



Dairy...and Beyond

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 9/30/19

212.3M+

 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 **Dairy...and Beyond**. 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.

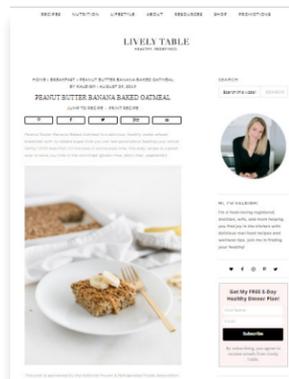
TACTICS

Storytellers

NFRA's diverse Cool Food Panel of home cooks, trained chefs and foodie experts bring their blogging expertise to the **Dairy...and Beyond** campaign through their development and sharing of effective refrigerated food

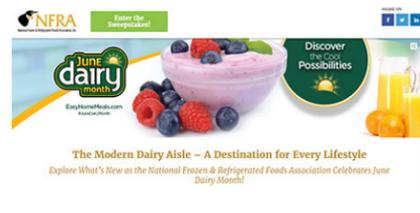


content to large online communities. As the third quarter numbers show, they again successfully presented the modern dairy aisle and fueled positive conversations with refrigerated-based meal, snack, beverage and dessert solutions - all with a focus on NFRA member brands. **The Cool Food Panel garnered impressions of more than 5.1M.**



Media Outreach

Media initiatives during the first three quarters 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. Media outreach has included a Multimedia June Dairy Month effort, as well as a Back to School and Food Waste PR Newswire release (A Good Time to Go Back to School on Food Waste). **Media efforts to-date have garnered more than 110.6M impressions.**



Media Partnerships



Mr. Food Test Kitchen activations garnered 24M+ impressions.

Twitter parties with #ResourcefulMommy continue to be successful activations - including member brands, chefs, RDs and bloggers - and engaging Twitter users in conversations about refrigerated foods, **garnering a total of 70.63M impressions (and 7K 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 refrigerated during the third quarter - including priority products, hot trends of the moment, food holidays, Cool Food Panel content and more. **Easy Home Meals has garnered 3.1M impressions and 396.6K 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 refrigerated and frozen foods to shoppers in-store.



Our recently introduced **Food Waste Education Program** for middle and high school students and teachers continues to be very well received. 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 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

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 refrigerated dairy foods can help.

Wake-Up with Waffles NFRA's latest addition to a growing Fast Recipe Video library.

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.

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**
- **June Tool Kit of Resources**

Some Blogger Favorites

- Kaleigh (Lively Table) - **Peanut Butter Banana Baked Oatmeal** (featuring Silk Almondmilk)
- Silvia (Mama Latina Tips) **Poblano Pepper Galette** (featuring Borden Cheese) and **Back-to-School Inspiration** (featuring Horizon Organic and Good Karma)

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