

# Bring Hiland Home for the Holidays



Promotional Period:  
November – December, 2019

The holidays are for spending time with family and friends. For laughing, sharing and connecting. For delicious foods that warm you up from the inside out. This holiday season, we're reminding consumers to make their memories extra special by using Hiland Dairy products in their family's favorite treats and meals. Our campaign landing page will feature recipes from our influencers.

A consumer giveaway of a year's worth of dairy (via coupons) and Hiland-branded baking kit will encourage signups.

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

[#HilandHoliday](https://twitter.com/HilandHoliday)

# Bring Hiland Home for the Holidays

## 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

- Flavored Milk Quarts FSI - 11/17 Drop
- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails

Have a store that wants to get involved? We can provide customized point-of-sale materials.



Bring Hiland Home for the Holidays

Warm your family's hearts this holiday season by making their favorite treats and meals with Hiland Dairy products.

Manufacturer's Coupon Expires 12-31-19

**40¢ Off**  
Any Flavored Milk Quart

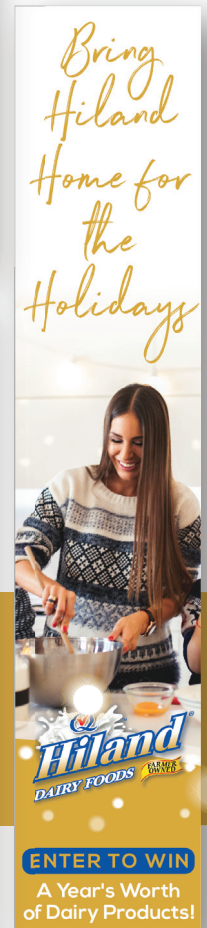
**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made. Naturally Delicious.™

**New!**

**CONSUMER:** Limit one coupon per item purchased. This coupon good only on product sizes and flavors indicated. Void if copied, sold, exchanged or transferred. **RETAILER:** Hiland Dairy will reimburse you for the face value of the coupon plus 6¢ handling. Invoices proving sufficient to cover coupons must be shown upon request. Failure to do so will void all coupons. Void where prohibited, taxed or restricted. Cash value 1/10¢. Offer on Hiland Dairy 2154, NCM Marketing Services, P.O. Box 981001, El Paso, TX 79868-0101.

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## 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)