

Ice Cream, You Scream



Partnering With Silver Dollar City for Another Summer Promotion!

Promotional Period:

May - July, 2019 (12 weeks)

We all scream for ice cream! Gear up for another fun summer promotion with Silver Dollar City!

One lucky family of four will win:

- Multiple Admission Trailblazer and Show Lover's Passes
- SDC Swag
- Accommodations at Best Western
- \$150 prepaid gas card
- \$50 coupon pack for Hiland Dairy products
- Cooler to keep Hiland snacks cool on the drive

We will be running a newspaper FSI with ice cream coupons on July 7, 2019 announcing our promotion.



In addition to promoting the Outlaw Run and Time Traveler ice cream flavors, we are incorporating several Hiland products like milk and lemonade pints, yogurts, etc. in recipes and suggestions for easy road-trip snacks. Our influencers/bloggers in our markets will develop custom content with unique ways to include Hiland products in their summer adventures.

HilandDairy.com/Scream

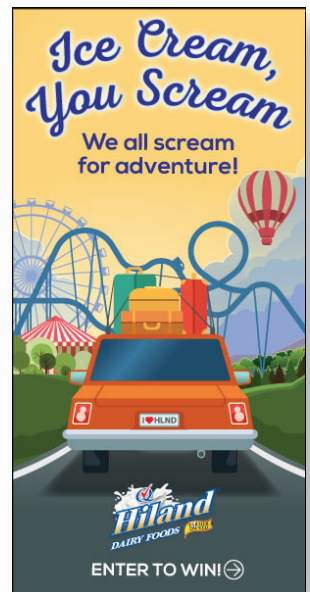
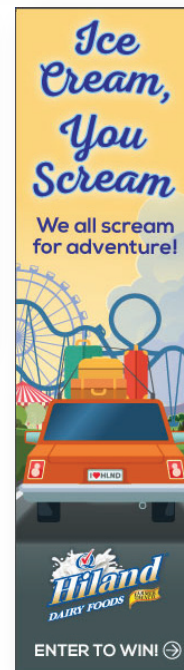
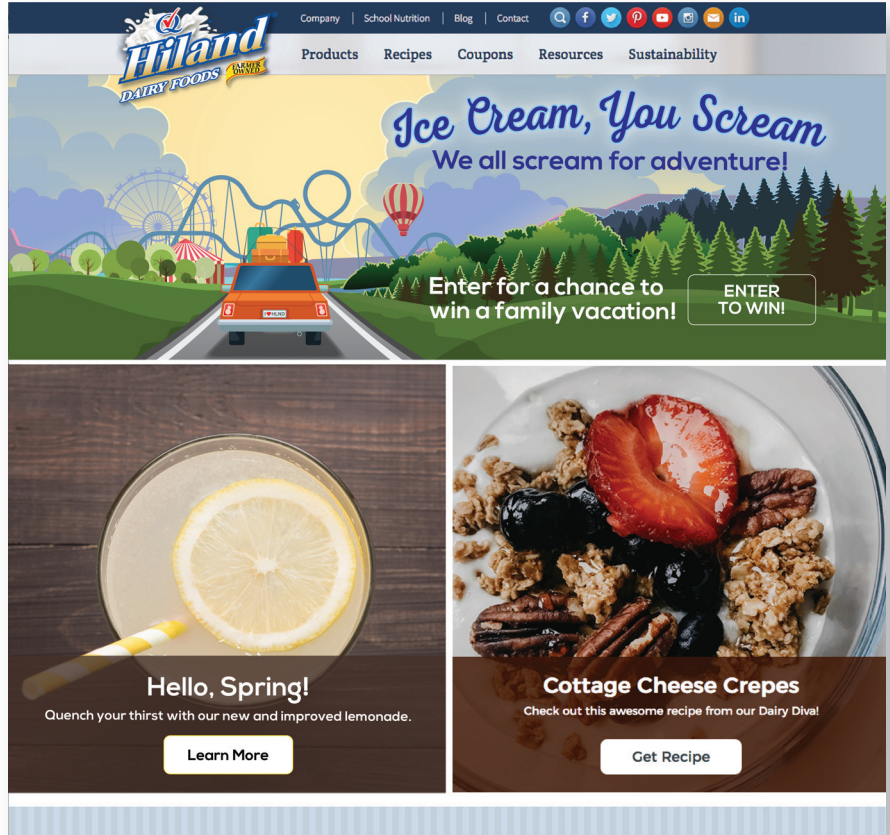
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We all scream for adventure!

Media Support

We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

- Influencer
- Display ads
- Native ads
- Pre-roll videos
- Facebook/Instagram ads
- Pinterest ads
- Twitter ads
- Streaming audio
- OTT television
- Radio
- Television
- Ice Cream FSI - 7/7 drop



See for Yourself

Visit the landing page for more details:

HilandDairy.com/Scream

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637