



# 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 9/30/19**

**539.2M+** Total PR Campaign Impressions

## STRATEGY

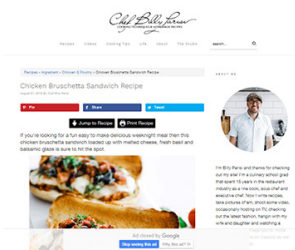
Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of **Real Food. Frozen.** We are reaching large audiences with frozen messages and content focused on the real ingredients, chef-inspired recipes, fresh flavors, and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

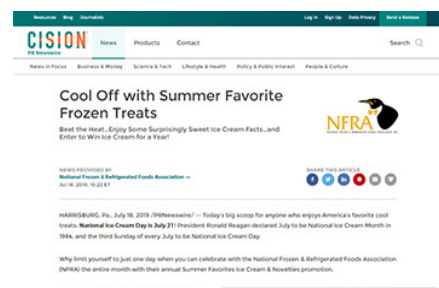


NFRA's diverse Cool Food Panel of home cooks, trained chefs and foodie experts bring their blogging expertise to the **Real Food. Frozen** campaign through their development and sharing of effective frozen food culinary content to large online communities. As the third quarter numbers show, they again 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 7.8M.**



## Media Outreach

Media initiatives during third quarter included outreach efforts through PR Newswire for Ice Cream month (Cool Off with Summer Favorites) and Back to School and Food Waste (A Good Time to Go Back to School on Food Waste). The two releases were picked up for more than 500 stories and reached audiences of more than 77.7M. Combined with an earlier Satellite Media Tour and additional outreach for March and other frozen topics, **media efforts for the first three quarters have garnered more than 373.4M impressions.**



## Media Partnerships

NFRA continues its long-time partnership with the Mr. Food Test Kitchen – creating unique, proprietary recipes and videos, and effectively reaching consumers where they are searching and connecting with food. Highlights during the third quarter of 2019 included a dedicated Summer Favorites Ice Cream & Novelites 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 to date have garnered 48.4M impressions.**



Twitter parties with #ResourcefulMommy continue to be successful activations – including member brands, chefs, RDs and bloggers – and engaging Twitter users in conversations about frozen food **garnering a total of 71.1M impressions (and 7.5K tweets).**

## Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and Blog continue 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 during third quarter – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, national promotions like Summer Favorites Ice Cream & Novelities and more. **Easy Home Meals garnered 4.5M impressions and 458.7K social engagements (likes, comments and shares).**



## Special Initiatives

NFRA continued during third quarter 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.



Introduced earlier this year, our **Food Waste Education Program** for middle and high school students and teachers continues to be used in schools across the country. 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.

## 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

[Cool Off with Summer Favorite Frozen Treats](#) PR Newswire release touting Ice cream & Novelities and the Summer Favorites promotion.

[Summer Favorites Ice Cream & Novelities TV Segment](#) Mr. Food Test Kitchen TV spot reaches 6M+ viewers.

[BBQ Chicken Waffle Sliders](#) and [Smore's Ice Cream Balls](#) NFRA's latest additions to a growing Fast Recipe Video library.

[A Good Time To Go 'Back to School' on Food Waste](#) PR Newswire release provides tips on how families can reduce food waste in their homes, and how frozen and dairy foods can help.

[Some Surprisingly Sweet Ice Cream Facts](#) New ice cream infographic.

[Last Popsicle Standing Facebook Live Event](#) A unique poolside event that saw lots of participation and engagement on social media.

[Back to School Supermarket Registered Dietitian Toolkit](#) Resources to use in shopper communications.

### Newsletters

- [What's Hot and New in Frozen & Refrigerated Foods](#)
- [Easy Home Meals](#)
- [Summer Favorites Toolkit of Resources](#)

### Some Food Blogger Favorites

- Silvia (Mama Latina Tips) – [Back-to-School Inspiration](#) (featuring Farm Rich, SeaPak and Edwards)
- Billy (Billy Parisi) – [Chicken Bruschetta Sandwich Recipe](#) (featuring Michael Angelo's)
- Dawn (Cutefetti) – [After School Snack Bar](#) (featuring American Flatbread, Tyson and SeaPak)

## EASY HOME MEALS

BY THE NUMBERS (ENDING 9/30/19)

Facebook: 464,022 likes

Twitter: 3,032 followers

Pinterest: 6,500 followers

Instagram: 2,736 followers

YouTube: 204 subscribers

Easy Home Meals website: 230,057 unique

users; 655,071 sessions; 863,844 pageviews

EHM Newsletter: 121,000 subscribers