



April
2020
Sales Team
Communications
Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Covid-19 Response

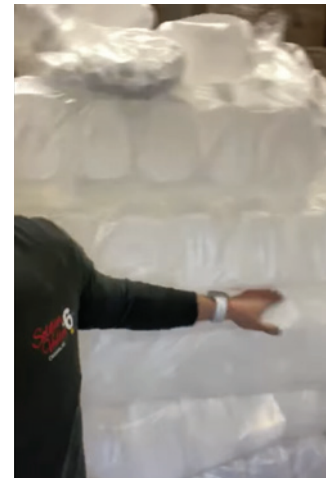
We want to recognize and applaud your commitment to keeping dairy on the shelves during this time. We know that many of you are going above and beyond what's expected of you right now and hope you know your efforts do not go unseen and are very much appreciated. A special thank you to those that are working with local distilleries to donate gallon jugs for sanitizer production for the healthcare industry.



Kansas City Partners with Restless Spirits

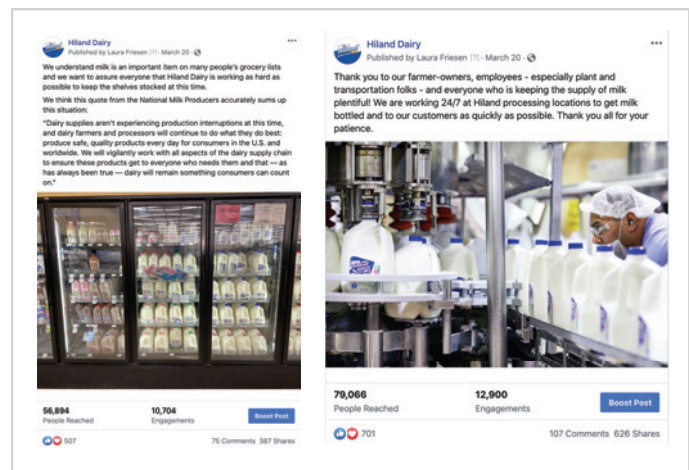


Omaha Partners with Soldier Valley Spirits



We have received several positive responses to the emails we have sent regarding our Covid-19 action and wanted to share a few.

- *"Thank you for your time and help for people to not live in fear." - Larry Simmons*
- *"I want to thank you for this information and I have always thought your products were good and better than standards. I won't buy any other brand other than Hiland, I simply don't get if it is priced too high or if the store does not have the Hiland product I want, I do without. Thanks again." - Jan Beeney*
- *"Thank you so much for all you are doing!" - Dozey Cody*
- *"And we love your milk, only brand we will drink!! Thank you!" - Mary Kreifels*



Have a partnership or experience you'd like to share? Please email us the photos and story. kbentley@envoyinc.com

We'd also like to wish a warm welcome back to Madeline!





Get Healthy with Hiland



Promotional Period:
January 20 – March 31, 2020

Our Get Healthy with Hiland promotion ended March 31. Here are the final results:

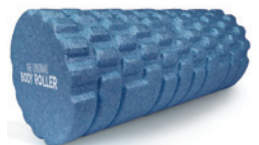
Final Results:

Total Entries: **24,510**
Unique Entries: **7,133**
Email Signups: **5,782**
Total Page Visits: **89,345**

27.4%
conversion rate!
(Average is 2-5%)

We have also seen an increase in our tertiary call-to-action of pushing signups for the Get Healthy email track:

- Active contacts as of 1/10: **459**
- End of promo: **914**



The winner has been contacted and we will let the market know as soon as we hear back.
Thank you to everyone who helped push this promotion!

HilandDairy.com/Healthy

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

Partnering with Lolo's Desserts for the #HilandBakingChallenge



Promotional Period: **April 3 – May 4**

We are partnering with Nebraska baker, Lolo's Desserts for the month of April for a Hiland Baking Challenge. While many are at home with their kids at this time, we wanted to provide a fun activity people could look forward to each week, using items they likely have in their pantries already. New recipes are posted each Monday and winners are drawn for that recipe the following Monday. We are sending out product coupons and Hiland swag to the winners.

