

Do You Dairy?



Promotional Period: May - July 2022

Summer is just around the corner and there's only one question on our mind - *Do You Dairy?* In partnership with Silver Dollar City, we are asking consumers to share photos of how they include dairy in their summer activities. Think milk pints at a picnic, ice cream cones at a birthday party, or cottage cheese on a refreshing summer salad. We'll be sharing "Dares" throughout the promotion and will award random winners with prizes like an Instax camera (to go with polaroid/sharing photo theme), Silver Dollar City promo items and park passes, and fun summer-themed Hiland promo items. We'll also be coordinating fun dairy-themed posts for Silver Dollar City's social media to encourage more entries. One lucky grand prize winner will receive a free trip to Silver Dollar City and a prize pack full of travel must-haves.

Goals/Objectives:

- Promote Hiland Dairy sales
- Increase social media engagement
- Develop a bank of user-generated content that we can repurpose for marketing materials



HilandDairy.com/Dairy

#HilandDoYouDairy

Do You Dairy?


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. [™]		Do You Dairy? PROMOTIONAL SUPPORT												
		MAY				JUNE				JULY				
		2	9	16	23	30	6	13	20	27	4	11	18	25
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport														
DIGITAL														
DISPLAY/NATIVE														
VIDEO - includes pre-roll and OTT/CTV														
PAID SOCIAL - includes Snapchat/FB/Insta/Pinterest/TikTok Image and video														
STREAMING AUDIO - includes Spotify and Pandora														
BROADCAST														
RADIO - 30-second radio commercials in OKC, Omaha, KC, Little Rock, Tyler and Springfield														
PUBLIC RELATIONS														
RELEASE ON NEWSWIRES AND TO LOCAL MEDIA														
SOCIAL MEDIA														
HILAND DAIRY SOCIAL CHANNELS														
INTERACTIVE														
HILANDDAIRY.COM/DAIRY														
NEWSLETTERS TO SUBSCRIBERS														

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/Dairy

