

February
2020

Sales Team
Communications

Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Paper Anvil Awards

The Envoy team collected three Paper Anvil awards on behalf of Hiland at the PRSA Nebraska Awards Gala. For more than 45 years, the Paper Anvil Awards have recognized the best of the best in public relations tactics – the use of social media, video, blogs, podcasts, annual reports, digital newsletters, websites – that contribute to the success of overall programs or campaigns.

Awards of Excellence:

- Integrated Communications - “How Do You Cottage Cheese?” (Top points in this category!)
- Blogs - “The Hiland Home”
- Marketing Consumer Products - “What’s Your Flavor?” co-promotion with Brookshire Brothers

MilkPEP Halloween Industry Contest

We won the MilkPEP Halloween Industry Contest! Thank you to all who helped us activate in-store promotions. Now we get a \$5,000 influencer partnership to promote chocolate milk for free!

Bonus: They want to spotlight Hiland's activation efforts during the upcoming Halloween Shopper 2020 webinar, as well as include a shout out in the February Milk Run eblast and weekly Radar Report.

See below email from MilkPEP.



Congratulations! We're so excited to announce Hiland Dairy as the first ever Halloween Industry Contest Winner!

The contest judges – Julia Kadison, Jorge Moya, and Rob Barley – found your Halloween 2019 activation to not only be an exceptional example for the industry, but also impactful in your market. Thanks to your brand's efforts through in-store signage, a volume movement contest, social media content and the Ball's Teammates costume contest, chocolate milk sales were up 1.8% during October of 2019.

Now, it's time for your brand to receive the real treat of Halloween – an influencer partnership to promote chocolate milk worth up to \$5,000! We have all of the tools to ensure your brand influencer that will best align with your goals in the Real Milk Masters Toolkit on MilkPEP.org.



Get Healthy with Hiland

Already Over 8,000 Entries!



Promotional Period:
January 20 – March 31, 2020

Our Get Healthy with Hiland promotion, featuring our new smoothies and cottage cheese cups, kicked off January 20 and has already surpassed 8,000 entries with over a 41% conversion rate!

Update as of 2/5/20:

- Total Entries: **8,032**
- Unique Entries: **3,775**
- Email Signups: **3,101**
- Total Page Visits: **19,213**

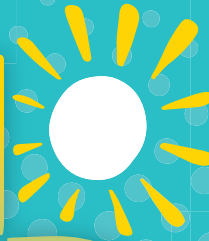
REMINDER: We have clings available to help push this promotion in stores. Please contact Kelly Bentley to order.



HilandDairy.com/Healthy

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

HILAND



SUMMER

BUCKET LIST



Promotional Period:
May 25 – July 31

Summer means warm weather and kids out of school. Six out of ten American families plan on taking a vacation this summer. Ninety-five percent of family travelers said that their priority was keeping their families entertained and happy with 85% saying major attractions or theme parks were of utmost importance.* Enter, [Hiland's Summer Bucket List](#). Filled with ideas for incorporating Hiland products into fun family activities like picnics, cookouts, camping, road trips, recipes and crafts. We will develop a summer checklist and encourage consumers to upload photos and tag us on social media as they check items off their bucket list for a chance to win free product coupons. This user-generated content will allow us to make a Summer Scrapbook gallery using these photos of memories made with families of Hiland fans.

Beyond the fun family-centric ideas for summer, consumers will also be able to enter a giveaway for a trip to Silver Dollar City, building on the success and partnership of previous summer promotions. Silver Dollar City is celebrating its 60th anniversary and will be launching a new "Mystic River Falls" water ride this summer.

Have ideas for local activations? Let us know!

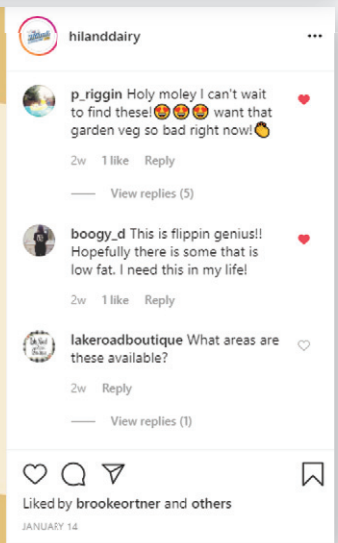
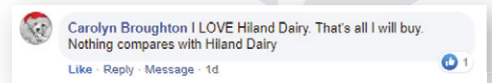
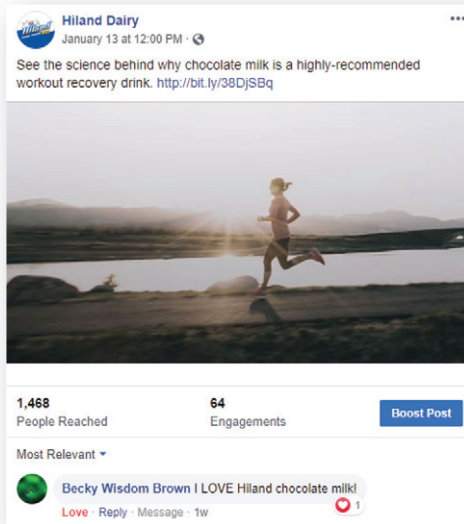


