



**2021
PROGRAM
OVERVIEW**



WHAT WAS NEW TO MFFM IN 2020?



STRONGER DIGITAL CAMPAIGN INTRODUCED VIDEO ADS, PAID SOCIAL ADS AND CAROUSEL AD UNITS TO EXISTING PACKAGE



FULL CAMPAIGN OPTIMIZATION ACROSS ALL DEVICE TYPES TO ENSURE GREATEST RESULTS



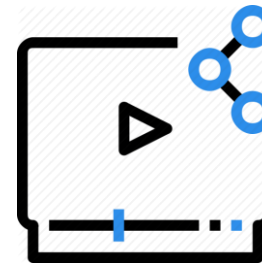
IMPROVED ROI BY SHIFTING KPI FOCUS TO THE NUMBER OF CONSUMER ACTIONS TAKEN VERSUS IMPRESSIONS DELIVERED



ENHANCED CREATIVE INCLUDING DEVELOPMENT OF VIDEO ADS AND CAROUSEL AD UNITS



GREATER ESTIMATED REACH YOY DESPITE SHIFT IN KPI FOCUS



ENHANCEMENTS TO SOCIAL VIDEOS DEPLOYED BY WWO INCLUDED USE OF SYNDICATED PERSONALITIES & GUARANTEED DELIVERY OF IMPRESSIONS

THE RESULT



INCREASED REACH AND CONSUMER ENGAGEMENT DELIVERED STRONGER ROI YEAR OVER YEAR



160% MORE
ENGAGEMENTS
THAN DELIVERED
IN 2019

479,039

CONSUMER
ENGAGEMENTS



.06 PTS HIGHER CTR
THAN 2019
CAMPAIGN

7X HIGHER THAN THE
BLENDED INDUSTRY
AVERAGE

0.48%

CLICK THROUGH
RATE



10% MORE
IMPRESSIONS THAN
DELIVERED IN 2019

48,000,000+

TOTAL IMPRESSIONS
DELIVERED



Westwood One

DELIVERED 130%
MORE IMPRESSIONS
THAN BOOKED

YOY DELIVERED
NEARLY 5X MORE
IMPRESSIONS

MOST IMPRESSIONS
DELIVERED VIA
SOCIAL VIDEO THAN
ANY YEAR PRIOR

2,077,947

SOCIAL VIDEO
IMPRESSIONS



Westwood One

NEARLY 8% MORE
IMPRESSIONS
DELIVERED THAN
YEAR PRIOR

MOST TOTAL
IMPRESSIONS
DELIVERED VIA WWO
THAN ANY YEAR
PRIOR

64,125,421

TOTAL IMPRESSIONS
DELIVERED



OVERALL RESULTS

10% LIFT IN TOTAL
IMPRESSIONS YOY

MOST IMPRESSIONS
DELIVERED UNDER
CURRENT MODEL

308,113,524

TOTAL 2020 MFFM
CAMPAIGN IMPRESSIONS

2021 PROMOTIONAL ELEMENTS



Diverse mix of Digital and Social Media offerings powered by Optimad

- Social Media Ads via native & programmatic display units
- Video Advertising - :15 or :30 duration
- Carousel Ads, Facebook Experiences and In-App ads



Ability to execute all touch points or adjust marketing mix within WWO offering below

- On-Air: Recorded brand spot on terrestrial radio
- Online Streaming: Companion display ads and recorded brand spot
- Email: Three (3) Dedicated email to subscriber base
- Social: Two (2) custom video Facebook posts



Influencer Assigned based on geography, lifestyle and/or demographic makeup

- Blog post with option to overlay Influencer micro-sweeps
- Social sharing across influencer and Easy Home Meals social properties



Featured placement / Integration across EasyHomeMeals.com

- Ad placement on EasyHomeMeals.com
- Logo placement on MFFM Promotion page
- Custom Facebook post, Tweet & Pin
- Ability to upload branded recipes to EasyHomeMeals.com
- Brand featured on Twitter Party



Consumer Opt-In File From Entrants within the MFFM National Sweepstakes

- File can be used to build Brands consumer database and ongoing CRM efforts

NEW TO 2021 CAMPAIGN:



