



# 2026 NFRA CONSUMER PR CAMPAIGNS

A national PR program that delivers category storytelling, inspires consumers, and showcases NFRA member brands through high-impact content, media outreach, influencer partnerships, and seasonal campaigns.

**Real Food.** *frozen.* **Dairy...** *and Beyond*





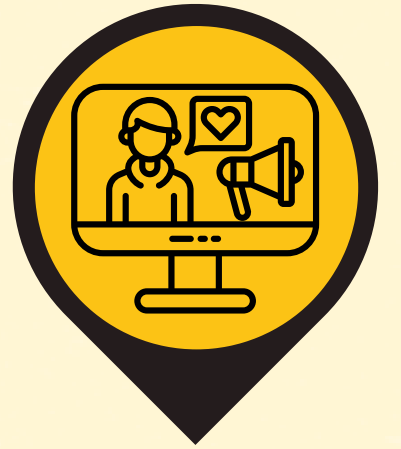
# NFRA CONSUMER PR CAMPAIGN OVERVIEW

**NFRA's consumer PR campaigns reach shoppers throughout the year through social content, creator partnerships, media outreach, and seasonal moments. Together, these touchpoints keep frozen and refrigerated foods visible, relevant, and top-of-mind for today's consumer.**

**The campaigns amplify your brand and category efforts by providing coordinated, national-level storytelling that supports ongoing consumer engagement and elevates the aisles across the year.**



# EASY HOME MEALS REACH



## Consumer Lifestyle Brand

Easy Home Meals is NFRA's dedicated consumer-facing lifestyle brand, showcasing the convenience, quality, and versatility of frozen and refrigerated foods through everyday meal solutions.

## Multi-Platform Reach

A coordinated presence across Instagram, TikTok, Pinterest, Facebook, YouTube, email, and EasyHomeMeals.com ensures visibility wherever consumers search for meal ideas.

## Recipe & Meal Solutions

EHM delivers recipes, cooking tips, hacks, and meal-planning ideas that highlight convenience, versatility, and innovation across the frozen and refrigerated aisles.

## Health, Nutrition & Education

EHM provides nutritional insights, dietary guidance, and practical education that help consumers understand the true benefits of frozen and refrigerated foods.

## Consumer Engagement

Through videos, blogs, contests, giveaways, quizzes, newsletters, and integrated brand collaborations, EHM builds meaningful interaction and keeps consumers engaged year-round.

## Original and Influencer Content

EHM produces original branded and unbranded content, collaborating with influencers and creators to expand reach, deliver authentic storytelling, and integrate sponsor brands naturally.







# CAMPAIGN PRIORITIES

- **Everyday Meal Solutions:** Showing consumers how frozen and refrigerated foods simplify daily cooking.
- **Value & Convenience:** Highlighting affordability, versatility, and time-saving benefits.
- **Nutrition & Wellness:** Spotlighting better-for-you options and dietary flexibility across the aisles.
- **Seasonal Relevance:** Aligning storytelling with natural meal-planning moments throughout the year.
- **Innovation & New Products:** Featuring new flavors, formats, and brand launches that keep the aisles exciting.



# HOW WE DO IT

**NFRA's consumer PR campaigns reach shoppers across the social channels where they look for meal ideas, recipes, inspiration, and new products. Through a mix of content, creators, media outreach, and seasonal storytelling, we keep frozen and refrigerated foods visible and relevant throughout the year.**

**We prioritize the platforms and touchpoints where consumer attention is strongest and where our categories thrive.**



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# CAMPAIGN COMPONENTS



- **Easy Home Meals Content Engine**
  - Includes recipe development, trend-driven video, seasonal features, and category storytelling — with opportunities for sponsor product integration.
- **Social Media & Paid Amplification**
  - Campaign-driven social posts, boosted content, and feature opportunities across the EHM ecosystem (Facebook, TikTok, Instagram, Pinterest, YouTube).
- **Influencer & Creator Collaborations**
  - Sponsored product usage, recipe videos, and brand-aligned content produced through NFRA's vetted creator network.
- **Media Outreach & Virtual Media Tours**
  - National category-focused press outreach, seasonal storyline pitching, multimedia press releases, and VMT placement opportunities.





