

June  
2020

Sales Team  
Communications

Locally Made.  
Naturally Delicious.™



[TheHilandSalesHome.com](http://TheHilandSalesHome.com)

# Next Staff Meeting

Wednesday, August 26 9:00 am

DoubleTree Hotel

2431 N Glenstone Ave, Springfield, MO 65803





# Moments Make Memories



Promotional Period:  
**May 4 – July 31, 2020**

## Results as of 6/23:

- Total Entries: **17,834**
- Unique Entries: **6,011**
- Email Signups: **4,724**
- Total Page Visits: **108,936**

## team milk



Follow us on social media to stay in-the-know and catch fun content [like this video](#) from Chef Alli!

Please let us know if anyone would like custom point-of-sales materials for in-store activations.

Check out some of our favorite posts from our influencer partnerships:

- [Creamy Mushroom Sausage Rigatoni](#)
- [Baked Brioche French Toast](#)
- [Tres Leches Cake and Strawberry Cobbler](#)
- [Chocolate Chip and Walnut Cookies](#)



**#HilandTogether**

**[hilanddairy.com/together](http://hilanddairy.com/together)**

# Moments Make Memories

## Digital, Social and Traditional Marketing

Due to the length of this campaign, we are switching up artwork to avoid "ad fatigue" with consumers. We're excited to monitor how this boosts entries!

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
- Influencer Partnerships

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:

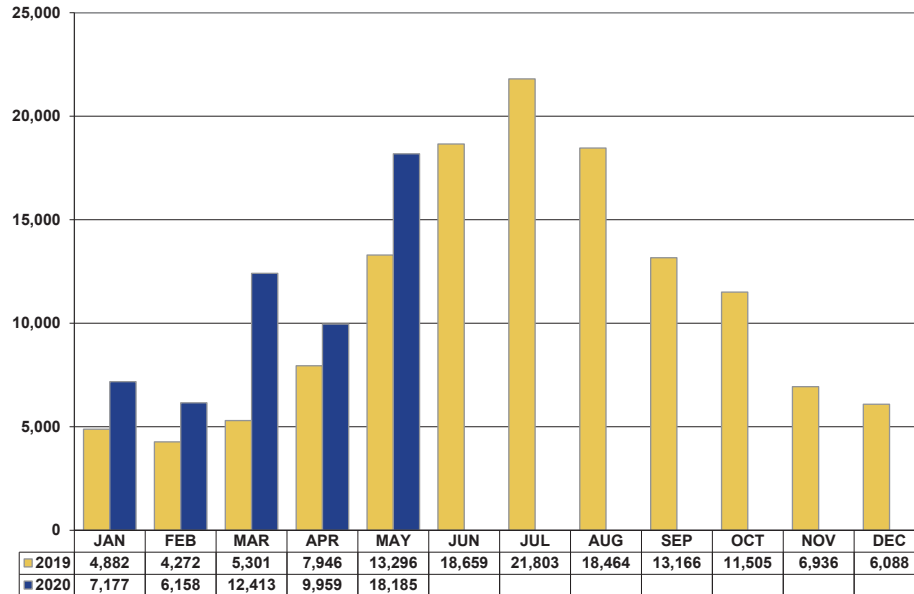
[hilanddairy.com/together](http://hilanddairy.com/together)