OPTION TO LEVERAGE AS PART OF WWO PACKAGE



2021 OVERALL CAMPAIGN REACH



	TIER 1	TIER 2
Mix of digital and video platforms offered at various levels	3MM Guaranteed 11.5k-24.9k+ Engagements	5MM Guaranteed 49.6K+ Engagements
Ability to adjust marketing mix within WWO offering	3.6MM+	3.6MM+
Custom branded content via Influencer campaign	1MM+	1MM+
Featured placement / Integration across EasyHomeMeals.com	74MM+	74MM+
Consumer Opt-In File of Sweepstakes Entrants	10K+	10K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	81.6 MM+	83.6 MM+

TOTAL ESTIMATED MFFM IMPRESSIONS: 209+MM

CO-OPERATIVE CAMPAIGN VALUE



Below is a conservative estimate to illustrate the cost of program to execute outside the co-operative and the efficiencies co-operative programming affords

Agency oversight and account management	\$13,000
<i>Overall campaign planning & development</i>	
<i>Daily campaign management over all program touch points December – March</i>	
All creative development and production	\$25,000
<i>All copywriting including script development, email blast & social copy</i>	<i>All display ads and required versioning</i>
<i>Voice over talent and radio spot production</i>	<i>Converting static assets into dynamic video ads</i>
<i>Email creative design and deployment</i>	<i>Social media video concept and production</i>
Sweepstakes administration, management and fulfillment	\$9,500
<i>Includes microsite development and hosting</i>	
<i>Administration, management and fulfillment</i>	
Sweepstakes Prizing	\$10,000
Optimad Digital Media Evaluation	\$35,000
<i>Paid social, video, programmatic display, native media, in-app ads</i>	<i>Social media amplification with DJ personalities</i>
<i>Media planning, buying and real-time campaign optimization</i>	<i>Value add impressions to drive overall promotion/MFFM messaging</i>
<i>Program customization individualized by Brand</i>	
Westwood One Media Evaluation	\$28,000
<i>Media planning and buying</i>	
<i>Multi-media integration across on-air, online, streaming, display and email</i>	
Dedicated Brand Blogger	\$3,500
<i>Includes branded blog post, social shares & optional Micro sweeps</i>	
Easy Home Meals Promotion	\$3,000
<i>Featured placement on website, Twitter party, social media integration</i>	
TOTAL PROGRAM SPEND	\$127,000
YOUR SPEND	\$42,500
YOUR SAVINGS	\$84,500

YOU CAN'T DERIVE THIS MUCH VALUE OUTSIDE THE CO-OPERATIVE MODEL



ROBUST DIGITAL TARGETING & SEGMENTATION



Each participating brand partner will have the ability to develop their own shopper targeting strategy, including demographic details, geo-specific media delivery per store list, and shopper's purchase history across all digital devices.



DEMOGRAPHIC

- Age and Gender
- Household Income
- Digitally Savvy Shopper



GEOGRAPHY

- Has shopped at (RETAILER) in the last 30 days (Device ID)
- Lives within a 10-mile radius of a (RETAILER) Store
- By store list for each brand



SHOPPER

- Existing Category Purchasers
- Searching top competitive brands
- Behavioral Trends of the Shopper for the Product/Brand



DEVICE TYPE

- Mobile
- In-App
- Tablet
- Connected TV

Converge digital strategies with retail activation to ensure top of mind awareness for your Brand when the decision-making process begins ...

online, long before consumers ever reach the store or point of purchase.

