



Sweet, Savory Springtime

Promotional Period: **March - April 2022**

Spring is the perfect time to focus on our lighter product offerings. As New Year's Resolutions start to wane, we're here to give consumers fresh and fun reminders of how to incorporate healthy Hiland Dairy products into their lifestyles.

We've partnered with Lolo Home Kitchen to come up with six custom recipes featuring Hiland's cottage cheese, sour cream, and yogurt. The recipes range from Strawberry Cheesecake Overnight Oats to Cottage Cheese and Spinach Stuffed Chicken, each highlighting creative ways to include dairy products in a healthy diet that's not lacking in flavor.

Our "Get Healthy with Hiland" email series will be promoted on the landing page, in addition to fun recipe ideas and a signup for a chance to win our "Light and Fresh" prize pack. The "Light and Fresh" prize pack will include a blender; modern lunch box; Hiland-branded kitchen tools, cooler and thermos; and free product coupons.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, Snapchat, Pinterest), digital display/native, video/connected television, and radio will help drive awareness of and traffic to the promotional landing page.

Goals/Objectives:

- Inform and educate consumers about lighter, healthier Hiland Dairy products
- Support product sales efforts
- Increase engagement and awareness



HilandDairy.com/Spring

Light and Fresh


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
- Radio



 Locally Made. Naturally Delicious.	FEBRUARY				MARCH				APRIL			
	7	14	21	28	7	14	21	28	4	11	18	25
DIGITAL												
COTTAGE CHEESE												
Markets for digital - <i>Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport</i>												
DISPLAY/NATIVE												
VIDEO												
Includes both pre-roll and OTT/CTV video placements												
FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT												
Image & Video												
STREAMING AUDIO												
BROADCAST (OKC, Omaha, KC, Little Rock, Tyler, Springfield)												
RADIO									100	100		
: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/Spring

