



Everyone  
Loves a  
Comeback.



Promotional Period: August 2018

Cottage cheese is making a comeback. There are so many ways to enjoy this versatile, delicious, protein-packed goodness. Our cottage cheese is made with fresh milk, locally sourced from our farmer-owners and the taste is incomparable. We're encouraging consumers to try Hiland Dairy Cottage Cheese by offering a coupon and cluing them in on fun and unique ways to incorporate this tasty product into their diet. We will be encouraging our consumers to share their cottage cheese recipes with us by interacting with our #HilandDairyCottageCheese hashtag on Instagram for a chance to win free product.

[HilandDairy.com/Cool](http://HilandDairy.com/Cool)

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

# 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.

Hiland Dairy Cottage Cheese: The Protein Powerhouse  
**See why it's making a cool comeback.**




**See Why & Save** ➔

See Why Cottage Cheese Is Making a Comeback.




Cottage cheese is cool again.

Save on Hiland Dairy Cottage Cheese.




**Start Saving** ➔

## Media Support

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

Hiland Dairy Cottage Cheese:



The Protein Powerhouse  
**See why it's making a cool comeback.**



**See Why & Save** ➔



**Cottage Cheese Is Cool.**

Yep, you read that right.

Bake it, mix it, whip it, top it, or just grab a spoon and eat it — there are so many ways to enjoy this versatile, delicious, protein-packed goodness. Our cottage cheese is made with fresh milk, locally sourced from our farmer-owners. (How cool is that?)

Want to know what else is cool? Hiland's offering an exclusive cottage cheese coupon for our email subscribers.

**Save Now**

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Locally Made. Naturally Delicious.

## See for Yourself

Visit the landing page for more details:  
[HilandDairy.com/Cool](http://HilandDairy.com/Cool)

## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637