

2026

NATIONAL PROMOTION OVERVIEW





Today's shoppers don't wait until they're in-store to decide what to buy. Our mobile-first campaign intercepts them as they build lists, browse recipes, and add items to digital carts.

4 out of 5 consumers purchase a branded product after they add it to their digital grocery list.



Be where the purchase decisions happen.

Your brand is featured across high-impact, mobile-first placements that drive consumers from discovery to purchase. Shoppers can add your product directly to their grocery lists or online carts, discover it through interactive recipes, or see it highlighted in relevant food searches. With customizable targeting, you meet consumers where they're already planning meals and shopping.



How We're Doing It

01

Add-to-List

Drive in-store sales by getting your brand on digital grocery lists with a single click—at the exact moment shoppers are planning their next visit.

02

Add-to-Cart

Drive conversion by getting your branded product into target shoppers' online carts. Activate retailer-specific campaigns or tap into Instacart for powerful national scale.

03

Recipe Selector

Showcase your brand across multiple recipe solutions, empowering shoppers to discover, engage, and purchase your product seamlessly within a single ad unit.

04

Keyword Intercept

Reach high-intent shoppers in real time by intercepting target shoppers as they search for items to add to their digital grocery list. Each brand owns and activates one or two exclusive keywords.

05

FLIPP®

Connect your brand with HOH shoppers by turning digital circulars and list-building moments into powerful opportunities to drive product discovery and purchase.

**Tier Two Activation*

Powered by:



AdAdapted delivers patented, shoppable media solutions that connect CPG brands with high-intent shoppers across the digital path to purchase. Using proprietary first-party data from digital grocery lists and mobile apps, AdAdapted drives brand awareness, product trial, and repeat purchases.



Program Benefits



High-Intent Grocery Shoppers

Reach verified household decision-makers when they're actively building digital shopping lists or filling online carts.



Mobile Precision at Scale

Access 86MM+ mobile devices across 45 top grocery list apps and tap into a potential audience of 110MM shoppers.



Performance That Converts

AdAdapted tactics drive results: 20X+ cart transfer rates compared to shoppable landing pages with **an average ROAS of \$7.23** among 2025 participating brands*.

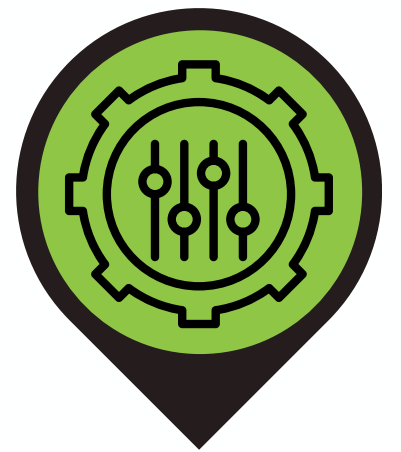


In-Store + E-Commerce Impact

Whether online or in-store, get your product added to the list, dropped in the cart, and purchased with measurable ROI.

* ROAS average of \$7.23 for 2025 is based upon Ad Adapted tactics only and does not include any potential return generated through Easy Home Meals promotion, NFRA PR support or the influencer overlay

Why It Works for CPG Brands Big or Small



Drives Trial

Get your product in carts, on lists, and into households by influencing shoppers at the point of decision both online and in-store.

ROAS

Delivers strong return on ad spend through targeted media and grocery-specific platforms that drive measurable purchase intent.

Proven Results

March campaigns have driven \$11.9M in projected revenue, 1.3M product adds, and 91% new-to-brand shopper acquisition since 2022.

National Presence

Your brand is amplified across the U.S. through digital grocery apps, influencer content, retailer partnerships, and Easy Home Meals.

EHM Value Adds

Sponsors benefit from cross-platform storytelling: custom recipes, blog features, influencer reels, social posts, and more.

Fully Customizable

Each participating brand controls the marketing mix, targeting parameters, and owns 100% SOV of their media plan.



A History of Success

1.3M

Brand Consideration

Target products were added over 1.3 million times to digital grocery lists and e-commerce carts during March Frozen Food Month.

