



## Promotional Period: June 26 - July 30, 2023

Consumers have been feeling the hit of inflation and rising costs. We want to incentivize them to continue buying their favorite Hiland products rather than reaching for a competitor. We will be offering coupons over a five-week period for our most popular products:

### Cottage Cheese | Sour Cream/Dips | Yogurt | Ice Cream

We will feature a Hiland product every week. We will have coordinating recipes, weekly emails, social support, and a coupon for that product. While the main KPI will be coupon downloads, consumers will also be able to enter for a chance to win goodies via an instant win/wheel spin on the landing page with prizes like Hiland kitchen swag and larger coupon packs.

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.

### Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products
- Support product sales efforts
- Increase engagement and awareness





Locally Made.  
Naturally Delicious.

JUNE					JULY				AUG			
29	5	12	19	26	3	10	17	24	31	7	14	21

Markets: Omaha, Kansas City, OKC, Austin, San Antonio, Tyler/Lufkin, Dallas, Houston, Shreveport, Corpus Christi, Harlington-Brownville, Laredo

**DIGITAL**

<b>Display</b>												
<b>Native</b>												
<b>Paid Social - Facebook/Instagram, TikTok, Pinterest</b>												
<b>Video/CTV</b>												
<b>Streaming Audio</b>												
<b>BROADCAST</b>												
<b>Programmatic Linear TV</b>												
:30 spot schedule placed programmatically targeting Women 25-49												

## 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

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



## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

[HilandDairy.com/savings](http://HilandDairy.com/savings)