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

snacks/snacking * casual dinner * family meal * quick bite * cookout * on-the-go breakfast * buffet * tapas
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.)
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.
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.
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.
Real Food. frozen. PR Campaign

YOUR BENEFITS FOR SPONSORSHIP

TOGETHER. This Works.
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.

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.
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).
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.
Real Food. frozen. PR Campaign

JOIN US! MAKE YOUR COMMITMENT TODAY!

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.

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.

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.