



Gratitude and GOODNESS

Twice Baked
Potato Casserole



Promotional Period: November 1 - December 3, 2023

This holiday season, we are sharing a few of our favorite things, including six new mouth-watering recipes consumers can make with their favorite Hiland products. We are also sharing tips and tricks to make Thanksgiving extra special, including tips for the best mashed potatoes and gravy, as well as a cooking timeline and shopping list for the big family feast.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, TikTok, Snapchat, Pinterest), digital display/native, video/connected/programmatic linear television, and radio will help drive awareness of and traffic to the promotional landing page where consumers can sign up for a chance to win Hiland Dairy coupons and get recipes, savings, and more.

Goals/Objectives:

- Encourage consumers to use Hiland Dairy products to make their holiday extra special
- Provide added value to consumers with helpful tips and tricks for the holiday season
- Support product sales with point-of-sale materials
- Increase engagement and awareness

HilandDairy.com/Goodness



Gratitude and GOODNESS

Digital, Social and
Traditional Marketing


The media schedule will provide
powerful tactics to ensure the
message is heard throughout
Hiland's trade area.


Media Support

- Digital Ads
- Social Media Ads, Cover Photos
and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails
- Programmatic Linear TV



Pecan Pie
Cheesecake

 Locally Made. Naturally Delicious.	OCTOBER				NOVEMBER				DECEMBER					
	9	16	23	30	6	13	20	27	4	11	18	25		
DIGITAL														
General markets: <i>Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith</i>														
DISPLAY/NATIVE														
Native ads placed within cooking, Holiday and entertainment verticals														
VIDEO														
Pre-roll & CTV video within Holiday content														
PAID SOCIAL MEDIA														
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat														
TELEVISION														
Programmatic linear television in: Omaha, OKC, Kansas City, Little Rock														
AUDIO														
Programmatic streaming audio across radio, podcasts, etc.														

 Locally Made. Naturally Delicious.	OCTOBER				NOVEMBER				DECEMBER					
	9	16	23	30	6	13	20	27	4	11	18	25		
DIGITAL														
Texas-specific markets: <i>Houston, Dallas-Ft Worth, Austin, San Antonio, Corpus Christi, Harlingen-WLSO-BRNSVL-MCA, Laredo, Tyler-Longview, Shreveport LA, Monroe LA</i>														
DISPLAY/NATIVE														
Native ads placed within cooking, Holiday and entertainment verticals														
VIDEO														
Pre-roll & CTV video within Holiday content														
PAID SOCIAL MEDIA														
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat														
TELEVISION														
Programmatic linear television in: Houston, Dallas, Austin, San Antonio														
AUDIO														
Programmatic streaming audio across radio, podcasts, etc.														

Have a store that wants to get involved? We can provide customized point-of-sale materials.



Pumpkin Pie Bread Pudding

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

HilandDairy.com/Goodness