

2014 FROZEN FOOD CONSUMER PR CAMPAIGN

HELP US CHANGE THE FROZEN FOOD CONVERSATION

2013
SUCCESES
WERE MANY

The collage features a variety of media assets:

- Articles:** "Real Food... in your Freezer" from Reuters, "Flash Frozen: Locking in Nutrients" from FOX & friends, "Quick and Easy Chicken Teriyaki" from EclecticRecipes.com, "The Dish Diary" from The Dish Diary, and "Discover Frozen!" from Cooking Light.
- Social Media:** A Facebook post from Aida Mollenkamp, a tweet from mom it forward, and a post from WORKING MOTHER.
- Graphics:** "This is Bean" with a green bean illustration, "Meet our Cool Food Panel!" featuring Alison Lewis, Estela Schnelle, and Angie Moswin, "Real Food... in your Freezer" infographic, "Flash Frozen: Locking in Nutrients" infographic, "Quick and Easy Chicken Teriyaki" infographic, "Real Food... in your Freezer" infographic, "Ripe to the Freezer Aisle" infographic, "Yes to the Freezer Aisle" infographic, "Feasting on Frozen Food" infographic, "Thank you we like you too! 125,000!" graphic, "White-Gard Activity" graphic, and "National Frozen Food Month" calendar.
- Logos:** cookingwithcaifin.com, SF Chronicle, FOX & friends, SHAPE, Mr. Food TEST KITCHEN, and USA TODAY.

TOTAL PEOPLE REACHED IN 2013: 104.5M

MUCH MORE TO COME IN 2014!!



ANNUAL CALL FOR FUNDING

Real Food. frozen.

MESSAGING PLATFORM

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.*

2014 CAMPAIGN GOALS

NFRA's **Frozen Food PR Campaign** efforts are focused on the compelling consumer messaging platform that **Frozen Foods are Real Food – Just Frozen!**

Building on the **tremendous success** and **impressive results** of our 2013 PR Campaign, NFRA continues our efforts in 2014 to:

- Bring the industry together to promote frozen foods year-round.
- Be an influential and integral part of the consumer conversation about food.
- Develop communications relevant to how people shop and eat.
- Attract new millennial and multi-cultural audiences.
- Effectively communicate frozen food attributes, benefits, value, category strengths and product innovations.
- **Bring Consumers Back into the Freezer Aisles!**

**WE CAN ACCOMPLISH THESE GOALS
WITH YOUR SUPPORT!**

2014 Campaign Strategies

- Generate greater share of voice in traditional and social media.
- Create positive sentiment around the categories by evolving the conversation.
- Align and engage industry to amplify messages.

CAMPAIGN TACTICS

Enlist influential voices in the food world:

- **Optimize storytellers** like Cool Food Panel bloggers, registered dietitians, celebrity chefs and culinary experts to bring to life and **amplify our messages** throughout the year.



Engage with consumers in new ways:

- Utilize social media properties like Facebook, Twitter, Pinterest, YouTube and Tumblr to **spark social media conversation** around the benefits of frozen foods.

Secure national media coverage:

- **Leverage insights** to develop compelling story lines around **key moments in time**. Create **convincing content** to fuel online dialogue and media interest.



Empower NFRA members to engage and amplify:

- **Increase industry participation** in PR programs and communications to more effectively and powerfully tell our frozen food story.



Bringing the Campaign to Life!

TACTICS AND MESSAGES



2014 PR & PROMOTION CALENDAR

January	February	March	April	May	June	July	August	September	October	November	December
		PROMOTION MONTH				PROMOTION MONTH			PROMOTION MONTH		
		 PR focus	<ul style="list-style-type: none"> Print and Digital FSI Consumer Sweepstakes Themed POS Golden Penguin Competition 		 PR focus	 PR focus	<ul style="list-style-type: none"> Display Contest Freezer & Coupon Giveaway Themed POS Golden Penguin Competition 		 PR focus	<ul style="list-style-type: none"> Education Curriculum for Teachers, Students, Families Consumer Sweepstakes Themed POS Digital Whiteboard Activity 	
		The Story of Frozen Food Blogger Blitz: 31 Days of Real Stories Farm to Freezer Video: the story in sharable format. Social Media Engagement	Our Bloggers and Easy Home Meals are Talking About Food Safety/ Kitchen Clean-Out Tips Recipe/ Cooking/ Kitchen Tips Messages We're Pitching Spring Cleaning the Recipe Repertoire	Recipe/ Cooking/ Kitchen Tips Gearing Up for Summer	PR focus Summertime Snacking	America's Favorite Treats Cool Food Panel of Bloggers tell ice cream stories. Pinterest Board: Ice Cream recipes/ideas. Social Media and Digital Tool Kit.	We're Talking About Easy Meal Ideas Message We're Pitching Back to School	Redefining the Quality Meal Infographic and/or Video: Save time and money. Social Media Engagement: Easy meals prepared guilt-free. Blogger/Chef online event: Google hangout or Skype chat.	Our Bloggers and Easy Home Meals are Talking About Stress-Saving Cooking Tips Holiday Meals	Holiday Helpers Holiday Entertaining	

Ongoing Updates to **The Dish Diary Tumblr**: A frozen and refrigerated photo blog – a place for members and consumers to find and share culinary inspiration.

Establish and Leverage **New Online Partners**: Food-centric partners like *Cooking with Caitlin* and *The Daily Meal*.

Paid Search/Advertising to Drive Traffic and Engagement on *EasyHomeMeals.com* and Facebook.

Year-Round: NFRA "Purpose" Focus on Food Waste: Ongoing effort to galvanize industry around greater purpose and highlight frozen and refrigerated foods as economical, waste-reducing options.

2014 **Kick-Off Webinar**: NFRA membership webinar to share PR and promotional plans, tools and resources for 2014 programs.

New **Easy Home Meals Consumer Blog**: Industry experts and guest bloggers.

Ongoing Communications – Toolkit development surrounding milestones.



#realfoodfrozen

ANNUAL CALL FOR FUNDING

As NFRA continues to go on the offensive to transform the frozen food conversation, change consumer perceptions and bring more shoppers into the frozen food aisle – we are **asking for your support**.

The Association has invested significant funds into this Frozen Food PR Campaign, but the ultimate long-term success depends on the **continued voluntary funding** from industry contributors.

There has never been a more exciting and opportune time to connect about food in such dynamic ways with our consumers. We are taking **Real Food. Frozen.** to the next level – **Join us!**

 **Join the Conversation!**



#realfoodfrozen



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