\$11.9M

Omni-Channel Revenue

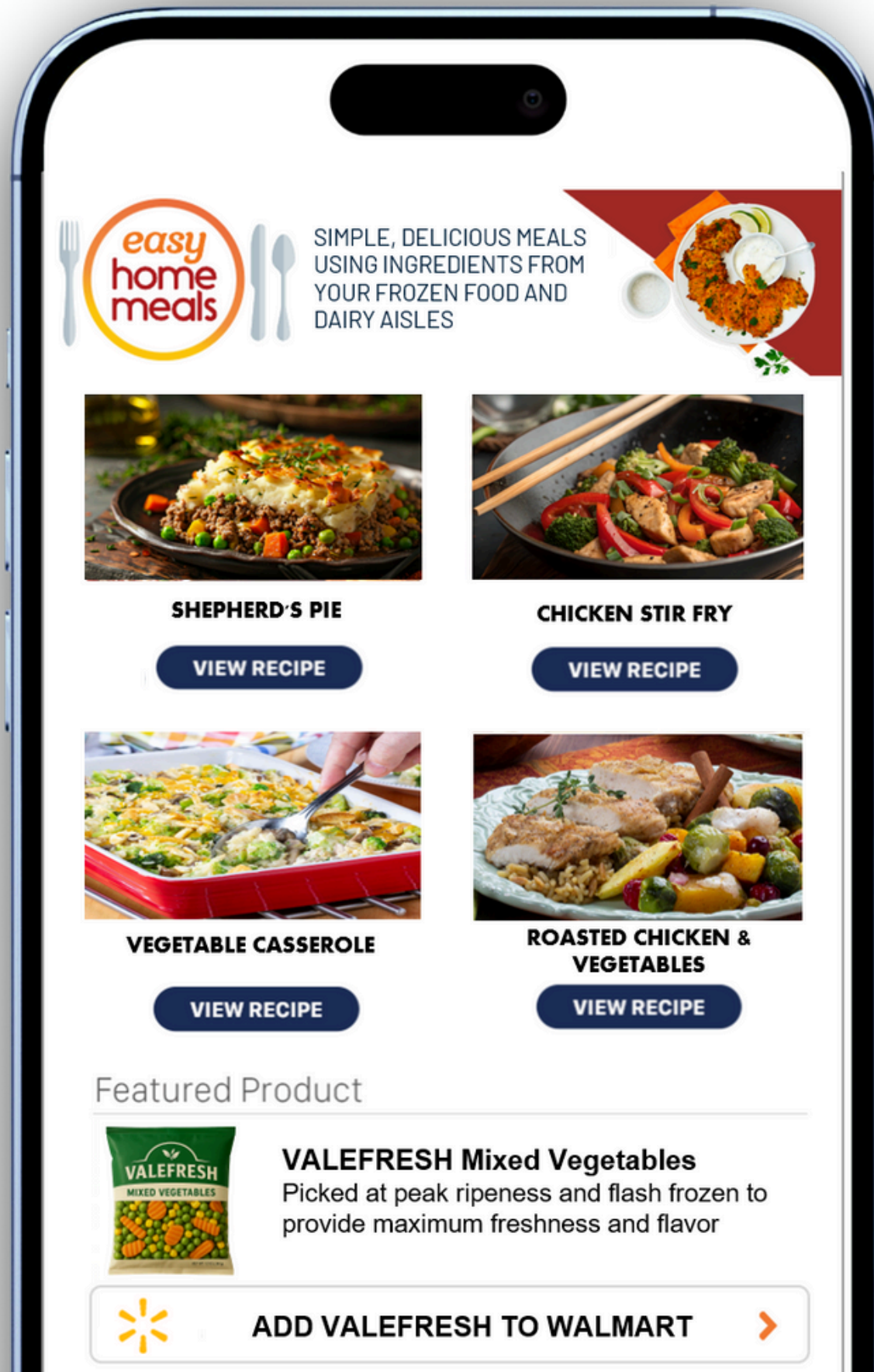
Projected sales generated from in-store and e-commerce purchases of participating items checked off lists during MFFM.

91%

New Shopper Acquisition

Over 9 in 10 shoppers who added a featured item during MFFM had never added that brand before.

NEW: Recipe Selector



Promote Brand Usage Across Multiple Recipe Solutions

Feature either two or four brand recipes promoting the use of your product in various ways.



Highlight Your Featured Product Within The Recipes

Feature your promoted product within each recipe with a product shot, brand logo and promoted copy.



Drive Immediate Purchase Of Your Featured Product

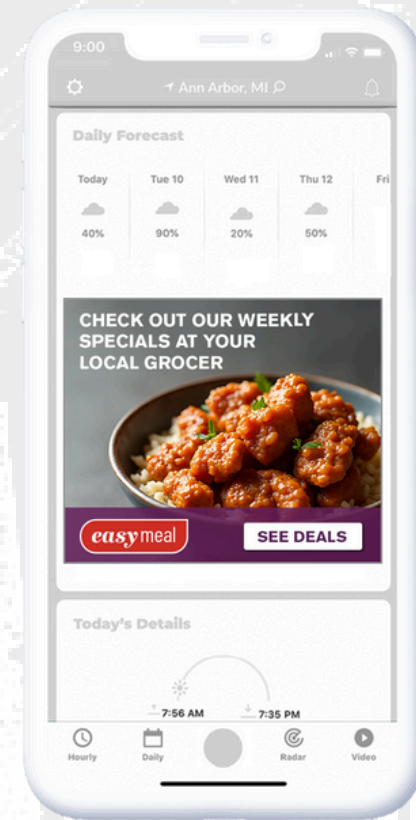
The featured product within each recipe will be shoppable using add-to-cart functionality.



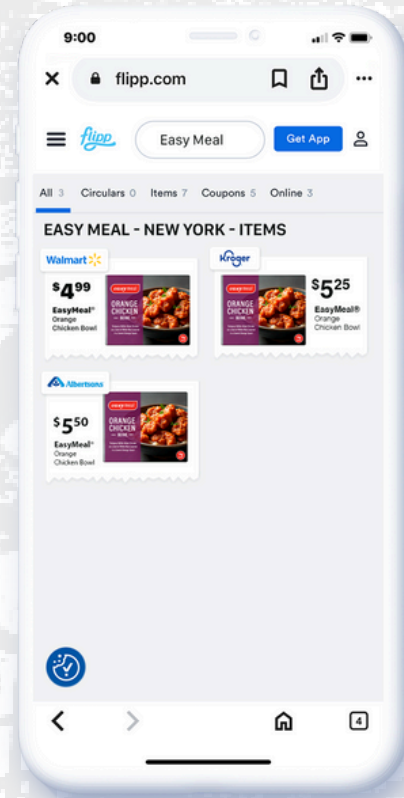
Bridge Awareness and Conversion

This format works across the funnel, sparking recipe discovery and interest while driving real purchases through integrated shoppability.