Ice Cream Cone Cupcakes



Strawberry Shortcake Sugar Cookie Cups



Buster Bar Ice Cream Cake



Cosmic Brownies



Follow along at lolosdesserts.com or thehilandhome.com!

#HilandBakingChallenge



From All of Us

Promotional Period: **Late April – June, 2020**

The crisis has forced the entire globe to slow down, many are staying home with their families and finding solace in the smaller things. We've been forced to examine, take a breath, and realize what we may take for granted. And now we may realize that we were all moving too fast and have been brought back to appreciate each other. MilkPEP's "From All of Us" campaign is built upon the idea of "milking the moment" and valuing time spent with family. Now, maybe more than ever, families are gathering around the table to share meals and make memories. It is a great opportunity to remind them of milk's role in bringing the family together and dairy's part in home meal preparation.



Expanding on the foundation MilkPEP has set, we will partner with a few select influencers to come up with recipes and crafts featuring Hiland Dairy that families can make at home. Relevant content is imperative at this time – add value to their lives and you have permission to be there. The focus will be on how dairy provides a wholesome source of protein for families. Nutritious recipes, helpful content and valuable coupons – something everyone can use at this time.

Giveaway:

- 1 Year Worth of Dairy (delivered in coupons)
- One-on-One Cooking Lesson with Chef Alli via video chat (need to confirm with Chef Alli/MilkPEP)

Media Support:

- Connected TV
- Digital Ads (will revise assets from MilkPEP)
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Pre-roll Video (will brand videos from MilkPEP)
- Public Relations
- Consumer Email



Hiland Lemonade Sales Contest

Half-Gallon and Pints
Effective March, April, May

Best Display Contest
for Sales Representatives

Six prizes to be awarded in total.

Grand Prize
will receive a
\$300
gift card

Places 2-6
will receive
\$200
gift cards



Peddle Route Sales

During these three months, peddle route sales representatives will receive 20¢ per half-gallon and 5¢ per pint sold.

All prizes and money will be paid out at the end of the contest. It will require proof of performance by pictures and sales reports.

*Good Selling,
Rick Beaman*

Hiland
DAIRY FOODS FARMER OWNED

Sales Materials

We have developed new Hiland branded point-of-sale materials that can be used year-round. Please submit order requests to Madeline Liles.



Shelf strip



Shelf Dangler



Cling

Kansas City Deanna Rose Children's Farmstead Barn Signage

We have partnered with the Kansas City team on developing a Hiland sign to hang in the Deanna Rose Children's Farmstead barn. Kids are able to visit the dairy barn to see a live cow milking, learn about the farm-to-table process, or watch a Moo-vie.

A reminder that we are available for fun one-off projects like these! Contact Kelly at kbentley@envoyinc.com with any requests.



Elastitags

We have printed 55¢ off milk gallons, 50¢ off 24 oz. cottage cheese, 50¢ off 16 oz sour cream and dips, and 75¢ off premium ice cream, frozen yogurt, and sherbet for 2020. Any orders or special requests should be directed to Greg Stephenson and Madeline Liles.



We're Here to Help

Need Marketing Assistance?

We can help with:

- Sponsorships/Race Ads
- Print Ads/Materials
- Grocer Partnerships and In-Store Materials
- Research and Consumer Feedback
- IRI
- Local Marketing Initiatives
- Design (from trailers to murals, you name it)
- Public Relations
- And more!

Have an upcoming event you want to promote? Let us know and we can share with our fans on social media or send an email to targeted zip codes.

Hiring? We can help attract qualified leads with targeted ads on social media driving to your job posting.



We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

Need marketing materials or assistance? Give us a shout!

Kathy Broniecki, APR
KathyB@envoyinc.com
402-558-0637 ext. 107

Kelly Bentley
KBentley@envoyinc.com
402-558-0637 ext. 129