DIGITAL AND SOCIAL PACKAGE



POWERED BY

OPTIMAD




BASE PACKAGE

POWERED BY
OPTIMAD



Optimad's digital platform offers brands a **diverse mix of digital touch points, greater customization & flexibility of plan plus enhanced creative development & design of ad units.**

 OPTIMAD	TIER 1	TIER 2
Targeted Shopper Clicks to RETAILER.com or online destination for the BRAND	7,519+	12,115+
Targeted Video Views	17,400+	37,500+
Total Shopper Engagements *	24,919+	49,615+

Estimated Impressions	3 MM	5 MM
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- ✓ Brands have the option of shifting all impressions to Targeted Shopper Clicks if desired
- ✓ **Further customization is available, TBD following Brand review of KPIs**
- ✓ Guaranteed results
- ✓ Clicks can go to any online destination of the brand's choosing

SOCIAL MEDIA AD UNITS



DRIVE CLICKS VIA SOCIAL MEDIA

Inspire shoppers to purchase your Brand by reaching them in their preferred social media channels, delivering maximum brand awareness & traffic with target audiences across Instagram & Facebook.

With real-time optimization against actions, the MFFM program will deliver guaranteed clicks to participating brands.

Ability to leverage offer video, influencer or animated content within social ads

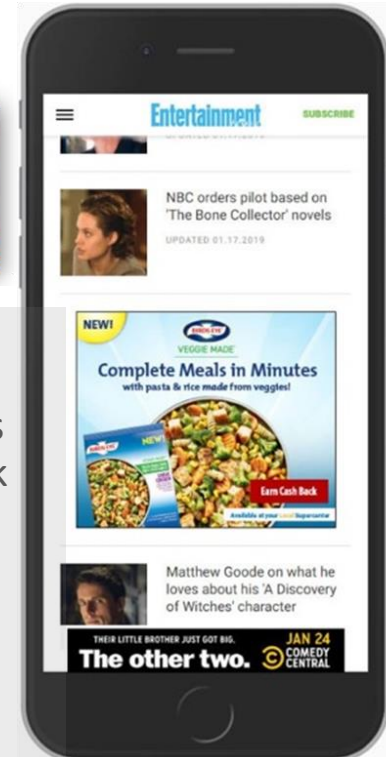
PROGRAMMATIC & NATIVE MEDIA



DISPLAY ADS AND NATIVE ADS

Display ad placements of various sizes across relevant publisher and network partners.

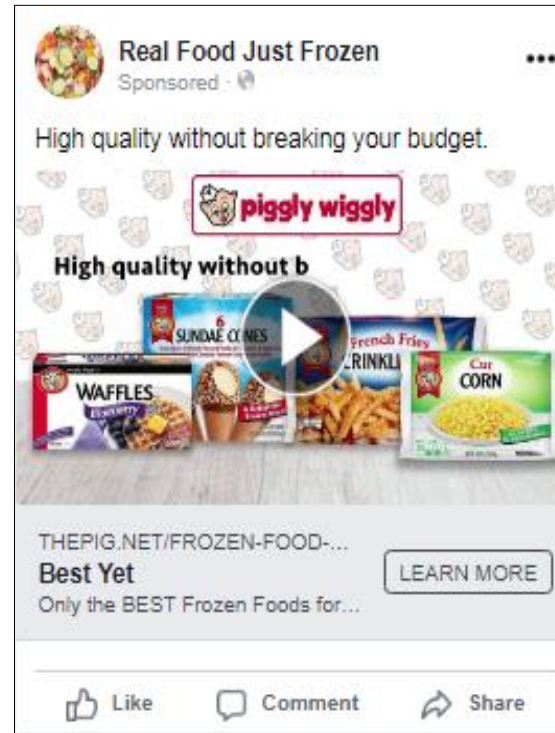
High CTR contextually relevant native ad placements. Sample sites: Epicurious, Food Network, Martha Stewart, People



VIDEO AD INTEGRATION ACROSS DIGITAL BUY



<https://fb.me/2AOUfCLn2INhXxu>



<https://fb.me/9hfCgxqecwuPUB>

Sample video units created from static imagery. Click on links to play videos. Can be :15 or :30 in length, can add backing music if desired.

TURN STATIC ASSETS INTO DYNAMIC VIDEO UNITS

1/3 of ALL online activity is spent watching video


92% of mobile video viewers share videos with others

Marketers who use video grow revenue 49% faster than non-video users


64% of consumers make a purchase after watching branded social videos

81% of people have been convinced to buy a product or service by watching a brand's video

CAROUSEL ADS

 **The Lean Mean Fan**
Sponsored · 🌐

Dannon® Oikos® Triple Zero has 15g of protein per serving and is the Official Yogurt of the NFL. Available at Walmart.