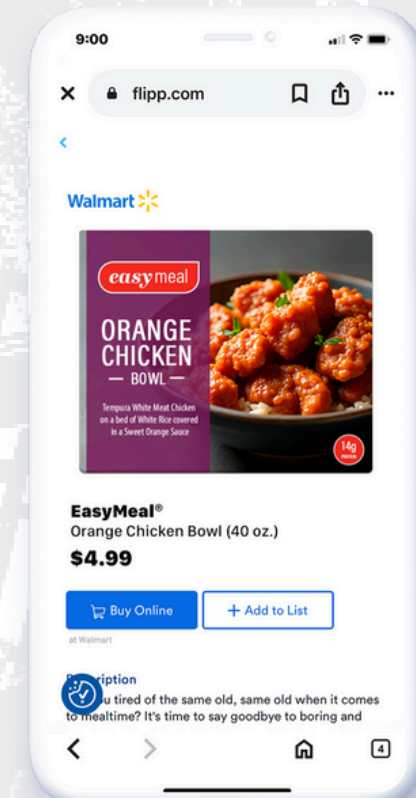
NEW: FLIPP® Partnership*



Customized ad pushed to brand's target audiences.



Consumers are shown the brand's offers from various retailer circulars within their area.



When a featured product is clicked, the consumer is given the option to add it to their shopping list or retailer's e-comm cart.

Smart Shopper Solution:

Enables consumers to shop smarter and save up to 20% weekly on groceries.

Omnichannel Influence:

Drives both in-store and online sales by integrating digital promotions directly into the path to purchase.

High Consumer Engagement:

Flipp reaches millions of shoppers actively planning their grocery trips, increasing the likelihood of interaction with your brand.

Conversion-Driven Targeting:

Ads appear while consumers are creating shopping lists or browsing weekly deals, driving action and purchases.

New Buyer Acquisition:

Over half of Flipp's ad-engaged users become new brand buyers, expanding your customer base.

**Available for Tier 2 Participants*

Campaign Reporting



AdAdapted reports on full-funnel metrics that track shopper engagement from ad exposure to purchase ensuring participating brands have clear, actionable insights into every stage of the consumer journey, from awareness to conversion.

- Prove ROI by showing how media spend drives real-world results (like sales).
- Optimize campaigns in real time based on which channels, keywords, or audiences perform best.
- Understand shopper behavior, such as which products are added to lists or carts and who is a new-to-brand buyer.
- Make data-driven decisions to improve future targeting, messaging, and media mix.

