

July
2020

Sales Team
Communications

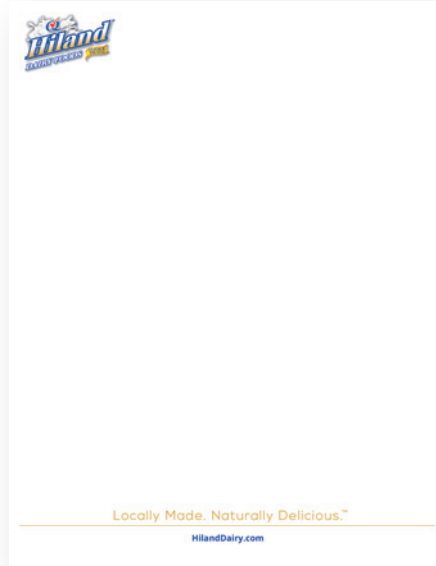
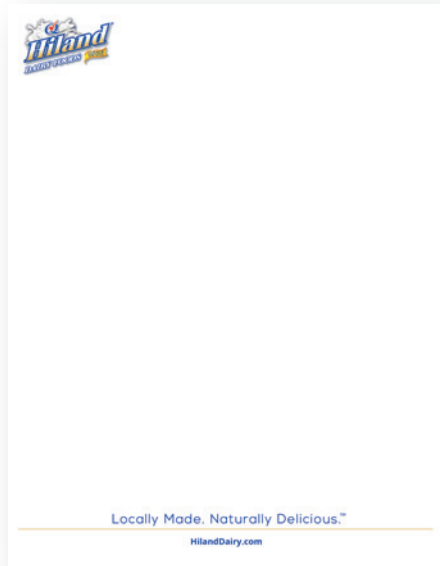
Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Announcements:

- August staff meeting is cancelled.
- New letterhead options have been added to The Hiland Sales Home. Please share with your teams.



- We're working on updates to the company brochure and will let everyone know when these are printed and available to order.

Please note: The information included in these communications is not necessarily time sensitive to the month that we send them. We have received a few comments that these emails should go out earlier in the month. We include July 2020 on the front page so we can look back and know when this was sent. You will receive all pertinent information in a timely fashion.



We're in this together.

Promotional Period:
May 4 – July 31, 2020

Results as of 7/21:

Total Entries: 25,250
Unique Entries: 7,390
Email Signups: 5,859
Total Page Visits: 156,506



This campaign ends on July 31. We will be sending out a "last chance to enter" email to consumers soon.

#HilandTogether

hilanddairy.com/together



**C'mon, get
#HilandHappy!**

Promotional Period:
August - September, 2020



We want to keep things light and promote happiness and wellbeing. We will ask users to share via an entry form on the landing page what is making them happy these days. By submitting, they will be entered to win a Hiland Picnic Prize Pack. There will also be a social media side of it where we have smaller, random giveaways for those who tag us with #HilandHappy and @hilanddairy. We'll be sharing some of the photo entries on social media to encourage more signups.

Giveaway:

- Picnic basket
- Blanket
- Picnic supplies like cutlery, Tupperware, ice packs, cooler
- Hiland coupons

#HilandHappy

HilandDairy.com/Happy

C'mon, get #HilandHappy!

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.

Media Support

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

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

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

Visit the landing page for more details:

hilanddairy.com/Happy



Show us your happy and win!

If you're happy and you know it – tell us why! You could win a Hiland Picnic Prize Pack!

ENTER NOW!

C'mon, get #HilandHappy!

Tell Hiland what's making you happy these days and win great prizes!

ENTER NOW!

There's happy, and then there's #HilandHappy!

Tell Hiland what's making you happy these days and win great prizes!

ENTER NOW!

There's happy, and then there's #HilandHappy!

Tell Hiland what's making you happy these days and win great prizes!

ENTER TO WIN

Remainder of 2020

Here's a look at what's coming up for the remainder of 2020.

