

NFRA PR Campaigns

MESSAGING PLATFORMS & PILLARS

Real Food. *Frozen.*

Real ingredients. Chef-inspired recipes. Fresh flavors. Wholesome meal ideas. Portions and packaging that don't leave anything to waste. The freezer aisle is pretty cool. It's filled with real food. Frozen. To meet your real life needs.

Real • Exploration • Flavorful • Value

Dairy... *and Beyond*

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

Health & Wellbeing • Versatility • Innovation • Indulgence

PR CAMPAIGN GOALS

- Increase conversation and positive sentiment about frozen and dairy aisle foods across social and digital platforms.
- Generate greater share of voice in both established and emerging media channels.
- Showcase innovative usage occasions and meal solutions, highlighting the convenience and quality of frozen and refrigerated dairy products.
- Inspire a new generation of home cooks with quick, creative meal solutions featuring frozen and dairy aisle foods.
- Increase awareness of the industry's efforts in innovation, nutrition, and accessibility across diverse communities.

Why Support NFRA's PR Campaigns?

NFRA's year-round, national PR campaigns are successfully reaching millions of consumers with targeted messaging for both frozen and refrigerated foods. These industry efforts are enhancing the consumer outreach around NFRA's annual promotions and driving consistent communications about the categories throughout the year.

PR PLANS INCLUDE:

STORYTELLERS consisting of food and lifestyle influencers, bloggers, chefs, etc. fuel positive conversations and drive inspiration, with a focus on frozen and refrigerated-based meal solutions and sponsor brands.

NFRA'S EASY HOME MEALS SOCIAL & DIGITAL MEDIA consumer-facing platforms and website connect and engage with a growing consumer audience about our categories. Enhanced recipe pages and search functionality meet consumers' needs. Optimizing the Easy Home Meals SEO/SEM strategy drives traffic to its website and channels.



STRATEGIC PARTNERSHIPS & INITIATIVES will continue to expand our footprint by leveraging content from media partners, content creators, and Supermarket Registered Dietitians; plus food waste/food safety initiatives and our educational outreach program.

CONSUMER & INDUSTRY MEDIA OUTREACH including a paid media strategy with multimedia/traditional press releases and virtual media tours will be created to secure key media coverage for positive frozen and refrigerated stories. Nurturing new and existing media relationships and developing new opportunities with targeted trade media outreach will help to elevate our categories.



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NFRA PR & PROMOTIONS:

Driving industry success and elevating frozen & refrigerated foods through showcasing innovation, convenience & value

ANNUAL NATIONAL PROMOTIONS



CONSUMER PR CAMPAIGNS

Real Food. *Frozen.* Dairy... *and Beyond*



NATIONAL FROZEN & REFRIGERATED FOODS ASSOCIATION

NFRA Industry Promotions



NFRA's **strategic promotions** elevate frozen and refrigerated foods throughout the year. Our approach ensures consistent consumer engagement, maximizes industry visibility, and drives sales across all seasons.

Promotions amplify our industry's voice, turning individual efforts into a powerful, unified campaign. Our data-driven approach ensures strategic timing and maximum impact, continuously engaging consumers across all seasons.

From digital innovations to in-store experiences, NFRA promotions offer flexible participation options that drive traffic, showcase new products, and **increase sales in the frozen and refrigerated aisles.**

Go for the gold and compete to win coveted national recognition for excellence in merchandising and promotion through NFRA's prestigious Golden Penguin Awards competition.



PROVEN FORMULAS FOR PROMOTION SUCCESS

REDISCOVER

DAIRY & FROZEN

NFRA'S REDISCOVER DAIRY & FROZEN

joint promotion leverages member content like recipes and new products to increase excitement around the frozen

and refrigerated aisles and to boost sales. Member toolkits and digital assets are available to amplify the categories by encouraging shoppers with weekly themes: **rethink** dairy and frozen; **restock** your fridge and freezer; **refresh** your routine; and **reimagine** meal solutions.

This is the first promotion joining the frozen and refrigerated categories together with the purpose of keeping consumers interested in frozen and dairy foods by showcasing new innovations, products and recipes. Premium content by influencers and other digital assets are available free to members for use in communications to share positive messaging.

- Weekly themes are broad enough to cover all categories
- Social posts, logos, infographics, videos, recipes, and toolkits for member use
- Consumer inspiration guide showcasing products, recipes, meal solutions, kitchen tips and tricks, and more
- Consumer sweepstakes driving more visitors to the Easy Home Meals platforms



NFRA members can become ambassadors for this new promotion, at no cost, by repurposing and sharing NFRA-provided materials in social media posts, newsletters, and other communications with their broad audiences.