01



**Projected Revenue
and Return on Ad
Spend**

02



**Shopper
Conversion
Rates**

03



**Check-Off Rates:
Strong In-Store
Purchase Indicator**

04



**New Shopper
Acquisition Rates**

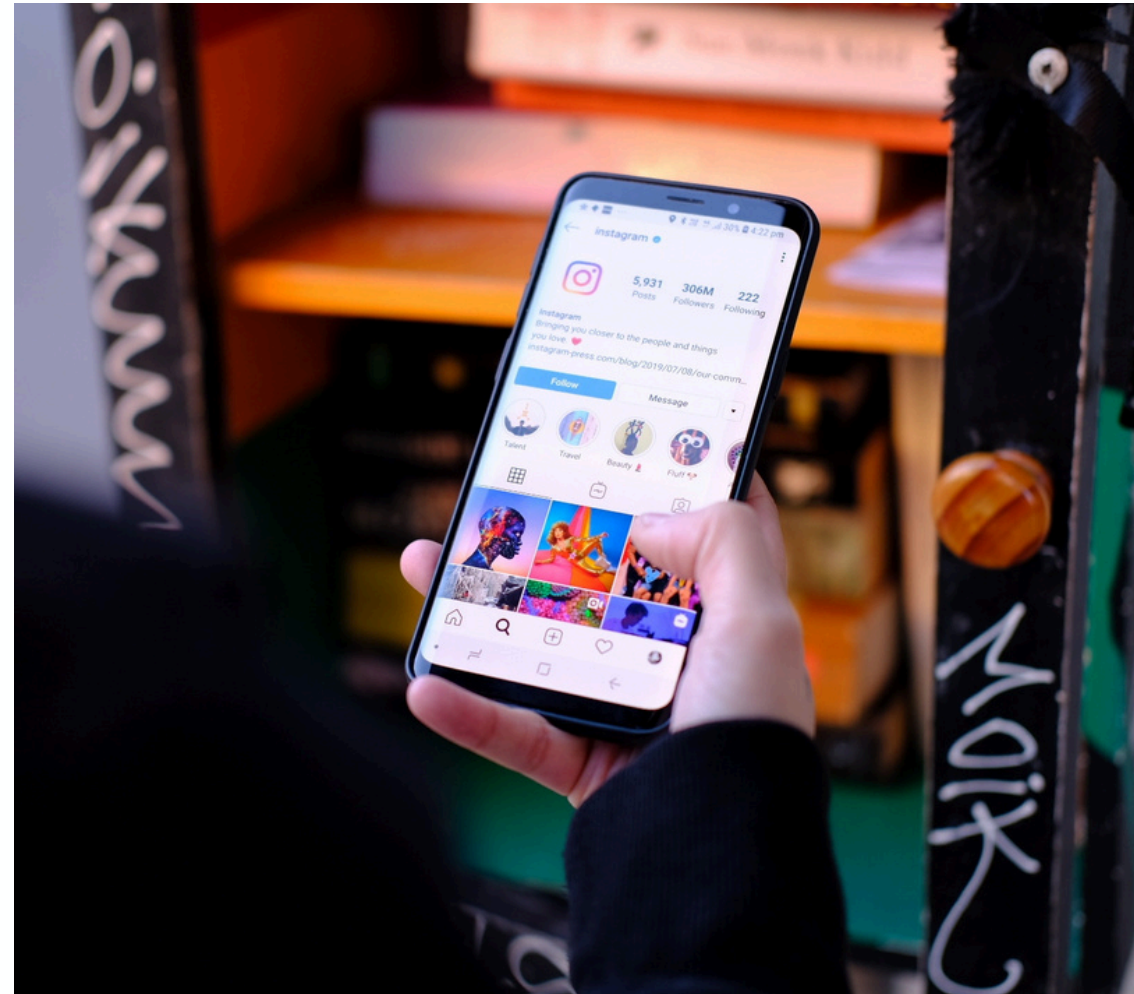
Easy Home Meals Value Add

Easy Home Meals is NFRA's consumer-facing brand that inspires shoppers with simple, delicious recipes and content that celebrates the convenience, versatility, and quality of frozen and refrigerated foods.



Influencer Collaboration

An EHM influencer spotlights your product in a co-branded Instagram Reel and 2-frame Story. Choose a custom recipe or product highlight. Recipe rights included for brands and published on EasyHomeMeals.com.



Custom Product or Recipe Video

A fully customizable 30-second vertical video created by Dishworks. Your brand selects the recipe and style. Includes full usage rights for your marketing channels.



Paid Media & Category Promotion

Custom Dishworks Videos promoted with dedicated paid media to target key audiences and links to your product or recipe on EasyHomeMeals.com or product locator. Inclusion in category carousel posts promoting the frozen aisle on EHM's channels, featuring up to 1 additional brand recipe or product visual.



Built for Every NFRA Member



Manufacturers

Drive measurable product engagement and sales through targeted, shoppable media solutions which serve to compliment RMN buys and reach more shoppers.



Retailers

Increase register rings by reaching new and competitive retailer shoppers by targeting high-intent consumers across its proprietary network digital grocery list platforms.



Wholesalers

Drive demand for distributed products, support retailer sell-through, boost visibility for emerging brands, provide insight into consumer behaviors.



