



Promotional Period: June 10 - July 21, 2024

The "Summer Sips and Snacks" Sweepstakes invites consumers to showcase their culinary creativity by submitting their best summer recipes in three categories: desserts, drinks, and entrees. Each recipe must incorporate at least one Hiland Dairy product. This contest aims to build user-generated content, foster community engagement, and deepen consumer loyalty by highlighting the versatility of Hiland Dairy products. Consumers can win a summer supply of Hiland Dairy products, including milk, ice cream, and other dairy snacks – and the best recipes could be featured in a Hiland Dairy Summer Recipe eBook.

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 submit their recipe, sign up for a chance to win Hiland Dairy coupons, and more. .

Goals/Objectives:

This promotion aims to engage consumers by encouraging them to submit their original summer recipes featuring Hiland Dairy products, increasing brand awareness and product usage during the summer season.

HilandDairy.com/Summer




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



 Locally Made. Naturally Delicious.	JUNE				JULY				AUGUST			
	3	10	17	24	1	8	15	22	29	5	12	19
General markets: Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith												
DIGITAL												
DISPLAY/NATIVE												
Native ads placed within cooking, baking and summer specific verticals												
VIDEO												
Pre-roll & CTV video within food and summer content												
PAID SOCIAL MEDIA												
Image & Video ads on Meta, Pinterest & TikTok												
AUDIO												
Programmatic streaming audio across radio, podcasts, etc.												
BROADCAST												
PROGRAMMATIC TV												
Thirty-second ad placements targeting Women 25-54 IN Omaha, OKC, Little Rock and KC												

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/Summer