Vanilla
Buy Now - Walmart.com [Shop Now](#)

Strawberry
Buy Now - Walmart.com [Shop Now](#)

Mixed Berry
Buy Now - Walmart.com [Shop Now](#)

👍 Like 💬 Comment ➦ Share

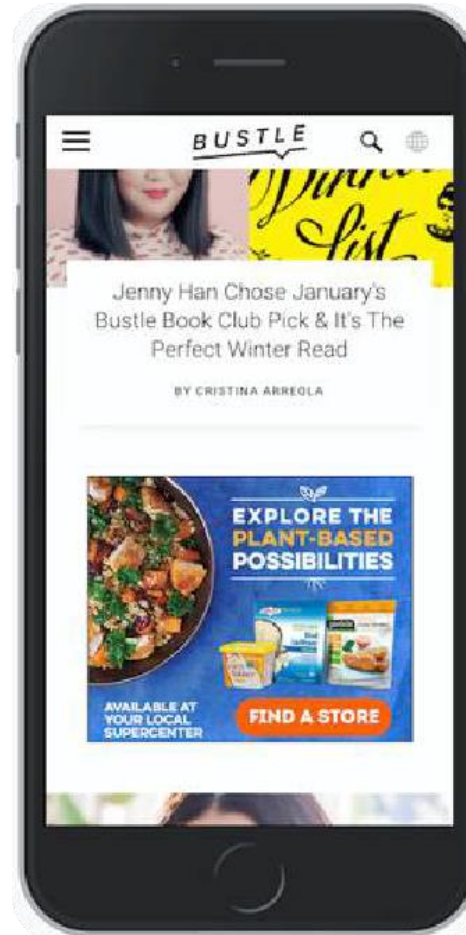
AMPLIFY SOCIAL OUTREACH

Drive awareness & education among your target audience via social carousel ads highlighting different product images and flavor options.

Select lifestyle imagery, influencer content or product benefit images to communicate why shoppers love your brand.

With carousel ads, we can highlight each SKU individually & link each to your retailer's product detail page showcasing the brand's product assortment.

IN-APP ADS



RELEVANT CONTENT. MOBILE OPTIMIZED.

Advertise within popular mobile apps, reaching your target audience with compelling messages on their favorite publisher apps.

Execute dynamic & native ads within top apps reaching relevant audiences in a mobile optimized channel.

