



# 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.

### 2020 PR RESULTS THROUGH 6/30/20

# 493.2M+

 Total PR Campaign Impressions

## 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.

## TACTICS

### Storytellers



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.**

### 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 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. 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 23.8M impressions.**



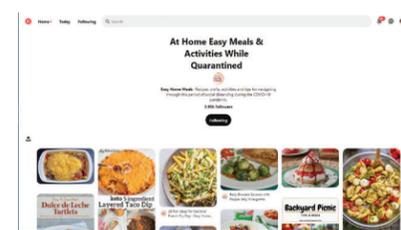
NFRA's successful #FrozenFoodMonth Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, **garnering more than 79M impressions (and 5.1K tweets).**

### 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 **#AtHomeEasyMeals** 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.

## ACTIVATION HIGHLIGHTS

[Stocking 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.

[Impressive Power, Impressive Growth infographic](#) sharing NFRA's State of the Industry Report data and insights.

[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)
- Tatanisha & Derrick (This Worthy Life) – [Tacos & Mini Tacos Grazing Board](#) (featuring José Olé)
- Ruthie (Cooking with Ruthie) – [Spring Waffle Bar Recipe](#) (featuring Eggo)

## EASY HOME MEALS

BY THE NUMBERS (ENDING 6/30/2020)

**Facebook:** 462,582 likes

**Twitter:** 3,154 followers

**Pinterest:** 6,700 followers

**Instagram:** 3,586 followers

**YouTube:** 232 subscribers

**Easy Home Meals website:**

197,574 unique users; 656,616 sessions;

835,001 pageviews

**EHM Newsletter:** 62,050 subscribers