# WHERE WE SHOW UP

**NFRA's consumer PR campaigns reach shoppers across the platforms where they search for recipes, discover new products, and look for everyday meal inspiration. Our work appears across four core pillars:**

- Social and Digital Content
- Creator & Influencer Partnerships
- Media Outreach & Virtual Media Tours
- Seasonal Campaign Moments





# WHAT BRANDS CAN EXPECT

- High visibility through Easy Home Meals platforms
- Opportunities for product + recipe integration
- Inclusion in seasonal storytelling
- Eligibility for media visibility
- Social + digital amplification when appropriate
- Access to a consumer audience actively seeking meal solutions
- Year-end reporting that summarizes impact and exposure

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# 2026 SPONSORSHIP LEVELS

*\*Sponsorship levels are determined by each company's annual frozen and refrigerated sales volume.*



## Bronze \$2,500

NFRA Website Recognition

Social Media Engagement

Brand Recognition  
at NFRA Events

Newsletter Features

Influencer Collaboration

Paid Media Amplification

*\*Minimum of **one** boosted post.*

## Silver \$5,000

NFRA Website Recognition

Social Media Engagement

Brand Recognition  
at NFRA Events

Newsletter Features

Influencer Collaboration

Paid Media Amplification

*\*Minimum of **two** boosted posts.*

## Gold \$10,000 - \$15,000

NFRA Website Recognition

Social Media Engagement

Brand Recognition  
at NFRA Events

Newsletter Features

Influencer Collaboration

Paid Media Amplification

*\*Minimum of **three** boosted posts.*

Media Outreach

## Platinum \$20,000 - \$25,000

NFRA Website Recognition

Social Media Engagement

Brand Recognition  
at NFRA Events

Newsletter Features

Influencer Collaboration

Paid Media Amplification

*\*Minimum of **four** boosted posts.*

Media Outreach

Complimentary Meeting Room  
at the NFRA Convention



# 2024 CAMPAIGN RESULTS

While any brand can drive impressions on its own, NFRA's PR program delivers a level of scale, efficiency, and category lift that individual efforts typically don't match. By pooling resources and speaking with one unified voice, the program reaches consumers more broadly and more consistently throughout the year. These results reflect the power of a coordinated approach.

**2.7+  
Billion**

**Total PR  
Impressions**

**111  
Million**

**Social Media  
Impressions**

**20.6  
Million**

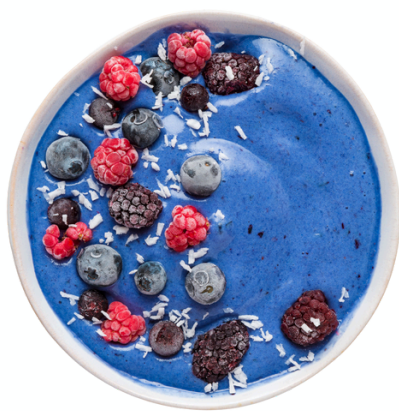
**Influencer  
Impressions**

**67  
Million**

**Media  
Impressions**

**200%**

**YoY Growth  
in Search  
Rankings**



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*\*Combined results across both campaigns.*



# NEXT STEPS

If you'd like to participate or explore which sponsorship level aligns with your organization:

- Schedule a conversation with the NFRA Marketing team to discuss benefits for our **Frozen** or **Refrigerated** PR campaign.
- Confirm your 2026 sponsorship level based on sales volume and category: **Frozen** or **Refrigerated**
- Share brand assets + product priorities for integration.
- Receive onboarding + timeline for 2026 PR activations.

## CONTACT

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