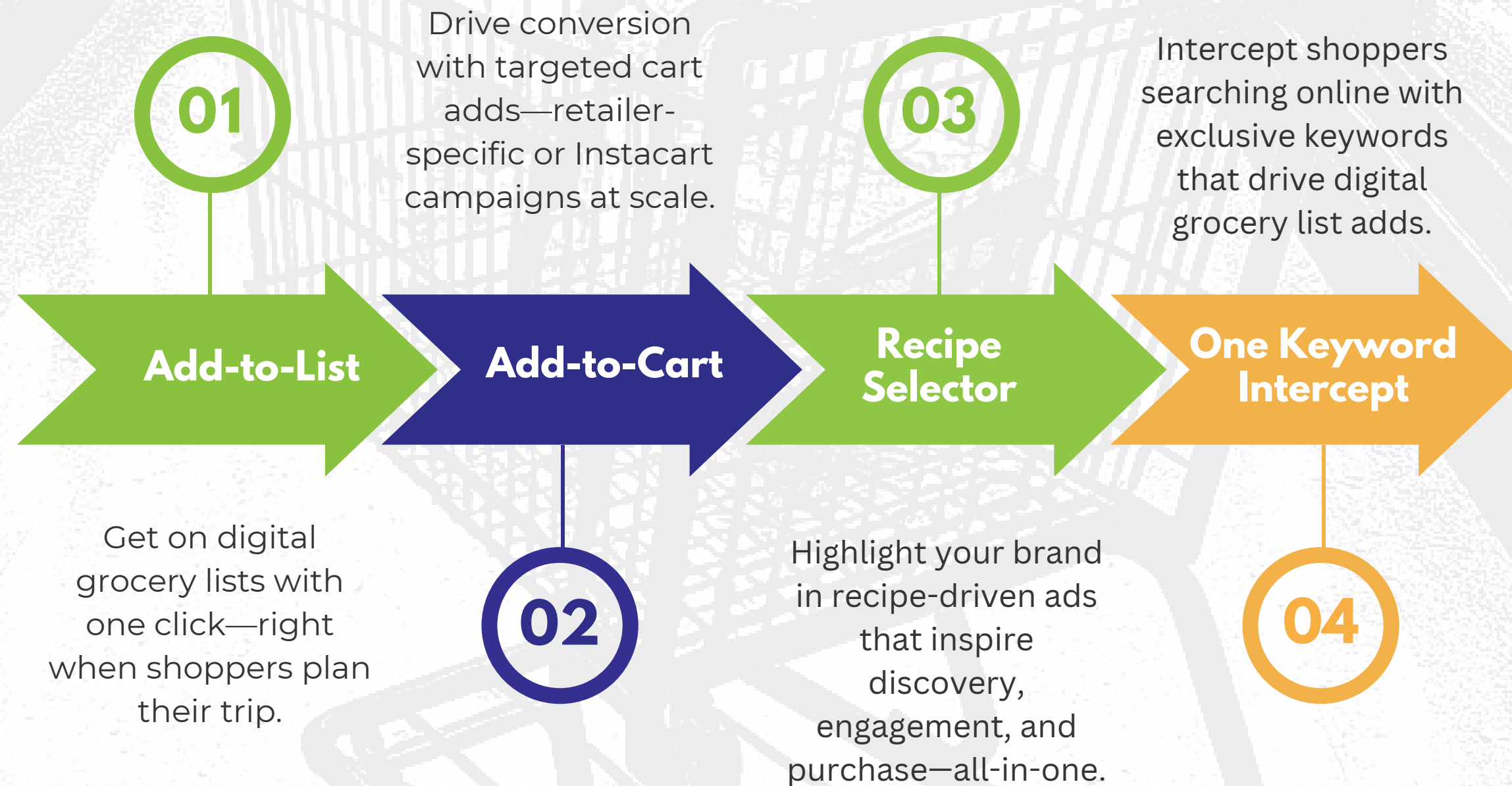
Sales Agents & Brokers

Unite retailers and manufacturers within your network for high-impact partnership programs that drive results for both parties and creates a shared value proposition.

2026 Program Tiers & AdAdapted Benefits

TIER ONE - \$25,500

*1,750,000 Display Impressions split between tactics**



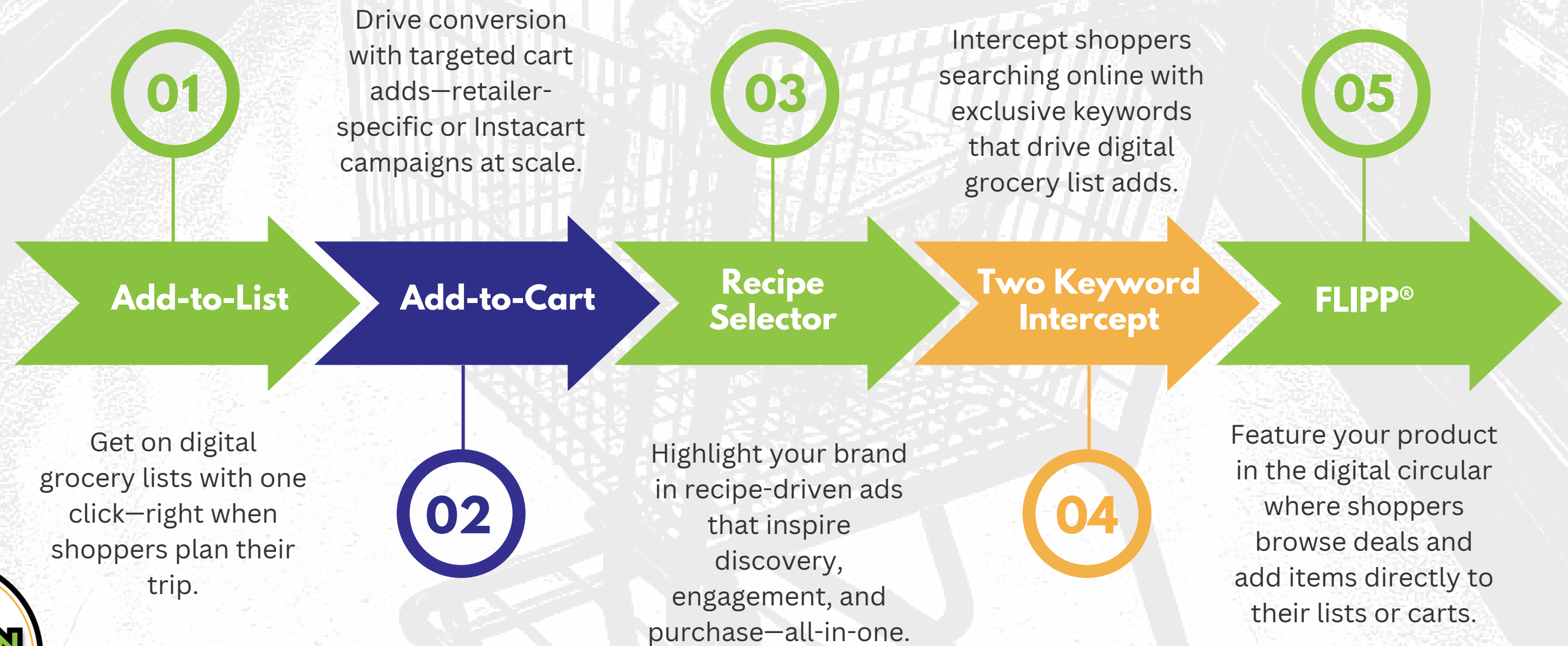
**Brands can choose how to allocate impressions.*



2026 Program Tiers & AdAdapted Benefits

TIER TWO - \$41,500

*3,750,000 Display Impressions split between tactics**



**Brands can choose how to allocate impressions.*
***Additional customizations available upon request.*

Campaign Value Proposition

This campaign follows a co-op model, delivering cost efficiency through shared infrastructure while offering flexibility for brands to customize activations and shopper targeting.



