



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.

2021 YEAR-END PR RESULTS

1.25B+ 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



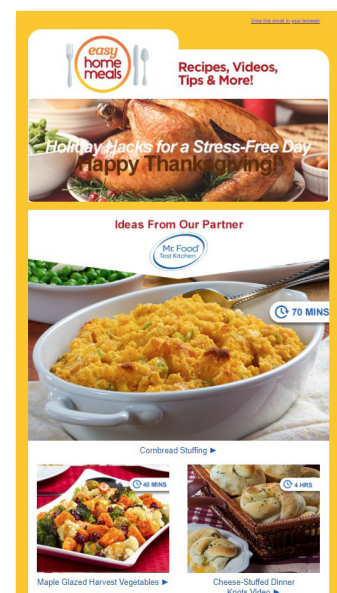
Our 2021 Cool Food Panel of home cooks, trained chefs and foodie experts continued to bring their food blogging expertise to NFRA's **Real Food. Frozen** campaign efforts. Throughout the year, this diverse group developed and shared creative and effective frozen food culinary content to large online communities. Influencers 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 12.6M.**

Media Outreach

NFRA continued to grow earned and paid media outreach in 2021 through timely **PR Newswire releases** and a **Virtual Media Tour** focusing on key events, promotions and holidays amplifying positive conversations around frozen foods. A Holiday multimedia news release “Creative, Calm and Cool: Simple Ideas for a Delicious Holiday” successfully generated 320 articles. **Combined media efforts have garnered more than 549.4M impressions.**



Newsletters



NFRA PR Campaign communications supported consumer outreach and frozen food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter featured trending recipes, frozen food tips and food safety guidelines. The quarterly **What's Hot and New in Frozen & Refrigerated Foods** e-newsletter shared new product introductions to industry and consumer audiences. The **Toolkits of Resources** provided NFRA members with social media content, blogs, recipes, graphics, videos and more to re-purpose in their own efforts.

Media Partnerships

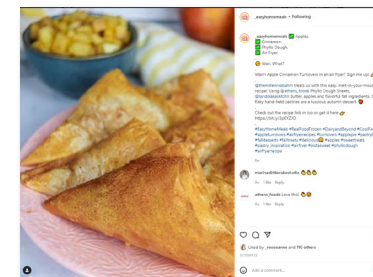
We continued to work with longtime partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Highlights included a dedicated March Frozen Food Month spot, multiple recipes, and new Fast Recipe Videos that continue to attract and engage followers on all Easy Home Meals social platforms. **Mr. Food Test Kitchen activations garnered 21.5M impressions.**



NFRA's successful #HolidayHacks Twitter Party with Resourceful Mommy included member brands, chefs, RDs and bloggers engaging Twitter users in conversations about frozen foods, **garnering more than 76M impressions (and 4.5K tweets).**

Easy Home Meals Blog & Social Platforms

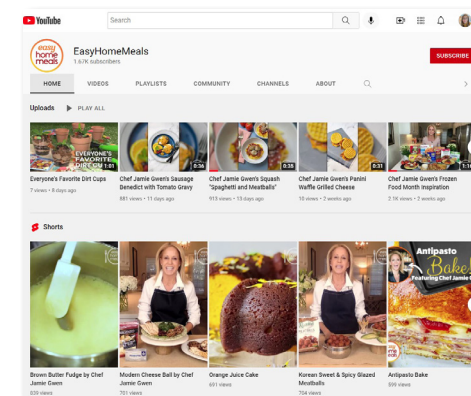
The Easy Home Meals website and blog continued to attract a growing and engaged fan base. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things frozen – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, March Frozen Food Month and more. **Easy Home Meals gained 15.7M impressions and 520K social engagements (likes, comments and shares).**



Special Initiatives

NFRA expanded 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 frozen and refrigerated foods to shoppers in-store.

NFRA focused on **Social Media Content Development**, significantly expanding our library of video content as this medium is highly popular across all social media platforms. Promotion of new video content garnered more than **11.3M impressions.**



Activation Highlights

Creative, Calm and Cool: Simple Ideas for a Delicious Holiday: A multimedia news release promoting easy recipes and meal ideas for the holidays using frozen and refrigerated foods.

Easy Family Meals Videos: 6-video series by Chef Jamie Gwen highlighting recipes and meal assembly ideas:

Muffin Pan Chicken Pot Pies & Korean Sweet & Spicy Glazed Meatballs

Edutainment Videos: 6-video series addressing popular food topics:
6 Reasons to Love Frozen Veggies
How to Prevent Freezer Burned Ice Cream
5 Best Air Fryer Foods

6 Tips for Healthy Holiday Gatherings Blog: NFRA partner Karen Buch, RD shares her top holiday tips with consumers.

Mr. Food Test Kitchen Recipe Contest: Consumers entered their best recipes featuring frozen and refrigerated ingredients.

Newsletters/Toolkits
What's Hot & New Frozen & Refrigerated Foods Newsletter

Easy Home Meals Newsletter:
November & December

A Few Food Blogger Favorites
Tatanisha (This Worthey Life): **Tater Tots Shepherd's Pie** featuring Ore-Ida & Birds Eye

Dini (Pep + Rally): **Pierogi Bites with Sage Brown Butter Sauce** featuring Mrs. T's

Erin Perry: **Mummies and Witch Fingers** featuring Farm Rich & Totino's

Easy Home Meals

BY THE NUMBERS (ENDING 12/31/2021)

Facebook: 453,542 likes

Twitter: 3,243 followers

Pinterest: 6,945 followers

Instagram: 7,942 followers

YouTube: 1,660 subscribers

EHM Website: 254,816 unique visitors; 736,240 sessions; 972,723 pageviews

EHM Newsletter: 72,152 subscribers