utilizing at least two forms of social/digital marketing, including: website, blog, emails, Apps, Facebook, Twitter, Pinterest, YouTube, Instagram or other social platforms.

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Honoring the Best Marketing and Merchandising Efforts in Support of March Frozen Food Month

Overall Marketing Campaign

A sustained marketing campaign promoting March Frozen Food Month – utilizing at least four forms of advertising, digital communication, print communication or in-store execution.

Subcategories

- Retailers
- Wholesalers
- Manufacturers
- Sales Agents
- Manufacturers

Top Marketer Awards

A special group of awards recognizing the Best of the Best! The highest scoring entry in each of the Overall Marketing Campaign subcategories will be named the Top Marketer. This group of winners will be announced at the NFRA Convention.

All entries must be submitted online. Visit www.NFRAweb.org for more information.

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March-Themed Point of Sale

Add Excitement to the Aisles!





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POS

Point of Sale – Simply Click and Order online!



NFRA has a wide variety of March-themed POS/POP and cool Specialty Items, as well as Artwork available for your local promotions.



Frozen Food Month Balloons

White 11" round latex balloons with four-color logo that does not blur or fade when inflated.

Members: \$35 (pkg. of 100)
Non-Members: \$70 (pkg. of 100)

Qty. per package: 100



Frozen Food Month Fans

The tissue fans include a two-sided cardboard insert announcing March Frozen Food Month. When open, the fans measure 27". Brilliant blue, goldenrod and light green fans are available. You choose the fan color. Sold individually.

Members: \$7 each
Non-Members: \$14 each

Sold individually





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Point of Sale – [Simply Click and Order online!](#)



Frozen Food Month Poster

The 20" x 30" poster is printed on one side, prominently featuring the March Frozen Food Month logo and theme and directing customers to EasyHomeMeals.com.

Members: \$10 (pkg. of 10)
Non-Members: \$20 (pkg. of 10)

Qty. per package: 10

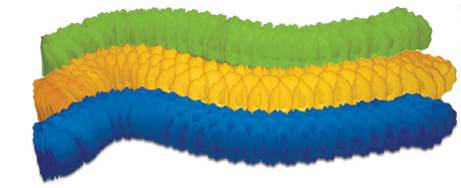


Frozen Food Month Door Blade

The 4" x 24" door blade is printed on two sides and directs customers to EasyHomeMeals.com. Packaged with 2 suction cup clips per blade.

Members: \$38 (pkg. of 15)
Non-Members: \$76 (pkg. of 15)

Qty. per package: 15



Frozen Food Month Garland

Complementing the tissue fans, the blue, goldenrod and light green garland is made of tissue paper and stretches to 12 feet when fully extended. You choose the garland color.

Members: \$5 each
Non-Members: \$10 each

Sold Individually





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Point of Sale – [Simply Click and Order online!](#)



Frozen Food Month Freezer Cling

The 23" x 4" freezer cling fits across the top of the glass doors of most freezers and directs customers to EasyHomeMeals.com.

Members: \$28 (pkg. of 15)
Non-Members: \$56 (pkg. of 15)

Qty. per package: 15

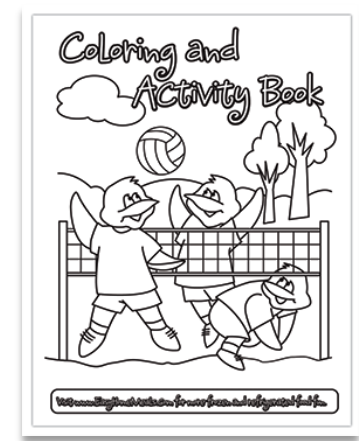


Frozen Food Month Static Cling

The March Frozen Food Month static cling measures 5" x 5" and can be used on any glass or window.

Members: \$20 (pkg. of 25)
Non-Members: \$40 (pkg. of 25)

Qty. per package: 25



Coloring and Activity Book

This 16-page book includes pages to color and pages of activities for school age children. All learning activities about food.

Members: \$10 (pkg. of 100)
Non-Members: \$25 (pkg. of 100)

Qty. per package: 100





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Point of Sale – [Simply Click and Order online!](#)



Penguin Pencils

White background with black penguins imprinted on pencil.

Members: \$40 (pkg. of 144)
Non-Members: \$80 (pkg. of 144)

Qty. per package: 144



EHM Pens

Blue and silver all metal pen has finger grips and promotes EasyHomeMeals.com website. Black ink.

Members: \$35 (pkg. of 20)
Non-Members: \$70 (pkg. of 20)

Qty. per package: 20



Plush Penguin

This adorable, plush penguin stands 10" tall. A cuddly friend for all age groups. Machine washable.

Members: \$12 each
Non-Members: \$24 each

Sold Individually