Agency Oversight
and Account
Management

\$15,000

Sweepstakes
Management and
Fulfillment

\$15,000

Influencer
Collaboration

\$19,500

TIER 1: \$25,500
TIER 2: \$41,500

Creative Development
and Production

\$5,000

Ad Adapted
Mobile Activation

Easy Home Meals
Activations

\$5,000

**Tier One
Total Campaign Value
\$85,000**

NFRA MEMBER FEE: \$25,500

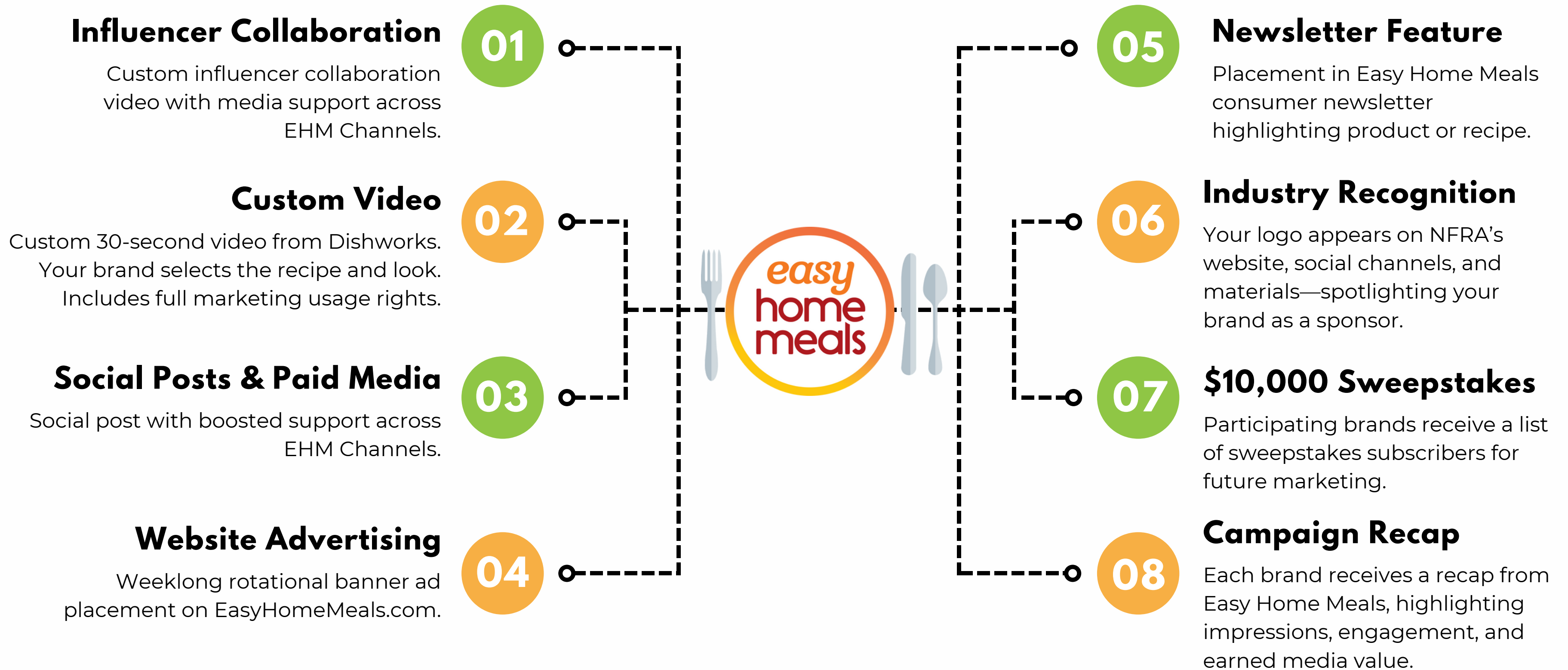
