

Customized Marketing Support

In 2019, our goal is to provide more customized support for Hiland markets.

Houston, TX - Custom ads tailored to market audiences



Custom event materials



POS Support



Locally Made.
Naturally Delicious.™

Need marketing materials or assistance? Give us a shout!

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Hiland Marketing Guide Resources for 2018 - 2019



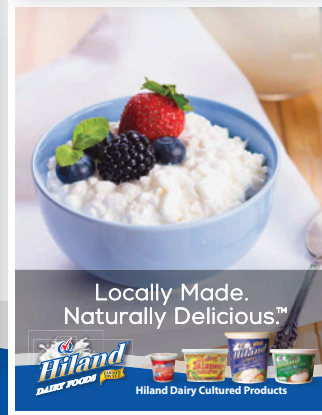
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The Hiland Sales Home

Consistent brand messages build trust (and long-term loyalty) for both retailers and consumers. The Hiland Sales Home has a variety of materials that reflect Hiland brand standards:

- FSI sell sheets
- Product sales sheets
- Point-of-sale materials
- Logos and branding
- Sales presentations
- Marketing support

TheHilandSalesHome.com



What's Your Holiday Style? 2018 Holiday Campaign

With the help of Pinterest, the DIY (Do-It-Yourself) movement is taking over the world. But what about those who prefer to have things done for them? The DIFM (Do-It-For-Me) group, if you will. Our holiday campaign supported both folks.

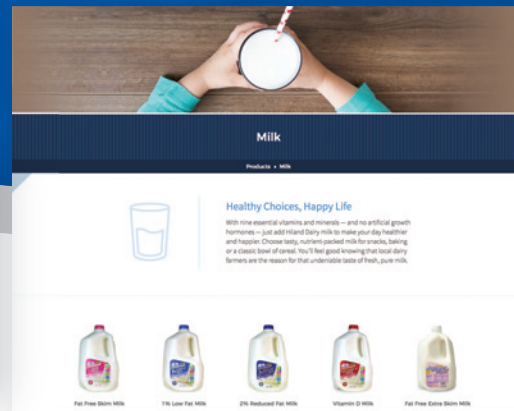
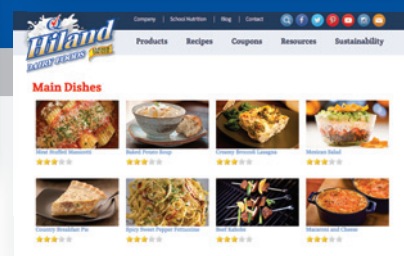
We encouraged consumers to reveal their "holiday style" by taking a fun quiz which then revealed tips, tricks and savings specific to their type. For those who entered the giveaway, we drew one lucky winner. Hiland covered the winner's Thanksgiving meal with a \$300 gift card.

Metrics

This campaign had a lot of buzz! From 10/8 through 11/15, the campaign generated 15,426 unique entries.

Holiday Product Promotion December 2018

Holiday baking means lots of opportunities to promote Hiland milk, cream and butter. Our marketing will emphasize spending time at home and making memories with the ones you love.



Retailers

When you choose to partner with Hiland, you're choosing to do business with the hundreds of local farmer-owners who supply Hiland's fresh, wholesome milk. You're partnering with the thousands of Hiland Dairy employees who produce our delicious products. And you're choosing farm-fresh dairy products made locally with wholesome Hiland Dairy Milk. We want Hiland's retailers to understand what it means to partner with Hiland Dairy.

This webpage includes the value of partnering with Hiland Dairy, industry statistics, opportunities for in-store promotions, industry partners, new product news, resources and materials created just for Hiland's retail partners.

HilandDairy.com/Retailers

Need product photos?

Find high-res images of Hiland products in the Image Library: HilandDairy.com/Image-Library



Award-Winning Products. Award-Winning Marketing.

At Hiland, we pride ourselves on being better than we have to be. Which is why Hiland marketing showcases our incredible product quality:

- 2018 World Dairy Expo
 - 16 awards in dairy product categories
- ProFoods Sustainability Award for Chandler Initiative
- MilkPep Marketer of the Year
 - Honorable Mention

- QCS Outstanding Marketing Awards:
 - 1st Place, Outstanding Marketing Campaign (Grand Prize)
 - Ride of Your Life Campaign
 - 1st Place, Best Digital Marketing
 - Consumer Email Series

