



# Get Healthy with Hiland



Promotional Period:  
**January 20 – March 31, 2020**

To appeal to consumers' New Year's resolutions, we've taken our email series a step further and developed a "Get Healthy with Hiland" campaign to introduce and promote our new probiotic smoothies and flavored cottage cheese. These single-serve options conveniently fit into even the busiest lifestyle and make choosing the healthy option easy. Our Get Healthy email series will be promoted on the landing page, in addition to coupons for the new products, fun recipe ideas from our influencers, and a signup for a chance to win our "Get Fit" prize pack.

The "Get Fit" prize pack will include a yoga mat, resistance bands, other fitness items, and free product coupons to help our winner stick to their healthy aspirations.



**#HealthyWithHiland**

# Get Healthy with Hiland

## Digital, Social and Traditional Marketing

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.

## Media Support

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

Clings  
Available

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

## See for Yourself

Visit the landing page for more details:

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



Get Healthy with Hiland

Win a Get Fit Prize Pack!

ENTER NOW



Get Healthy with Hiland

Win a Get Fit Prize Pack!

ENTER NOW



Get Healthy with Hiland and Win!

ENTER NOW



Locally Made. Naturally Delicious.™

## Get Healthy with Hiland

Find out more & enter to win a Get Fit Prize Pack at [HilandDairy.com/Healthy!](http://HilandDairy.com/Healthy)

