



Promotional Period: November 14 - December 31, 2022

Warm wishes, delicious dishes! We've curated a list of our most mouth-watering recipes that resonate with the season's flavors to infuse added fun and adventure into consumers' holiday celebrations. We are also excited to launch our "Indulge with Hiland" email series which features fun recipes and tips on how to take your dishes to that next level of comfort food using Hiland Dairy, from breakfast to dessert. Calories don't count this holiday season!

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 sign up for a chance to win a year's worth of Hiland Dairy products and have access to recipes, savings, and more.

We will be running a separate set of creative in our new Texas markets, with a focus on encouraging former Borden loyalists to give Hiland a try this holiday season. The ads will feature an icon representing the Borden acquisitions. The message will be subtle, warm, and inviting. .

Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products, with a separate message for new Texas markets (formerly Borden)
- Support product sales efforts
- Increase engagement and awareness



HilandDairy.com/Holiday

Happy Hiland-days!




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
- Radio

	NOVEMBER				DECEMBER			
	7	14	21	28	5	12	19	26
 Locally Made. Naturally Delicious.								
DIGITAL								
Markets for digital - Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport								
DISPLAY/NATIVE								
Native ads placed within cooking, Holiday and entertainment verticals								
VIDEO								
Pre-roll & CTV video within Holiday content								
PAID SOCIAL MEDIA								
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat								
TELEVISION								
Programmatic linear television in key markets of Omaha/CB, Oklahoma City, Kansas City, Little Rock, Fayetteville/Ft Smith, Springfield MO, Wichita, Tulsa								
AUDIO								
Programmatic streaming audio across radio, podcasts, etc.								



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/Holiday