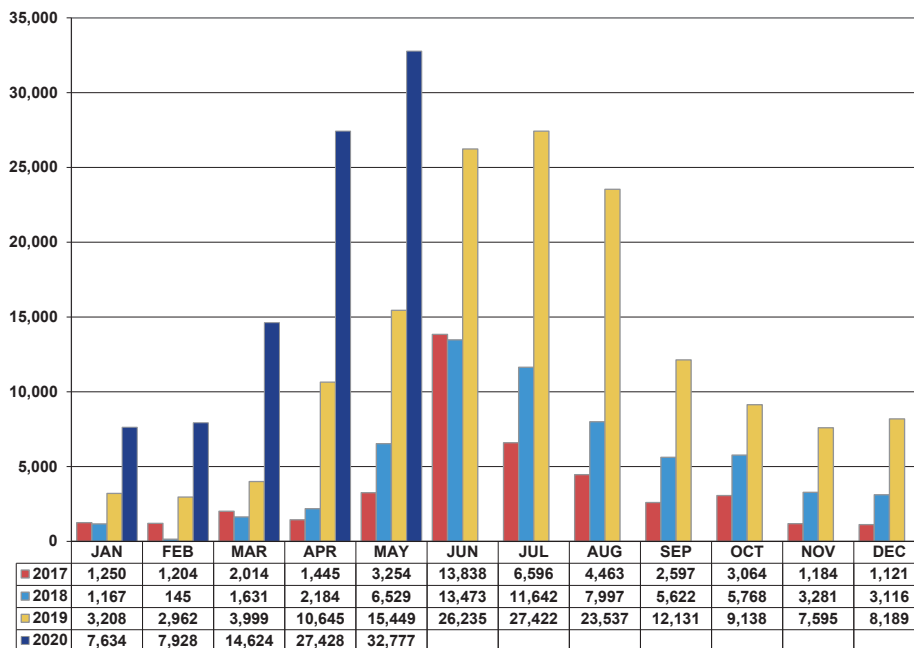
# Hiland Lemonade Sales Contest

## Best Display Contest for Sales Representatives

### PINT LEMONADE SALES



### 1/2 GAL HILAND LEMONADE



GRAND PRIZE!  
Charlie Little  
Council Bluffs,  
HyVee #2



2

Beth Essman  
Kansas City



3

  
**Hiland**  
DAIRY FOODS 

Mick Horak  
Lincoln



4

Charlie Little  
Papillion



5

Tim Flock  
Norfolk



6

Beth Essman  
Kansas City



7



Tim Ramsell  
Council Bluffs



Mick Horak  
Lincoln



Mick Horak  
Lincoln



Scott Podliska  
Springfield



# July is National Ice Cream Month!

The spotlight is on dairy this summer. Following National Dairy Month in June, July is National Ice Cream Month! We are teaming up with [Lolo's Desserts](#) for a fun ice cream sandwich recipe.

Follow along on social media. We appreciate your support in commenting, engaging and sharing.

 [facebook.com/hilanddairy](https://www.facebook.com/hilanddairy)

 [@hilanddairy](https://www.instagram.com/hilanddairy)

 [@hilanddairy](https://www.twitter.com/hilanddairy)

 <https://www.pinterest.com/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

## Kansas City Cottage Cheese Coupon Pads

We have partnered with the Kansas City team for an in-store couponing effort for the cottage cheese cups.

These are very cost-effective and a great way to push product in stores. Contact Kelly at [kbentley@envoyinc.com](mailto: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

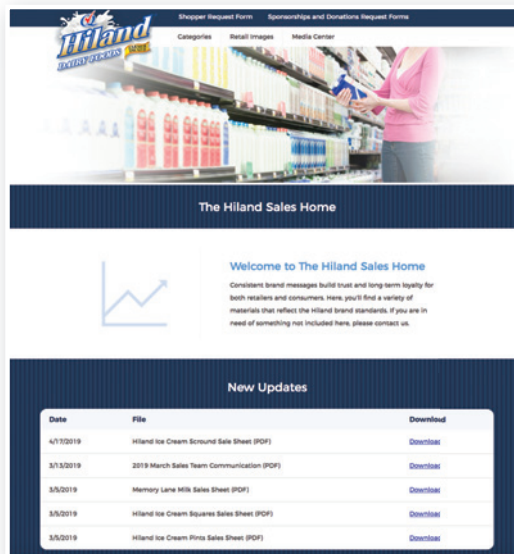
## Need Marketing Assistance?

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](http://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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417-370-6451

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