NFRA MEMBER SAVINGS: \$59,500

**Tier Two
Total Campaign Value
\$101,000**

NFRA MEMBER FEE: \$41,500

NFRA MEMBER SAVINGS: \$59,500

2026 Program EHM Value Add Activations



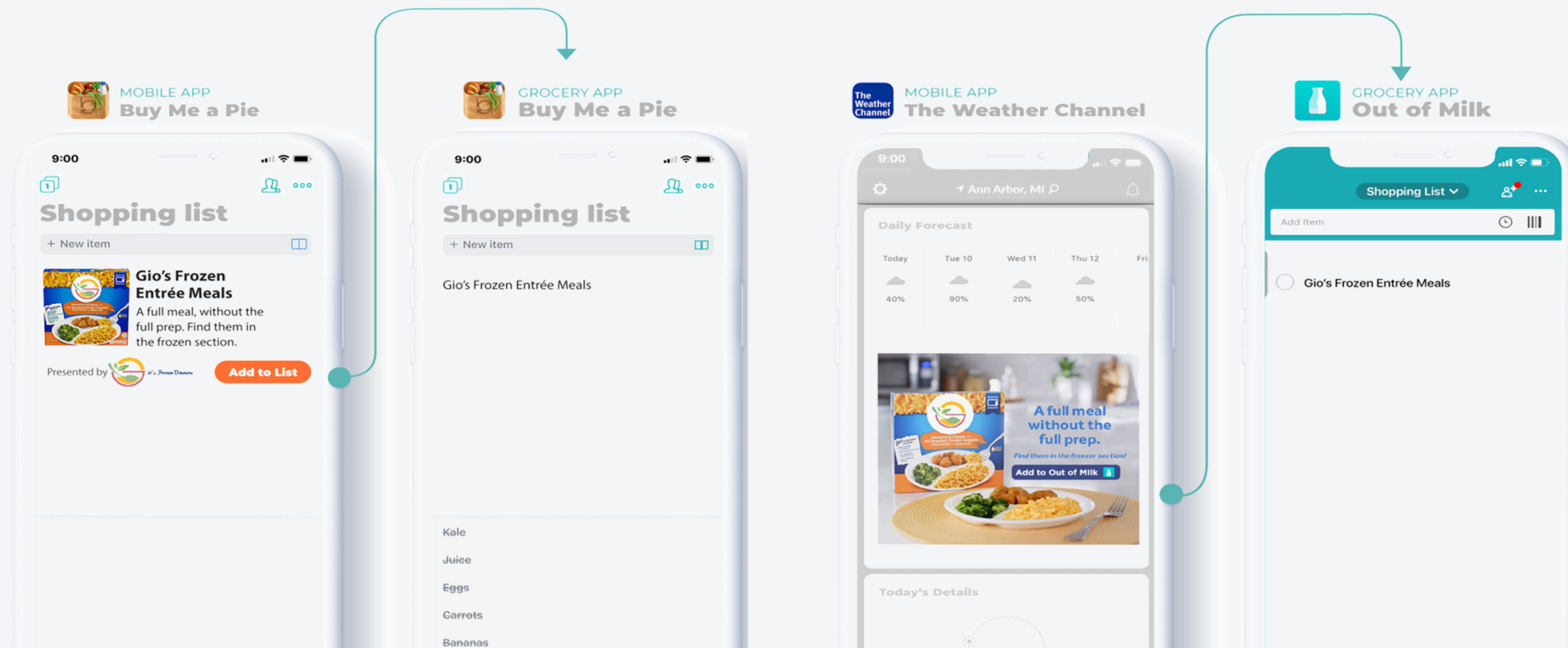


Appendix

Add-to-List



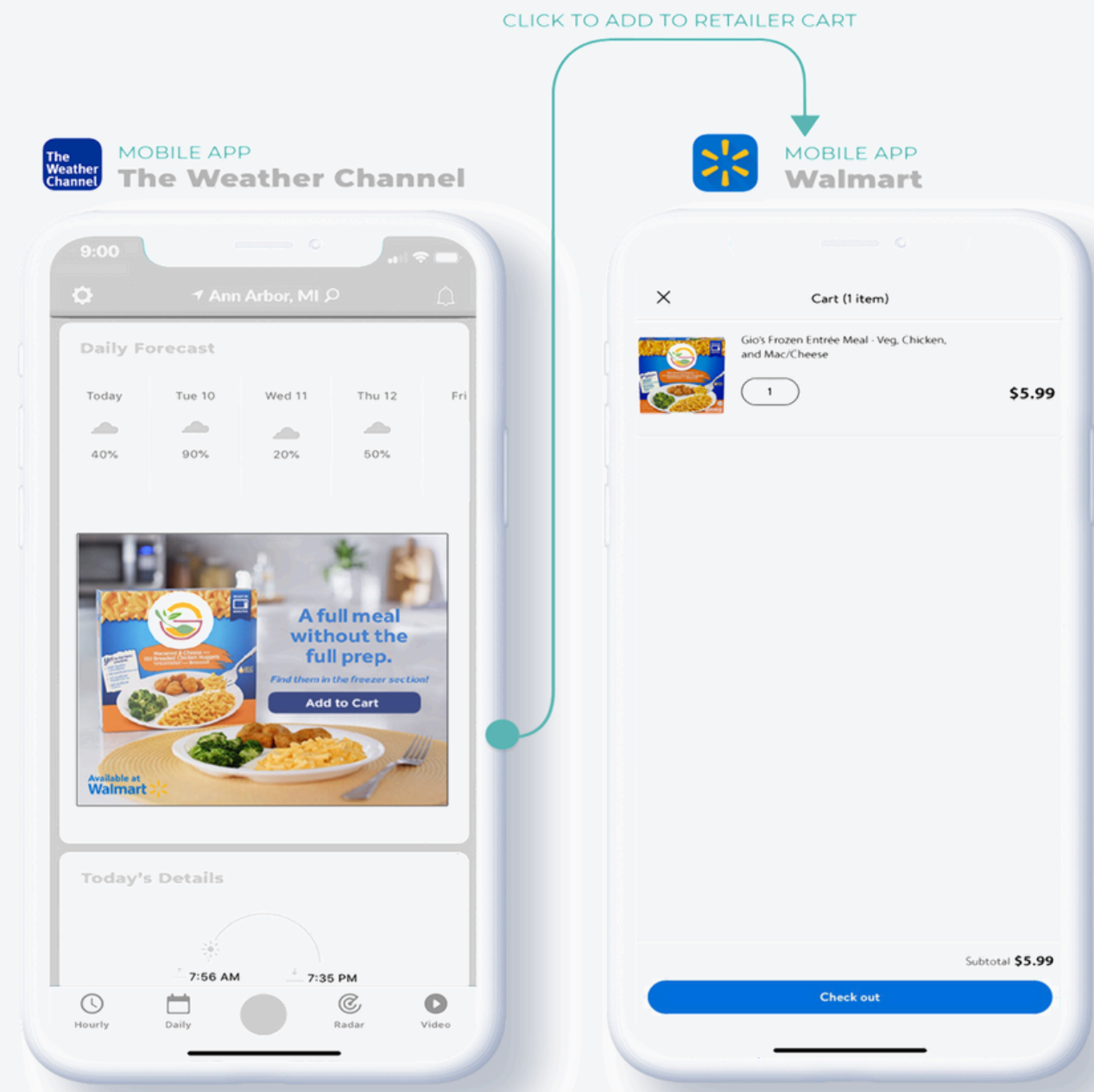
Add your branded product to a target shopper's digital grocery list with one click - whether they're active in in-app or on other apps.



