



# Bring Hiland Home for the Holidays

Promotional Period:  
**November-December 2020**

The holiday season is upon us and we are partnering with Lolo's to create custom recipes using Hiland products that our consumers will love. Featured here is a yummy Shrimp Scampi dip recipe she created ahead of time for a holiday ad. This promotion will showcase seven custom recipes covering everything from appetizers to dessert.

Our campaign landing page will feature recipes laid out in beautifully branded recipe cards that are easily printable, along with coupons for the Hiland products used in each recipe. Consumers will be able to enter to win a year's worth of Hiland Dairy coupons via the landing page entry form. We will have several opportunities to win smaller prizes and Hiland swag via social media.

Please get orders for clings/danglers for in-store promotional support to Madeline by October 23.



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

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

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## Digital, Social and Traditional Marketing

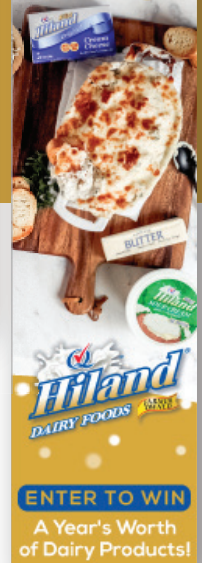
We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

## Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails



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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)