



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 YEAR END PR RESULTS

319.4M+ Total PR Campaign Impressions

STRATEGY

During 2019, NFRA successfully delivered the **Dairy...and Beyond** campaign messaging through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Our refrigerated messaging 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

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 **Dairy... and Beyond** campaign. This diverse group developed and shared creative and effective refrigerated food culinary content to large online communities, presenting the modern dairy aisle and fueling positive conversations with refrigerated-based meal, snack, beverage and dessert solutions – all with a focus on NFRA member brands. **The Cool Food Panel has garnered impressions of more than 8.2M.**



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 June "Dairy and Beyond" SMT featured chef and Food Network personality James Briscione, showing audiences the modern dairy aisle and its appeal to all lifestyles and dietary needs. Media outreach efforts included multimedia releases for June and the Holidays, and regular news release initiatives for Back-to-School and Food Waste. All of the media efforts amplified positive conversations, increased engagement, and secured refrigerated food stories in major TV and Radio media outlets and publications countrywide. **Media efforts garnered more than 169.2M impressions.**



Media Partnerships

2019 saw NFRA experience another successful collaboration with long-time partner Mr. Food Test Kitchen to create unique, 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 refrigerated and frozen foods. **Media Partnership activations have garnered 34.2M 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 refrigerated and frozen foods, **garnering a total of 105.2M impressions (and 13.1K 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 refrigerated – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, national promotions and more. **Easy Home Meals garnered 3.8M impressions and 339.2K social engagements (likes, comments and shares).**



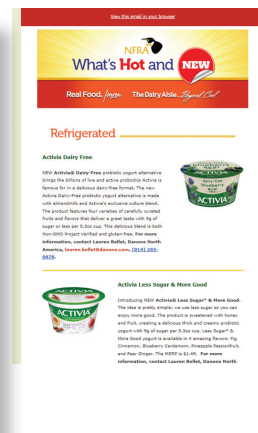
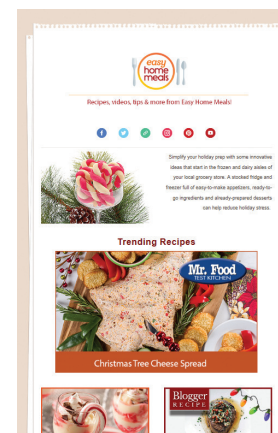
Special Initiatives

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 refrigerated and frozen foods to shoppers in-store.

Newsletters

NFRA PR Campaign communications support the consumer outreach and refrigerated food 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



ACTIVATION HIGHLIGHTS

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.

Dairy Aisle for Every Lifestyle A successful SMT with theme and messaging focused on the modern dairy aisle.

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 foods can help.

Mr. Food Test Kitchen June Dairy TV Spot Special video exploring what's new in the refrigerated dairy aisle.

Party Perfect Stacked Salad 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 Blogger Favorites

• Kaleigh (Lively Table) – **Peanut Butter Banana Baked Oatmeal** (featuring Silk Almond milk)

• Silvia (Mama Latina Tips) **Poblano Pepper Galette** (featuring Borden Cheese) and **Back-to-School Inspiration** (featuring Horizon Organic and Good

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