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.
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.
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.
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.

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.

COOL FOOD PANEL
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.
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.
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.
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.
Your Benefits Sponsoring the Dairy...and Beyond 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 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.
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.

**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.

**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.