**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.

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

![Image](image_url)

**Total PR Campaign Impression:** 347.9M+

**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 *Dairy... and Beyond* campaign efforts. During the first six months of 2020, 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 conversation 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 3M.

**Media Outreach**

Media outreach initiatives during the first six months included a Virtual Media Tour (VMT) as well as traditional and online, paid and earned, media outreach. The VMT featured Chef and Cookbook Author Jamie Gwen, touting *Dairy... and Beyond* and focusing on June Dairy Month, the modern dairy aisle and all it has to offer in its innovation and appeal to all lifestyle and dietary needs. The VMT successfully secured 1,504 broadcast airings and was accompanied by a June Dairy Month multimedia news release, as well as additional media outreach focused on NFRA’s State of the Industry report. Combined media efforts have garnered more than 189.8M impressions.

**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 June Dairy 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.

**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 refrigerated dairy (and non-dairy) – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy 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.

We introduced and shared a new Dairy Aisle 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.

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

**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

**ACTIVATION HIGHLIGHTS**

- Chef Jamie Gwen Shares Dairy Month Inspiration
  - A successful VMT with theme and messaging focused on the hottest trends and innovative products in the dairy aisle...

- Step Up Your Culinary Game with 3 Easy Recipes
  - A multimedia news release promoting June and Dairy...and Beyond, sharing refrigerated food recipes, infographics, videos and more.

- Mr. Food Test Kitchen June TV segment
  - June Dairy Month kicks-off in the refrigerated dairy aisle.

- Impressive Power, Impressive Growth
  - Infographic sharing NFRA’s State of the Industry Report data and insights.

- Get Inspired in the Dairy Aisle
  - Whiteboard Animation
  - Our latest eye-catching, educational tool and resource for social media.

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

- Newsletters/Toolkits
  - What’s Hot and New in Frozen & Refrigerated Foods
  - Easy Home Meals
  - Supermarket Registered Dietitian’s Toolkit
  - A Few Blogger Favorites
    - Rachel (The College Nutritionist) - How to Build a Cheeseboard (featuring Vermont Creamery, Cracker Barrel and Horizon Organic)
    - Silvia (Mama Latina Tips) - Pomegranate-Blueberry Sangria Mocktail (featuring Naked and Florida’s Natural)
    - Michelle (Modern Morn Life) - Easy Mexican Chicken Pinwheels (featuring Sargento)

- Easy Home Meals Blog & Social Platforms
  - 835,001 pageviews
  - YouTube: 62,050 subscribers

- Social Media
  - Instagram: 3,154 followers
  - Facebook: 62,050 subscribers
  - Pinterest: 3,586 followers
  - Twitter: 3,154 followers
  - Facebook: 462,582 likes
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- Newsletters/Toolkits
  - What’s Hot and New in Frozen & Refrigerated Foods
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