



2025
CAMPAIGN
REPORT

FROZEN FOOD REVOLUTION

Powered by the British Frozen Food Federation

FROZEN FOOD REVOLUTION

FROZEN
FOOD WEEK
CAMPAIGN
13th-19th
OCT 25

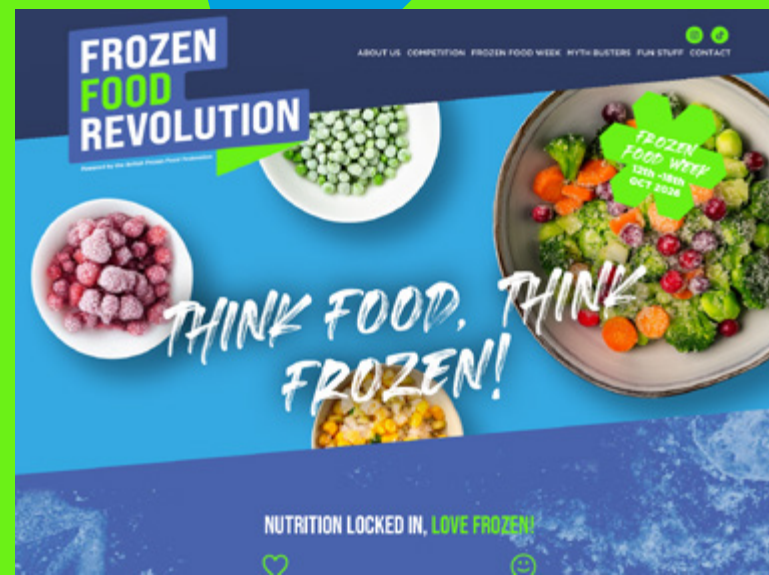
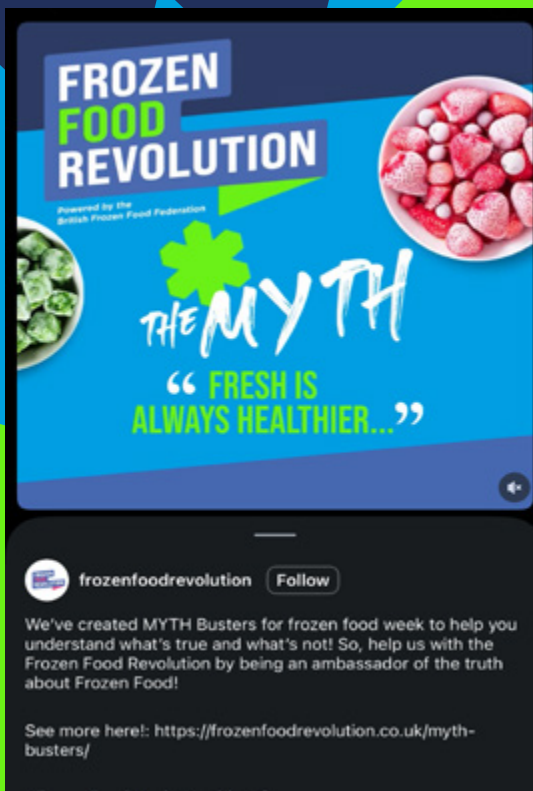
The Frozen Food Revolution is a consumer facing campaign designed, developed and promoted by the British Frozen Food Federation. The aim of the campaign is to inform, educate and engage consumers about how and why frozen food has many benefits, looking at:

- * Food waste
- * Cost savings
- * Sustainability (source of food, production /growing processes, energy consumption, water usage etc)
- * Nutrition
- * Tackling the outdated stereotypes/ myths around frozen food (E.g. lower quality, cheap ingredients, preservatives, colourings etc)

THE 2025
CAMPAIGN
BUDGET
£12,000

- ❖ **CAMPAIGN CREATIVE IDENTITY**
Refreshed campaign creative and branding
- ❖ **WEBSITE**
Website updates unique content competition, poll, and improvements
- ❖ **COMPETITION**
Generously supported by Farmfoods

- ❖ **POSTERS**
In store at Farmfoods
- ❖ **SOCIAL MEDIA**
Extensive 2025 campaign on Instagram & Facebook
- ❖ **PRESS RELEASES**



Since the start of the campaign we
have achieved:



Website visitors
Over 62,000



Number of page views
Over 131,000



**Average visit time
per user**
1 minute 43s



**Average number of
times a visitor returned**
6.14



Competition entries
32,673
Including date capture



**Instagram
impressions**
56,757
Number of people exposed
to the 2025 campaign on
Instagram





2026 Creative Theme: Cost Saving & Nutrition





THINK FOOD, THINK FROZEN!

- 
- * Over 62,000 visited the Frozen Food Revolution website to find out more about the campaign.
 - * We have big ambitions for this campaign and we need your support.
 - * Let's continue to grow this great campaign and reach even more people next year.
 - * We can't do it without your help and support.



FROZEN FOOD REVOLUTION

JOIN US FOR THIS
YEARS REVOLUTION!

To get involved for 2026 please
contact Sarah Collison

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