



# Hiland for Every Holiday Moment

Promotional Period:

**November 15 - December 31, 2021**

This year's holiday season is expected to be extra festive as Americans are wanting to make up for scaled-back celebrations last year and is projected to have the most spending in history according to "The State of Smooth: 2021 Holidays Unwrapped" report.

We have created an engaging consumer promotion with our favorite food blogger, LoLo Home Kitchen, who has developed fun content and recipes for "every holiday moment." In addition to LoLo, we have partnered with a third-party influencer partner that will provide original content with paid amplification centered on cooking and entertaining with Hiland Dairy for the Holidays. We will work with influencers in Hiland's markets to provide a combination of recipe videos and photography that will be repurposed on Hiland's website and social channels.

Consumers will be directed to a landing page where they can sign up for a chance to win a year's worth of Hiland Dairy products and have access to recipes, savings, and more.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, Snapchat, Pinterest), digital display/native, video/connected television, traditional 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



[HilandDairy.com/Holidays](https://HilandDairy.com/Holidays)

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## 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
- Traditional TV
- Radio

	NOVEMBER				DECEMBER				
	1	8	15	22	29	6	13	20	27
 <b>Locally Made. Naturally Delicious.</b>									
<b>DIGITAL</b>									
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Fl. Smith									
<b>INFLUENCER</b>									
Partnership with bloggers in key markets									
<b>DISPLAY/NATIVE</b>									
Native ads placed within cooking, Holiday and entertainment verticals									
<b>VIDEO</b>									
Pre-roll & CTV video within Holiday content									
<b>FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT</b>									
Image & Video									
<b>BROADCAST (OKC, Omaha, KC, Little Rock, Tyler, Springfield)</b>									
<b>RADIO (OKC, Omaha, Kansas City, Little Rock, Springfield)</b>									
:30 radio spots running on top stations for W 25-54									
<b>TELEVISION</b>									
:30 radio spots running on top stations for W 25-54									

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/Holidays](http://HilandDairy.com/Holidays)

