



Promotional Period: Ongoing, initial launch February 1 - March 31

Driving Sales for Hiland's New ProPack Snack

We're excited to support the launch of Hiland's new ProPack Snack- a 4 oz cottage cheese cup with 12g of protein! To help drive awareness and sales, we've built a strong, multi-channel marketing plan targeting consumers at every touchpoint.

HilandDairy.com/ProPack

Here's how we're supporting the launch:

- **Consumer Promotion Landing Page** – A dedicated web page highlighting product benefits and engaging consumers with a compelling call-to-action. Plus, to drive excitement, we're giving away a Fitbit and free product coupons to encourage trial and brand engagement.
- **Social Media Support** – Eye-catching content across Hiland's social channels to drive buzz and product trial.
- **Consumer E-Newsletter** – Direct-to-consumer messaging to our engaged audience, showcasing the benefits of this protein-packed snack.
- **Paid Media Campaign** – Digital ads and targeted placements to drive awareness.
- **Point-of-Sale Materials** – Eye-catching in-store signage to grab shoppers' attention and boost impulse buys.
- **Retailer Email Example** – A ready-to-use email template for retailers to encourage product placement.





This strategic marketing push ensures strong visibility and consumer engagement to support sales at every level. Now's the time to leverage these assets and drive success!



Let us know if you need additional support or materials.

- **Social Media Ads, Cover Photos and Strategy**
- **TikTok Video**
- **Public Relations**
- **Consumer Emails**

 Locally Made. Naturally Delicious.	FEBRUARY			MARCH			APRIL				
	3	10	17	24	3	10	17	24	31	7	14
MARKETS											
General Markets: Wichita, Kansas City, Little Rock, Omaha, OKC, Fayetteville-Ft Smith, Springfield/Joplin. Texas Markets: Dallas, Houston (Conroe), San Antonio, Tyler/Lufkin											
DIGITAL											
META											
Image and/or video ads within the Meta platform which includes both Facebook and Instagram											
TIKTOK											
Video ads within TikTok platform											
PINTEREST											
Image and/or video ads within Pinterest											
 WOMEN OWNED Bringing Food Brands to Life											

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

HilandDairy.com/ProPack

