PR CAMPAIGN

Campaign Goal: Drive an increase in conversation and positive sentiment about the frozen food categories, focusing on key messaging pillars: Real, Exploration, Positive sentiment about the frozen food categories, and Value. Focusing on key messaging pillars: Real, Exploration, Positive sentiment about the frozen food categories, and Value.

2020 PR RESULTS THROUGH 6/30/20

493.2M+

Total PR Campaign Impressions

TACTICS

STRATEGY

Through a carefully developed messaging platform and unique and engaging tactics to reach consumers, NFRA is telling the positive stories of Real Food, Frozen. We are reaching large audiences with frozen messages and content focused on the real ingredients, chef-inspired recipes, fresh flavors, and portions that leave nothing to waste. These efforts to change the conversation strategically support frozen food sales growth, amplify members’ brands and initiatives – all with the goal to bring more shoppers into the frozen food aisles.

Media Outreach

Media outreach initiatives during the first six months included a Satellite Media Tour (SMT) as well as traditional and online, paid and earned, media outreach. The SMT featured chef, lifestyle expert and TV personality Ceci Carmichael, touting Real Food Frozen and all of the hottest trends and innovative products in the frozen food aisle. The SMT successfully secured 2,107 broadcast airings and was accompanied by a March Frozen Food Month multimedia release, as well as additional media outreach focused on NFRA’s State of the Industry report. Combined media efforts have garnered more than 130.5M impressions.

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 trendy 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. The Toolkits of Resources provide NFRA members with social media content, blogs, recipes, graphics, videos and more to re-purpose in their own efforts.

Media Partnerships

We continued to work with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Highlights during the first half of 2020 included a dedicated March Frozen Food Month TV spot, multiple recipes and blogs, and new Fast Recipe Videos that continue to attract and engage followers on all Easy Home Meals social platforms. Mr. Food Test Kitchen activations have garnered 397M impressions.

NFRA’s successful #FrozenFoodMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, garnering more than 79M impressions (and 5.1K tweets).

Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and blog continued to attract a growing and engaged fan base during the first half of the year. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things frozen – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, March Frozen Food Month and more. Easy Home Meals gained 394K impressions and 315K social engagements (likes, comments and shares).

Special Initiatives

In light of the COVID-19 pandemic, NFRA continued our #AHoneEasyMeals social media strategy – including a blog series focused on different categories/themes to bring a little inspiration and fun into meal planning and cooking while “quarantined.” The series is full of recipes, information and features on member initiatives during the crisis.

Food Waste remained a priority as we developed and shared a new Food Waste Whiteboard Animation video – a new tactic and resource for the NFRA and members to utilize on social media.

NFRA also expanded connections and provided additional valuable resources to Supermarket Registered Dietitians during the first six months of 2020.

EASY HOME MEALS

BY THE NUMBERS (ENDING 6/30/2020)

Facebook: 462,582 likes
Twitter: 3,154 followers
Pinterest: 6,700 followers
Instagram: 3,566 followers
YouTube: 232 subscribers
Easy Home Meals website: 197,574 unique users; 656,616 sessions; 835,001 pageviews
EHM Newsletter: 62,050 subscribers

ACTIVATION HIGHLIGHTS

Stacking Up While Social Distancing Tips Video NFRA’s COVID-19 communications included this video with tips on shopping the frozen food aisle while quarantined.

Food Waste Whiteboard Animation New food waste tool and resource for social media.

The Frozen Food Aisle Delivers A successful SMT with theme and messaging focused on the hottest trends and innovative products in the frozen food aisle.

Find Today’s Hottest Food Trends in the Frozen Food Aisle! A multimedia news release promoting March and Real Food. Frozen sharing frozen food recipes, infographics, videos and more.


Easter Bunny Egg Bowls Our latest addition to NFRA’s growing non-branded Fast Recipe Video library.

Mr. Food Test Kitchen March TV segment March Frozen Food Month kicks-off in the frozen food aisle.

Newsletters/Toolkits

• What’s Hot and New in Frozen & Refrigerated Foods
• Easy Home Meals
• Supermarket Registered Dietitian’s Toolkit

A Few Food Blogger Favorites

• Michelle (Modern Mom Life) – Easy, Mexican Chicken Pinwheels (featuring Tyson)
• Tanatisha & Derrick (This Worthey Life) – Taggator & Mini Tacos Grilling Board (featuring Jose Ole)
• Ruthie (Cooking with Ruthie) – Spring Waffle Bar Recipe (featuring Eggo)

TACTICS

Stories

Our 2020 Cool Food Panel of home cooks, trained chefs and foodie experts continue to bring their food blogging expertise to NFRA’s Real Food. Frozen campaign efforts. During second quarter 2020, this diverse group developed and shared creative and effective frozen food culinary content to large online communities. As the numbers show, they again successfully fueled positive conversations and drove 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 3M.

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