

Hiland Holiday Memories



Promotional Period: December 2018

With our Holiday Memories campaign, we'll celebrate families making holiday memories together and baking with fresh, wholesome Hiland Dairy goods. Recipes on the landing page will feature these Hiland Dairy baking essentials:

- Butter
- Milk
- Half & Half
- Buttermilk
- Whipping Cream
- Cheese
- Sour Cream

A consumer giveaway of a year's worth of dairy (via coupons) will boost social media engagement. We'll encourage consumers to use #HilandHoliday to share their holiday memories with us on Instagram, Facebook and Twitter.

HilandDairy.com/Holiday-Memories

[#HilandHoliday](https://www.instagram.com/HilandHoliday)

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Digital, Social and Traditional Marketing

We reach consumers where they are by using a mix of digital display ads; pre-roll video; and native, social media placements.

Media Support

- Digital ads
- Social media ads
- Homepage banner
- Campaign landing page
- Social media cover photos
- Social media strategy
- Public relations
- Email

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

See for Yourself

Visit the landing page for more details:
HilandDairy.com/Holiday-Memories.

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