August – September: Chef Alli Cooking Lesson Giveaway and Hiland Happy Promotion

October: MilkPEP Chocolate Milk Official Drink of Halloween Influencer Activation with Kasim Hardaway

November – December: Holiday Promotion

Evergreen: Resurgence of Got Milk? Promotion



Planning for 2021

We'd appreciate if you could complete a brief survey to help us plan our marketing efforts for 2021. All entries are anonymous.

Take the Survey <https://www.surveymonkey.com/r/MNJD5GR>



Social Media Update

Jason Kander, attorney, best-selling author, veteran, and politician living in Kansas City tweeted this photo of cottage cheese and hot sauce that went viral:

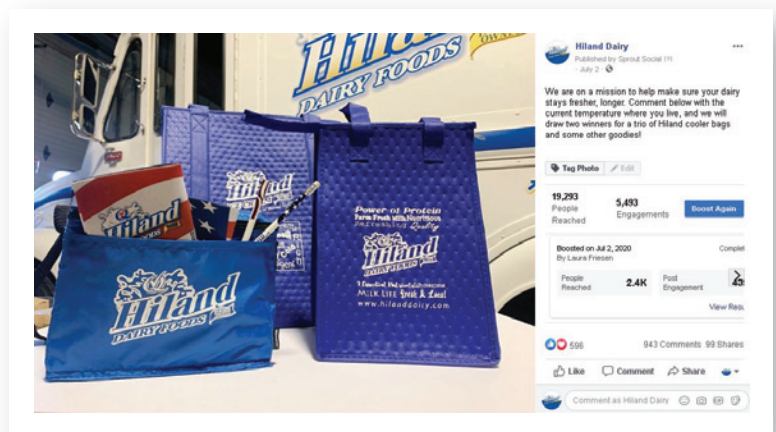
Thanks to the Kansas City team for alerting us! We replied with:

And then followed up with some coupons to try Hiland Cottage Cheese.

We also had a fun Hiland cooler pack giveaway which became our most engaging post in the last two years!

Stats: Posted July 2
943 comments
99 shares
596 reactions
Two winners

Follow along on social @hilanddairy!



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

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.

Elastitags expire at the end of the year!"



2020 Elastitags

Gallon Hiland Milk		Balance
Inventory	50,000	29,225
Discount	0.55	
Code	72060-21055	
Offer	51997	
Exp. Date	12/31/2020	

24 oz. Cottage Cheese		Balance
Inventory	25,000	4,975
Discount	0.5	
Code	72060-71150	
Offer	51998	
Exp. Date	12/31/2020	

16 oz. Sour Cream		Balance
Inventory	25,000	9,975
Discount	0.5	
Code	72060-73150	
Offer	51999	
Exp. Date	12/31/2020	

Ice Cream/Frozen Yogurt		Balance
Inventory	3,000	500
Discount	0.75	
Code	72060-052041	
Offer		
Exp. Date	12/31/2020	



We're Here to Help

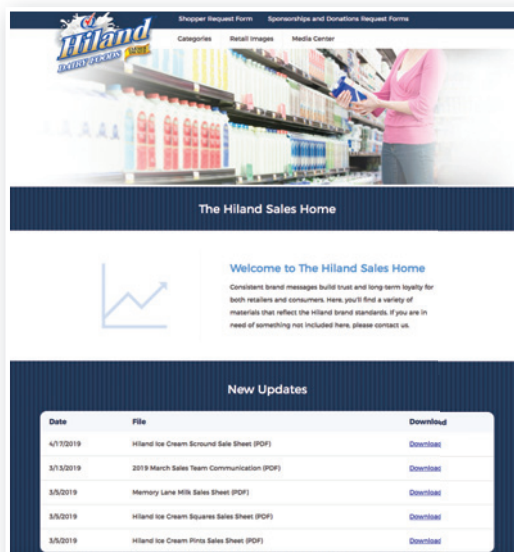
Need Marketing Assistance?

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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