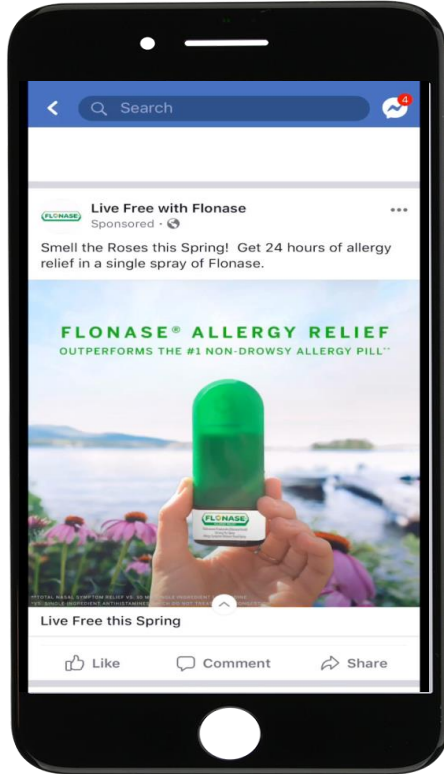
MOBILE SOLUTIONS

POWERED BY
OPTIMAD

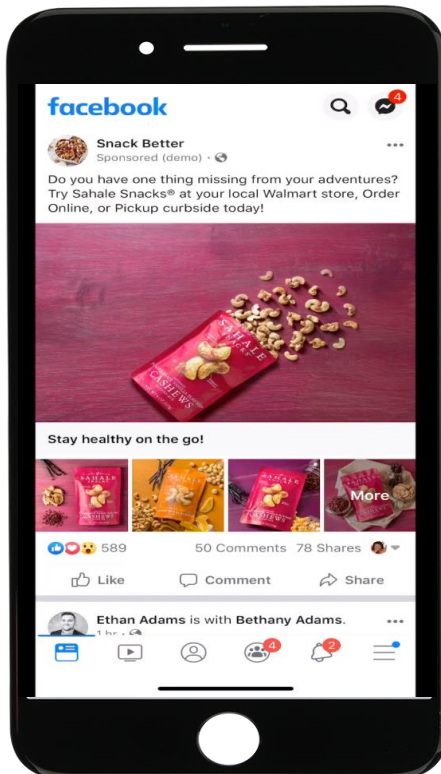


BRAND SPECIFIC CUSTOMIZATIONS

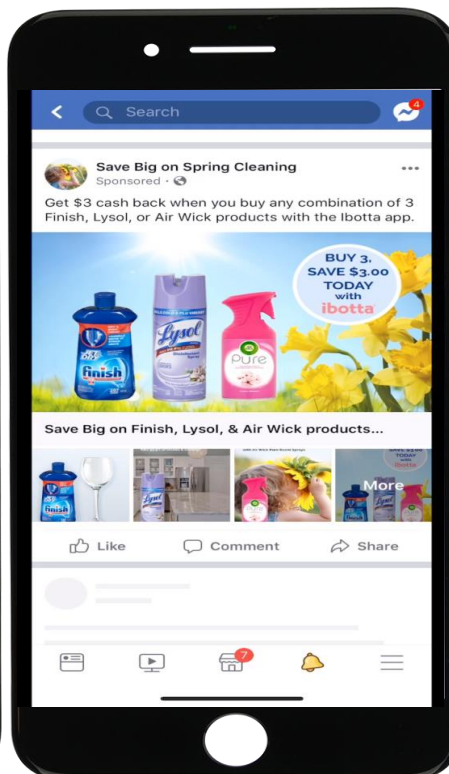
BRAND PAGE COUPON OFFER



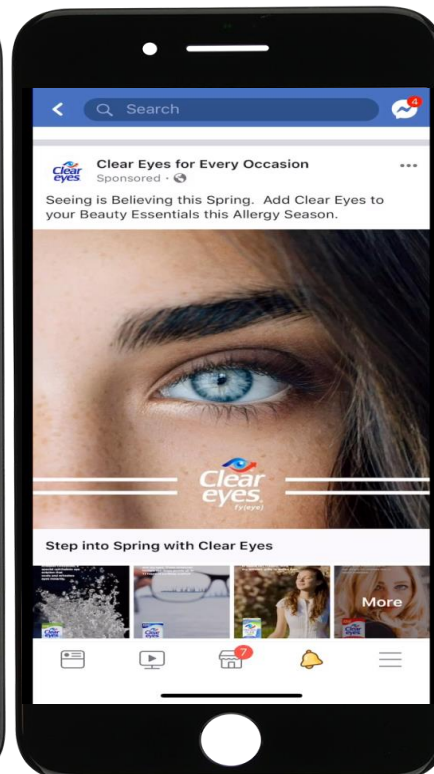
ADD TO ONLINE GROCERY CART



DEEPLINK TO BUNDLED IBOTTA OFFER



PRODUCT RECCOMENDATION



Sample ad units.

FACEBOOK EXPERIENCES

Mobile-optimized ads that capture the complete attention of your audience.

Consumers can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products—all in a single ad.

**AVERAGE 12.5 SECOND VIEW TIMES
AND CTRs 2-3x HIGHER THAN
INDUSTRY**

A multi-media platform that **delivers surround-sound Brand messaging** whether consumers are tuned-in on-air or online—

...driving traffic in-store and down the frozen aisle of your priority, local retailers

WESTWOOD ONE MEDIA PACKAGE



PACKAGE OVERVIEW



A trusted partner since 2016, Westwood One Media (WVO) will provide brands with an enhanced program while maintaining the ability to fully customize individual brand campaigns.

