



Locally Made.  
Naturally Delicious.

OCTOBER NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER

2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 5 12 19 26 2 9 16 23 30 7 14 21 28 4 11 18 25 2 9 16 23 30 6 13 20 27 3 10 17 24

PRIMARY CAMPAIGNS

HOST THE HOLIDAYS  
LIKE A PRO  
Integrated Media Campaign with  
consumer giveaway

"The Ride of Your Life" Giveaway  
TIME TRAVELER AND SILVER DOLLAR CITY TRIP GIVEAWAY

CELEBRATING  
80 YEARS OF  
HILAND DAIRY

Television and Cable

Digital

Social

FSI

Interactive

Public Relations/Media Outreach

BRAND AWARENESS

The Hiland Home

Local Market Efforts (Broadcast, Digital, Social)

SECONDARY CAMPAIGN

OLYMPICS  
Promotions with  
Hiland-sponsored  
athletes, Jonathan  
Garcia and Courtney  
Frierichs

National Advertising - Milk Life

PATH TO PYEONGCHANG

Olympic Gamestime: February 1 – 28, 2018

Paralympic Gamestime: March 3 – 21, 2018

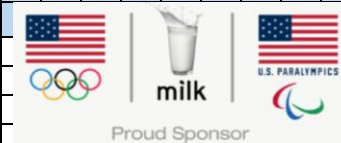
INDUSTRY EFFORTS

UNDENIABLY DAIRY: Reintroduction to Dairy; On-Farm Events

Great American Milk Drive & Milk To My Plate

Olympic Partnership & Built with Chocolate Milk

GREAT AMERICAN  
milk drive™



RETAIL EFFORTS

Industry Publications

HilandDairy.com/Retailers