



The holiday promotion kicked off November 1 and ran through December 31, 2019. We are very happy with the amount of entries and engagement we saw on this promotion, which ended with a 28.9% conversion rate. (average is 2.35%) Our influencer partners created delicious recipes which we can repurpose in our marketing materials. See a few of our favorite blogs below!

Final Results:

Total Entries: 35,008

Unique Entries: 11,249

Email Signups: **7,984**Total Page Visits: **121,068** 

Surpassed Summer promo of **9,030** 

## Influencer Blogs:

- Kim's Cravings: Turkey Pot Pie
- Blackberry Babe: Butter-Poached Lobster Tail
  - The Olive Tree: Milk and Cookies
- Mindy's Cooking Obsession: Peach Cranberry Crumble

HilandDairy.com/Holidays



# January 20 - March 31, 2020

To appeal to consumers' New Year's resolutions, we've taken our email series a step further and developed a "Get Healthy with Hiland" campaign to introduce and promote our new probiotic smoothies and flavored cottage cheese. These single-serve options conveniently fit into even the busiest lifestyle and make choosing the healthy option easy. Our Get Healthy email series will be promoted on the landing page, in addition to coupons for the new products, fun recipe ideas from our influencers, and a signup for a chance to win our "Get Fit" prize pack.

The "Get Fit" prize pack will include a yoga mat, resistance bands, other fitness items, and free product coupons to help our winner stick to their healthy aspirations.









#HealthyWithHiland

# Get Healthy with Hiland

# Digital, Social and Traditional Marketing

We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

# Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails







Get Healthy with Hiland and Win!



Clings Available

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

# Questions?

Call Kelly or Kathy at Envoy I 402.558.0637

### See for Yourself

Visit the landing page for more details: HilandDairy.com/Healthy



# Get Healthy with Hiland

Find out more & enter to win a Get Fit Prize Pack at HilandDairy.com/Healthy!





# Prepping for the Big Game with a "Smoothie Bowl"

If you haven't been on Pinterest lately, smoothie bowls are all the rage. Since we can't outright mention the Super Bowl in our marketing due to copyright regulations, we thought it would be fun to do a "play" on words and host a "Smoothie Bowl" with Hiland fans on social media. Our Dairy Diva created a few yummy recipes using our new probiotic smoothies to inspire consumers in their own creations. We've posted the below to our Facebook page and will draw a winner from the entries on February 3.

A fun way to put a new spin on the typical tailgate.



See the Dairy Diva's recipes: thehilandhome.com/super-smoothie-bowls



Our Dairy Diva has created three delicious recipes using our new flavored yogurt smoothies. That got us to thinking, ... what other flavor combinations are out there? In honor of the upcoming big game, we'd like to kick off our own 'Smoothie Bowl.' The winner will receive a coupon prize pack and a bag full of Hiland Dairy swag

- Comment below with a picture of your smoothie bowl creation. We will randomly draw a winner on Monday, February 3.





# Updates and Requests

# Recipes

The recipe section on our website has undergone a transformation! Check it out when you get a chance. We're also working in a way to incorporate user-submitted recipes, as we receive so many good ones through our contact form!

### HilandDairy.com/Recipes



# Sustainability

Have a sustainability initiative that you would like us to publicize? We want to know – visit the website to see the local initiatives – we'd love to grow this section in 2020.

HilandDairy.com/Sustainability

### **Events**

We need your event pictures and dates in advance so we can send our customers to the event via social ahead of time.

# Products Recipes Coupons Resources Justainability Find Safety Find Safety Find Safety Find Safety Find Safety Lucal Indictions Hiland Dairy: A Story of Sustainability As a fundamental link between the land and its people, perhaps no one is more acutely awar of the delicate balance between the farth and the one-going endeavor to extract its riches than the furnor. So, for ru at Hiland Dairy, stainability: the lokes that everything we do it show in such as an an amount of the delicate balance between the farth and the one-going endeavor to extract its riches than the furnor. So, for ru at Hiland Dairy, stainability: the lokes that the everything we do it show in such as any at to minimize waste and environmental impact - really is second maker. We do it because our customers demand it. We do it because it makes sound business sense. But, above all, we do it because it's the right thing to do. Hiland Milk Contains No Artificial Growth Hormones For us, sustainability is, at its com, a commitment to producing, processing and delivering day products in a manner that impose the state of our land and the lives of our employees, our animals, our ommunities, our retail partners and our consumers. This Means: Recologing revaining and recycling at every single stage of the production and distribution process Recycling certification, and distribution process Recycling certification, and distribution process Recycling certification, and describing in the certificial production and certification and distribution process Recycling the vendors which do the same Using snowster thinking to develop programs that not only reduce waste but also improve efficiency while

# Elastitags 2020 Elastitag Orders

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 and Madeline.









# 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 <u>thehilandsaleshome.com</u>. 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