TERRESTRIAL RADIO 	<ul style="list-style-type: none">▪ Custom :15 second spot (approx 300 spots*)▪ 3- Week drive-time flights▪ Ability to run in up to 16 Top DMA Markets	3,000,000 Impressions
DIGITAL 	<ul style="list-style-type: none">▪ Choice of display ads or streaming audio▪ Streams across station websites and mobile platforms▪ 4- Week flight	502,815 Impressions
EMAIL 	<ul style="list-style-type: none">▪ Custom email across 3 markets▪ 100% Share-of-Voice▪ Frozen Food category purchase data added to targeting parameters	70,000 Impressions
SOCIAL 	<ul style="list-style-type: none">▪ Custom video across 2 markets▪ Feature syndicated talent with broad following & on-air presence▪ Expanded reach and guaranteed impressions via paid FB post	50,000 Impressions
		3.62+MM **Total Approximate Impressions per brand

*Based on running a :15s spot. Brands have the option of running a :30 sec spot.

**Final impressions dictated by markets size, number of markets selected, and spot duration.



ELEVATING THE PARTNERSHIP



Changes implemented in 2020 program which contributed to boost in overall campaign results.

MARKET SELECTION



TO OPTIMIZE MEDIA SCHEDULES, BRANDS **SELECTED UP TO SIXTEEN (16) DMAS** AS PART OF THEIR MEDIA PLAN

BASE PLANS **DELIVERED APPROXIMATELY 300 :15 SEC SPOTS** AND **GUARANTEED 3M IMPRESSIONS** TO ENSURE GREATER FREQUENCY AND OVERALL REACH PER MARKET

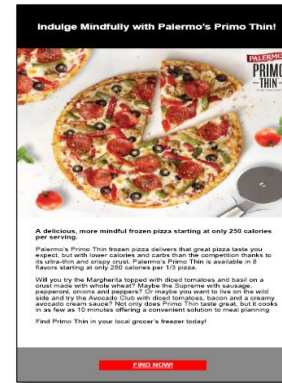
DIGITAL & STREAMING



OPTION TO CHOOSE BETWEEN DISPLAY ONLY, STREAMING ONLY OR A COMBINATION OF STREAMING AND DISPLAY



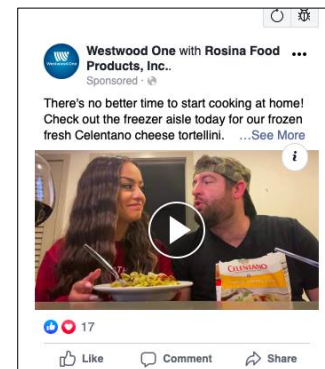
EMAIL BLAST



ADDITIONAL TARGETING PARAMETER (FROZEN FOOD BUYERS) ADDED TO DRIVE GREATER CONSUMER ENGAGEMENT

LIST PURCHASE EXTENDED REACH BEYOND OPT-IN LISTENING AUDIENCE IN EACH MARKET

SOCIAL VIDEOS



ENHANCEMENTS TO SOCIAL VIDEOS DEPLOYED BY WWO INCLUDED USE OF SYNDICATED PERSONALITIES & GUARANTEED DELIVERY OF IMPRESSIONS

ELEVATING THE PARTNERSHIP



PROGRAMMATIC AUDIO

Programmatic Audio ads are delivered through digital audio streaming apps that play music, podcasts, or the news (e.g. Spotify, iHeartRadio, etc.). Run audio ads alone or alongside companion banners & retarget users who have already listened to your ad.

