



## 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

### 2021 YEAR-END PR RESULTS

**802.6M+** Total PR Campaign Impressions

### STRATEGY

NFRA successfully delivered the **Dairy...and Beyond** campaign messaging through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Our refrigerated messaging and content focused on nutritional value, satisfying all dietary needs, real ingredients, fresh flavors, and innovative tastes and treats that meet the evolving eating preferences of small meals and convenient, healthy snacks. These efforts to promote "dairy and beyond" strategically support refrigerated food sales growth and amplify members' brands - all with the goal to effectively promote the modern dairy aisle.

# FACTS

## Storytellers



Our 2021 Cool Food Panel of home cooks, trained chefs and foodie experts continued to bring their food blogging expertise to NFRA's **Dairy...and Beyond** campaign efforts. Throughout the year, this diverse group developed and shared creative and effective refrigerated food culinary content. Influencers reached online communities, presenting the modern dairy

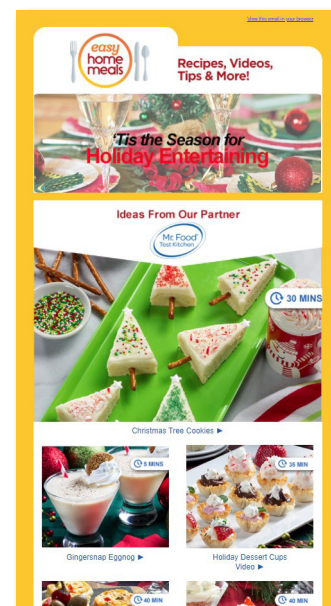
aisle and fueling positive conversation with refrigerated-based meal, snack, beverage and dessert solutions – all with a focus on NFRA member brands. **The Cool Food Panel has garnered impressions of more than 12.6M.**

## 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 refrigerated 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 325.4M impressions.**



## Newsletters



NFRA PR Campaign communications supported consumer outreach and refrigerated food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter featured trending recipes, refrigerated 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

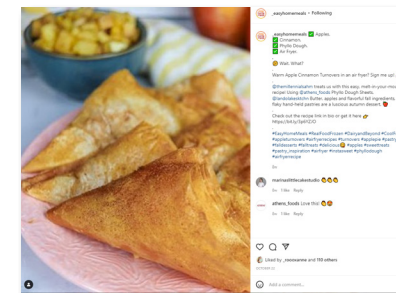
We continued to work with longtime partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Highlights included a dedicated June Dairy Month spot, multiple recipes, and new Fast Recipe Videos 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 refrigerated foods, **garnering more than 76M impressions (and 4.5K tweets).**

## Easy Home Meals Blog & Social Platforms

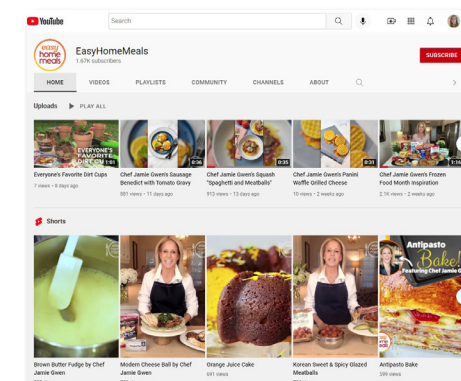
The Easy Home Meals website and blog continued to attract a growing and engaged fan base. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things refrigerated dairy (and non-dairy) – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy Month and more. **Easy Home Meals gained 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: **Antipasto Bake**, **Orange Juice Cake** & **Modern Cheese Ball**

Edutainment Videos: 6-video series answering popular consumer questions: **Can I Freeze Milk?** & **Can I Freeze Eggs?**

**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**  
Kermilia (The Millennial SAHM): **Air Fryer Cinnamon Turnovers** featuring Land O'Lakes

Dawn (Cutefetti): **Friendsgiving Juice Bar** featuring Tropicana

Peyton (Choosing Balance): **Overnight French Toast** featuring Good Culture

## 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