



*What's Your
Holiday
Style?*

Promotional Period:
October - November 2018



If you've heard of Pinterest, you know 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. This year's holiday campaign will be a fun play on that trend, with tips, tricks and savings for both the DIY and DIFM folks. We will encourage consumers to reveal their "holiday style" by taking a fun quiz, which will automatically enter them in a drawing to have their Thanksgiving meal covered (\$300 gift card). This prize will allow them to purchase their ingredients (DIY) or have the meal catered (DIFM), depending on their holiday style.

HilandDairy.com/DIY

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

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.

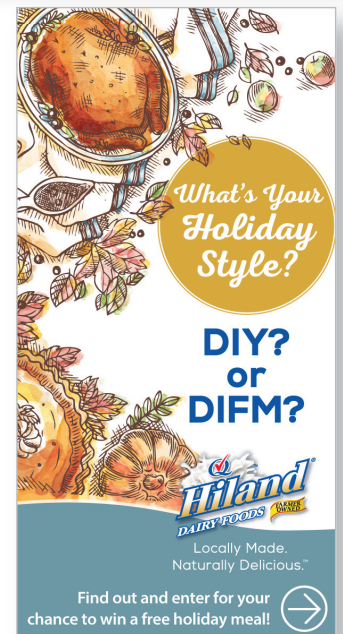
Media Support

- Digital ads
- Social media ads
- News America FSI
- Homepage banner
- Campaign landing page
- Social media cover photos
- Social media strategy
- Streaming audio
- Pre-roll video
- Public relations
- Email



	OCTOBER					NOVEMBER				DECEMBER				
	1	8	15	22	29	5	12	19	26	3	10	17	24	31
Hiland Dairy Foods Locally Made. Naturally Delicious.														
	DIY/DIFM					PRODUCTS								
THE HILAND HOME BLOG														
Content Creation														
DIGITAL														
INFLUENCER														
Blog posts with organic and paid social amplification														
DISPLAY														
Cross-platform Display Ads														
NATIVE														
Native ads placed within cooking, Holiday and entertainment verticals														
PREROLL VIDEO														
Pre-roll video placements within Holiday/cooking content														
SOCIAL MEDIA														
FACEBOOK/INSTAGRAM														
Promoted Posts, Video, Dynamic Ads														
PINTEREST														
Promoted Pins														
TWITTER														
Promoted Tweets and Video														
AUDIO														
STREAMING RADIO														
:30 radio ads and companion banners														
FSI														
10/14/2018 - flavored milks, coffee creamers														
12/2/2018 (waiting confirmation) - eggnog, ice cream, butter, sour cream														

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/DIY

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637