Target audio listeners by:

- Location
- Time slots
- Type of content
- Lifestyles & interests from our database

Gain key reporting insights on:

- Banner clicks
- Completion rate
- Path to conversions



Content format, geo, daypart, language, device, behavioral



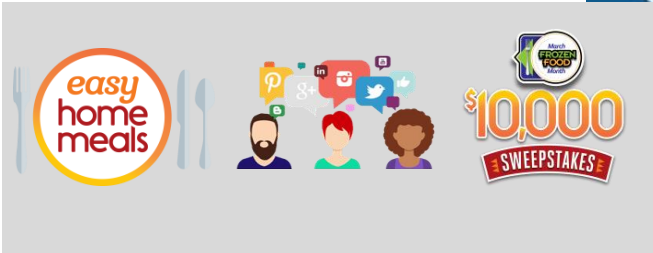
NEW TO 2021 CAMPAIGN:



OPTION TO LEVERAGE AS PART OF WWO PACKAGE

Link and leverage mix of supporting tactics—including influencer marketing, twitter party, consumer promotion and integration across relevant content platform—
to amplify your Brand message throughout the month of March

SUPPORTING TOUCHPOINTS



SNAPSHOT OF SUPPORTING TOUCHPOINTS



Expert influencer assigned to each brand to create custom content

- ✓ Ability to target
- ✓ Editorial content & Social posts
- ✓ Option to overlay micro-sweeps

Estimated 1M to 1.5MM Impressions per Brand



Featured placement / integration across website and social channels

- ✓ Ad & logo placements
- ✓ Social Posts
- ✓ Recipe database
- ✓ Twitter Party

74MM+ Total Easy Home Meals Program Impressions



National Consumer Promotion executed throughout March

- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

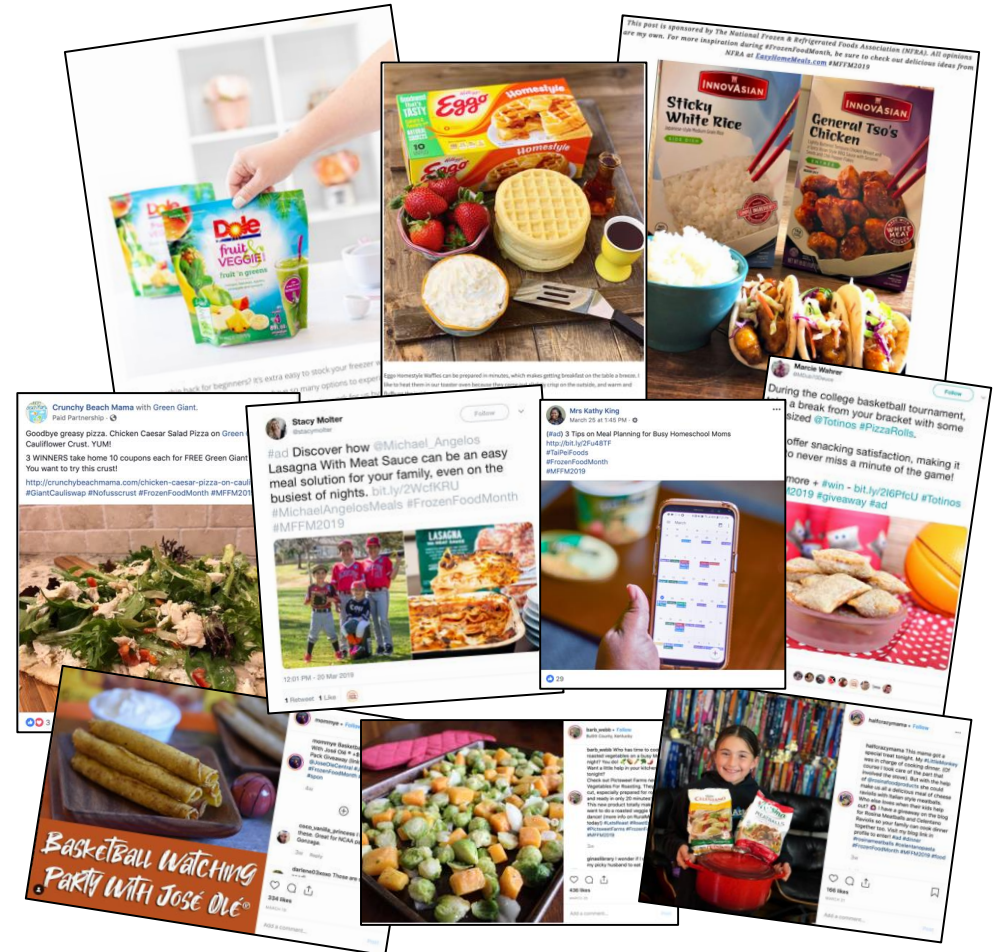
Estimated 10K-12K Unique Opt-ins

SOCIAL INFLUENCER PROGRAM



Each brand will be assigned a **Social Influencer** to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout March Frozen Food Month

