



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 YEAR END PR RESULTS

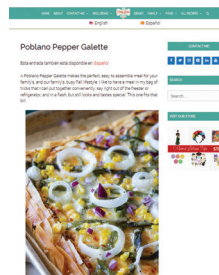
815.6M+ Total PR Campaign Impressions

STRATEGY

During 2019, NFRA successfully delivered the **Real Food. Frozen.** campaign messaging through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Our frozen messaging and content focused on innovation, real ingredients, chef-inspired recipes, fresh flavors, and portions that leave nothing to waste. These efforts to change the conversation throughout the year strategically supported frozen food sales growth, and amplified members' brands and initiatives - all bringing more shoppers into the frozen foods aisles.

TACTICS

Storytellers



Central to NFRA's PR efforts, our 2019 Cool Food Panel of influencers, including home cooks, trained chefs and foodie experts, successfully brought their food blogging expertise to the **Real Food. Frozen** campaign. This diverse group developed and shared creative and effective frozen food culinary content to large online communities, fueling positive conversations and driving 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 10.9M.**

Media Outreach

Media initiatives during the year included a Satellite Media Tour (SMT), as well as traditional, online, paid and earned media outreach through PR Newswire. A March "Frozen Foods are Hot" SMT featured chef and Food Network personality James Briscione, showing audiences how to elevate their food experiences with frozen foods. Media outreach efforts included multimedia releases for March and the Holidays, and regular news release initiatives for NFRA's Frozen Food Audit, Back-to-School and Food Waste. **Media efforts garnered more than 494.3M impressions.**



Media Partnerships

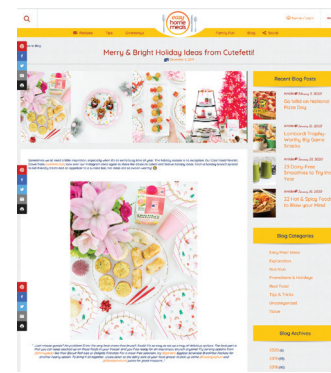
2019 saw NFRA experience another successful collaboration with long-time partner Mr. Food Test Kitchen, proprietary recipes and videos, TV spots, infographics, Fast Recipe Videos and more - and to effectively reach consumers where they are searching and connecting with food. A unique partnership with popular online foodie site Food52 shared holiday recipes and ideas using frozen foods. **Media Partnership activations have garnered 58.6M impressions.**

NFRA's successful Twitter Parties throughout the year with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, **garnering a total of 105.7M impressions (and 11.1K tweets).**



Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and Blog continued to attract a growing and engaged fan base in 2019, with on target content development and paid social strategy. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things frozen - including priority products, hot trends of the moment, food holidays, Cool Food Panel content, national promotions and more. **Easy Home Meals garnered 5.2M impressions and 492.6K social engagements (likes, comments and shares).**



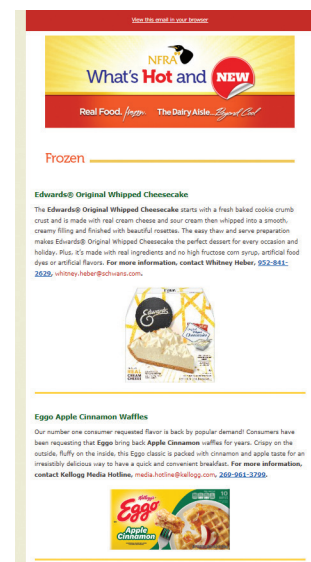
Special Initiatives

NFRA continued to take on a more prominent role in industry Food Waste initiatives and solutions. The Association's new **Food Waste Education Program** for middle and high school students and teachers was distributed to over 65,000 targeted consumer/environmental science and health educators.

We continued 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.

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

[10 Low-Effort, High-Reward Recipes That Start With Freezer Staples](#) Sharp storytelling in an effective Food52 Media Partnership.

[Last-Minute Shortcuts for Holiday Cooking and Entertaining](#) a multi-media news release sharing how to easily prepare for holiday cooking and entertaining with a well-stocked fridge and freezer.

[Merry & Bright Holiday Ideas](#) Instagram takeover featuring holiday brunch ideas and kid-friendly treats.

[Frozen Foods Have Never Been Hotter](#) A successful SMT with theme and messaging focused on the growing popularity and benefits of frozen foods.

[Classic Christmas Movies + Food/Beverage Pairings](#) Easy Home Meals blog continuously connecting with engaged audiences.

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

[Wake Up with Waffles Fast Recipe Video](#) NFRA is partnering with the Mr. Food Test Kitchen and growing our non-branded Fast Recipe Video library. Videos can be customized for brands as well.

Newsletters/Toolkits

- [What's Hot and New in Frozen & Refrigerated Foods](#)
- [Easy Home Meals](#)
- [Food Waste Tool Kit of Resources](#)
- [Supermarket Registered Dietitian's Toolkit](#)

A Few Food Blogger Favorites

- Chef Billy Parisi - [Frozen Café Mochas recipe blog/recipe video](#) (featuring So Delicious Dairy Free)
- Dawn (Cutenetti) - [After School Snack Bar](#) (featuring American Flatbread, Tyson and SeaPak)
- Silvia (Mama Latina Tips) - [Poblano Pepper Galette](#) (featuring Athens and Birds Eye)

EASY HOME MEALS

BY THE NUMBERS (ENDING 12/31/19)

Facebook: 463,609 likes

Twitter: 3,085 followers

Pinterest: 6,100 followers

Instagram: 2,996 followers

YouTube: 214 subscribers

Easy Home Meals website:

261,713 unique users; 694,425 sessions;

919,437 pageviews

EHM Newsletter: 108,000 subscribers