#RETHINK #RESTOCK #REFRESH #REIMAGINE



MARCH FROZEN FOOD MONTH

is NFRA's flagship promotion - and a proven approach to promoting frozen foods for over 40 years. The March national program brings together all segments of the industry to communicate and educate consumers about all that is new and positive in the frozen food category, and to ultimately increase the sales, awareness, and consumption of frozen foods.

Take advantage of NFRA resources NFRA to create a successful March promotional effort, including:

- Promote contests and sweepstakes on social media, websites and newsletters
- Include March-themed point-of-sale materials, artwork and specialty items to add excitement in the aisles in-store
- Link to Easy Home Meals recipes and collections. You can also provide your own brand recipes and contribute content to the website/recipe database



- Connect with our Easy Home Meals social channels to share important frozen food aisle content
- Share the March Easy Home Meals newsletter full of content like recipes using frozen foods, meal assembly ideas, etc.
- Utilize the March toolkit of valuable resources for use in your communications, including infographics, social media posts, recipes, tips, videos, and more



The JUNE DAIRY MONTH

promotion has been successfully promoting the refrigerated dairy aisle for more than 20 years - bringing together all segments of the industry to tout the benefits of dairy and non-dairy for every lifestyle, introduce innovative new products, drive consumers to discover what's in the cool aisles of the store, and ultimately increase the sale and consumption of refrigerated foods.

Take advantage of resources NFRA provides to create a successful promotional effort, including:

- Promote the consumer \$10,000 Sweepstakes on social media, websites and newsletters
- Include June Dairy Month-themed point-of-sale materials, artwork and specialty items to add excitement in the aisles in-store
- Link to Easy Home Meals recipes and recipe collections. You can also provide your own brand recipes and contribute content to the website/recipe database



- Connect with our Easy Home Meals social channels to share important refrigerated dairy aisle content
- Share the June Easy Home Meals newsletter full of Dairy Month content
- Check out the toolkit of valuable resources for use in your communications, including infographics, social media posts, recipes, tips, videos, and more



Ice Cream & Novelties

NFRA'S SUMMER FAVORITES ICE CREAM & NOVELTIES

promotion brings together top ice cream brands and retailers across the country to elevate the ice cream experience for consumers during June and July. This fun promotion is a consumer favorite, helping to drive traffic to the aisles and ultimately increase the sale and consumption of ice cream and novelties.

Take advantage of resources NFRA provides to create a successful Summer Favorites promotional effort, including:

- Promote the Win Ice Cream for a Year Giveaway on social media, websites and newsletters
- Include Summer Favorites-themed point-of-sale materials, artwork and specialty items to add excitement in the aisles in-store
- Link to Easy Home Meals recipes and recipe collections. You can also provide your own brand recipes and contribute content to be added to the website/recipe database



- Connect with our Easy Home Meals social channels to share ice cream & novelties content
- Share the Summer Favorites Easy Home Meals newsletter full of ice cream & novelties content
- Explore the toolkit of valuable resources for use in your communications, including infographics, social media posts, recipes, tips, videos, and more

Supercharge your promotion with exclusive sponsorship opportunities!

Become a sponsoring brand and unlock a world of exclusive opportunities! Your investment showcases your products to millions of consumers through cutting-edge digital platforms.

Harness our enhanced AdAdapted program with AI-driven targeting, collaborate with curated influencers for authentic content, and gain visibility across our growing Easy Home Meals social media ecosystem. Benefit from strategic media outreach amplifying both our promotions and your brand.

FOOD WASTE/FOOD SAFETY

efforts communicate with audiences on timely food waste and food safety topics and how frozen and refrigerated foods can be part of the solution. Our sponsorship with the Partnership for Food Safety Education aids in collaboration efforts for content development and sharing to audiences and take on a larger role in this conversation at a national level.

VERTICAL VIDEO CONTENT

created by NFRA's partners produces on-trend content for posting on social channels. Sponsor videos as well as original, engaging and enticing Easy Home Meals recipes reach consumers with our messaging and fun recipe content.

SUPERMARKET REGISTERED DIETITIANS (SRDs)

provide key messaging, content and resources to shoppers, including diverse educational materials addressing nutritional benefits and common misconceptions about frozen and refrigerated foods. NFRA works with help to develop practical tools and resources for enhance consumer engagement and meal planning using frozen and refrigerated products.

EXCITING & UNIQUE INITIATIVES

This is your invitation to get involved!

Join us and support our impactful industry-wide PR campaigns! Experience the benefits, access our comprehensive resources, and take part in dynamic promotional activities throughout the year. Our initiatives are designed to elevate frozen and refrigerated foods, driving consumer engagement and category growth. If you're interested in contributing to these PR campaigns, please reach out to Pat Uffner at pat@nfraweb.org or visit NFRAweb.org to learn more about participation opportunities.