*V12 Velocity Data

#HilandSummerBucketList

Social Media Fan Commentary

Follow along with us on social media – here are a few reasons why:



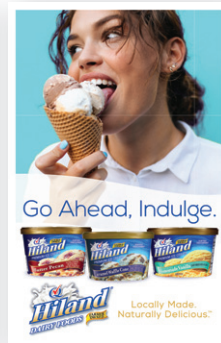
@HilandDairy



Sales Materials

Clings:

We have developed several evergreen cling designs that can be used year-round to help push products in store. Please submit order requests to Kelly Bentley.



All designs available on the Hiland Sales Home.



Elastitags:

We have printed 55¢ off milk gallons, 50¢ off 24 oz. cottage cheese, and 50¢ off 16 oz sour cream and dips for 2020. Any orders or special requests should be directed to Greg Stephenson and Kelly Bentley.

Sales Binders:

We have received several requests for sales binders. We are working on updating the outdated products and will be printing a new run of these. Please contact Kelly Bentley with order quantities.



1% Low Fat Milk	1% Low Fat Chocolate Milk	Fat Free Strawberry Milk	Skim Milk
<p>Blue Box, 64 oz. carton Date Number: 0171 Case Size: 24 cartons</p> <p>Nutrition Facts Serving Size 1/2 cup (125 mL) Amount Per Serving Calories 100 Total Fat 1.5g (3%) Saturated Fat 1.0g (2%) Trans Fat 0g (0%) Cholesterol 5mg (10%) Sodium 10mg (2%) Total Sugars 12g (24%) Includes 12g Added Sugars (24%) Protein 8g (16%)</p>	<p>Blue Box, 64 oz. carton Date Number: 0172 Case Size: 24 cartons</p> <p>Nutrition Facts Serving Size 1/2 cup (125 mL) Amount Per Serving Calories 110 Total Fat 1.5g (3%) Saturated Fat 1.0g (2%) Trans Fat 0g (0%) Cholesterol 5mg (10%) Sodium 10mg (2%) Total Sugars 14g (28%) Includes 12g Added Sugars (24%) Protein 8g (16%)</p>	<p>Blue Box, 64 oz. carton Date Number: 0177 Case Size: 24 cartons</p> <p>Nutrition Facts Serving Size 1/2 cup (125 mL) Amount Per Serving Calories 90 Total Fat 0g (0%) Saturated Fat 0g (0%) Trans Fat 0g (0%) Cholesterol 5mg (10%) Sodium 10mg (2%) Total Sugars 12g (24%) Includes 12g Added Sugars (24%) Protein 8g (16%)</p>	<p>Blue Box, 64 oz. carton Date Number: 0173 Case Size: 24 cartons</p> <p>Nutrition Facts Serving Size 1/2 cup (125 mL) Amount Per Serving Calories 90 Total Fat 0g (0%) Saturated Fat 0g (0%) Trans Fat 0g (0%) Cholesterol 5mg (10%) Sodium 10mg (2%) Total Sugars 12g (24%) Includes 12g Added Sugars (24%) Protein 8g (16%)</p>

School Nutrition Packets:

We are also working on updating these with the new labels and will alert everyone once the updated materials are up on the website and Sales Home.



We're Here to Help

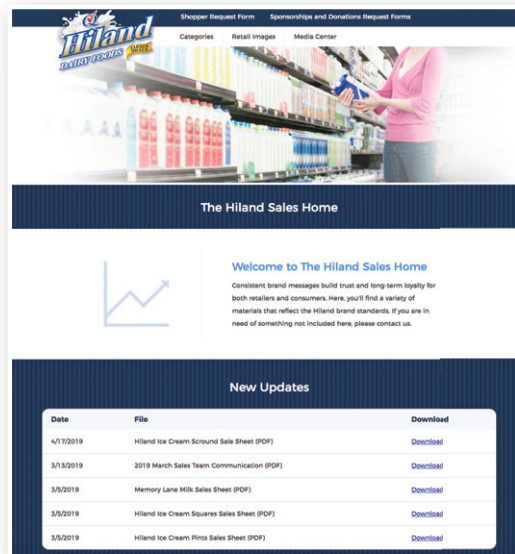
Need Marketing Assistance?

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!

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