Add-to-Cart



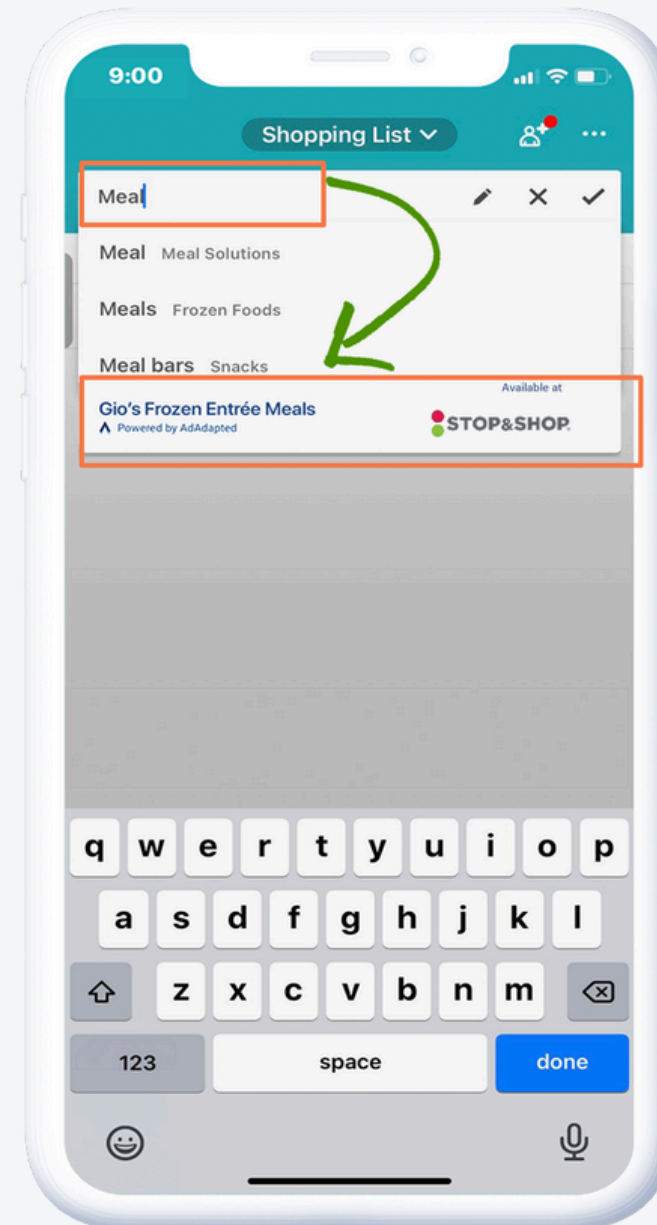
Reach high-intent shoppers with seamless, shoppable ad experiences. Tap into AdAdapted's powerful targeting to get your product added to carts at most major retailers—Walmart, Kroger, Target, Amazon, and more.



Keyword Intercept



AdAdapted surfaces your product when shoppers search key terms or add similar items, putting your brand in the right place at the right time. Drives awareness, supports Add-to-List, and improves CPA.



AdAdapted Retailer & App Integration Network

Reach shoppers where they plan and purchase,
across leading grocery apps and retailers.



NFRA Member Testimonials



Retailer Testimonial



“The March Frozen Food Month program consistently drives shopper engagement and boosts sales across our stores. It’s a win-win for our brand partners and customers alike.”



Manufacturer Testimonial



“Our 15+ years with NFRA's Frozen Food Month program has boosted sales, added 5-10,000 email subscribers annually, and enhanced our brand exposure at a fraction of the cost of running this campaign on our own. ”



Manufacturer Testimonial



“By participating in NFRA’s program for the last three, we’ve seen over 9MM impressions and 71% New Shopper Acquisition with a much lower \$ spend than other tactics.”



Retailer Testimonial



“This promotion brings real results. We saw increased foot traffic, stronger category sales, and more shoppers discovering new frozen favorites.”