- Influencers **blend each brand into their personal stories/recipes** to create an **authentic message**
- Content posted across Blogs, Instagram, Facebook, Pinterest, Twitter, etc.
- **Geo-targeted to specific audience/DMA** by brand
- **Engagement can be incentivized through hosted giveaways** with their audience via **“Micro-Sweeps”**



EASY HOME MEALS INTEGRATION



Logo placement on MFFM Promotion Page



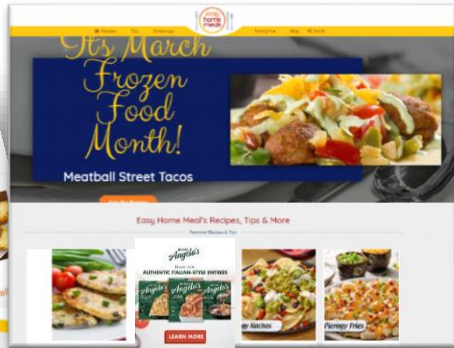
Featured in Easy Home Meals Newsletter



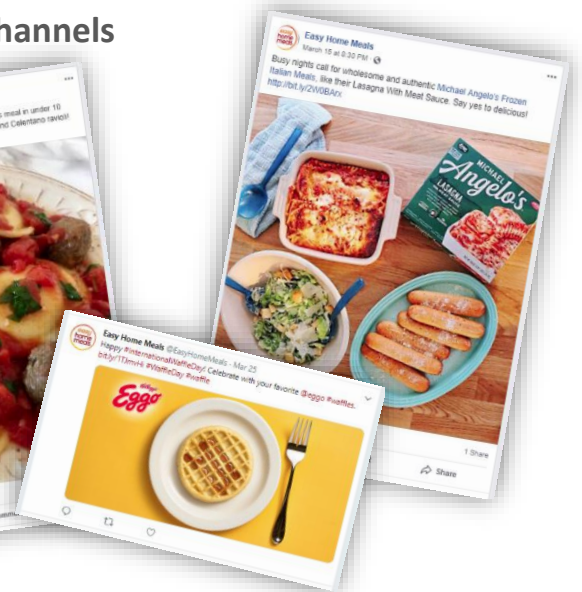
Mention in #FrozenFoodMonth Twitter Party



Site-wide rotational banner ad*

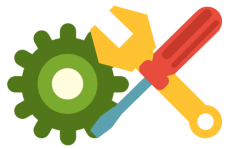


Custom posts and shared content across social channels



*Or boosted FB post for participating retailers

PLANNING CONSIDERATIONS / KEYS TO SUCCESS



LEVERAGE THE CUSTOMIZATION YOU ARE AFFORDED

The campaign is uniquely structured to fit your desired activation strategy affording Brands the ability to adjust the marketing mix within. So if you believe less is more, don't hesitate to strip away certain tactics and reinvest that support to boost KPIs elsewhere



THERE IS VALUE IN WWO'S NEW SOCIAL APPROACH

Brands which leveraged social video through WWO saw significant over-delivery. In fact, for the first time since inception, a Brand elected to shift majority of their allocated impressions through WWO into social video and generated reach 2x greater than booked



DON'T HESITATE TO ASK

Encourage your Brand teams to work closely with our Agency partner in building out your media plans; further customization, targeting and ways to package the campaign can be afforded ... if you ask. The answer is rarely 'no'



BRAND-RETAILER CONNECTION

Brands: Be sure to maximize your spend—afforded benefits allow participating brands the ability to link and leverage all touchpoints to drive incremental merch support and/or account specific programming with key retailer(s)



Retailers: Leverage the ability feature their private-label dairy food brand(s) and/or link and leverage with a key brand partner across all touchpoints to drive traffic in-store