

March
2020

Sales Team
Communications

Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Norman Wins Sustainability Award

Congratulations to the Hiland Dairy Norman Team! The team was notified that they are one of seven outstanding food and beverage processing and packaging innovation projects that will be recognized during the sixth annual Sustainability Excellence in Manufacturing Awards (SEMA) during ProFood Live. *ProFood World* annually honors exceptional sustainability achievements within food and beverage manufacturing operations. These annual peer-reviewed awards recognize manufacturing plants for their efforts in driving improved performance through sustainability, honoring those companies and individuals that seek to go beyond environmental compliance. Specifically, the awards focus on pollution prevention, enhanced environmental protection and stewardship, as well as compliance assurance.

Sustainability Excellence in Manufacturing Awards Past Winners include Hiland Dairy Chandler in 2017.

If you have any sustainability initiatives to share, please reach out to Kathy.

MilkPEP Halloween Influencer Partnership

We have won a \$5,000 influencer partnership through the MilkPEP Halloween Industry Contest! We had our first call to discuss ideas for promoting chocolate milk in October with our influencer partner, Kasim Hardaway out of Kansas City. Kasim has experience working with DFA, Price Chopper, and more. Kasim takes awesome photos and loves Hiland Dairy Chocolate Milk – so we're excited to see how this partnership will help our MilkPEP activations in October for the "Official Drink of Halloween." More info to come in the fall.

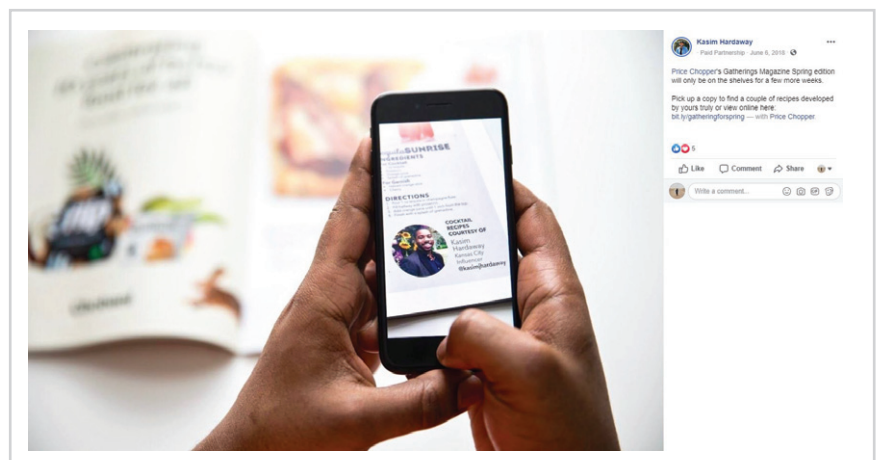


kasim j. hardaway

part social media influencer, part marketing guru and full on fatty with an insatiable appetite.



KASIM HARDAWAY IT'S LIKE AWESOME BUT WITH A K





Get Healthy with Hiland



Promotional Period:
January 20 – March 31, 2020

Our Get Healthy with Hiland promotion ends March 31. Here's an update on how it's going:

Update as of 3/16/20:

Total Entries: **19,576**
 Unique Entries: **6,052**
 Email Signups: **4,873**
 Total Page Visits: **73,408**

Here are some of our favorite influencer blogs:

- Kim's Cravings
- Blackberry Babe
- Family Style Schooling
- You are More
- Stay Snatched



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.

We're working on securing radio remotes for local market activations. We will be reaching out for details. Stay tuned!



*V12 Velocity Data

#HilandSummerBucketList

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 Kelly Bentley.



Shelf strip



Shelf Dangler



Cling

"We Proudly Serve Hiland Milk" Sign

With the growth of Hurt's Donuts into the Omaha area, a few of our staff members were discussing the idea of creating a sign or sticker for retail partners to use that says "We Proudly Serve Hiland Milk." Would any of you have interest in something like this for your retailers?

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.



We're Here to Help

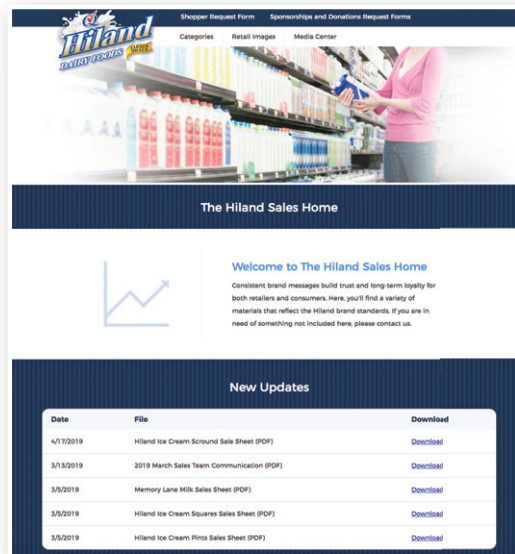
Need Marketing Assistance?

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

