

May
2020

Sales Team
Communications

Locally Made.
Naturally Delicious.™



TheHilandSalesHome.com

Telly Award Winner

We're excited to announce that our Cottage Cheese commercial won two Telly Awards!

The Telly Awards annually showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and 5 continents, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world. The Telly Awards recognizes work that has been created on the behalf of a client, for a specific brand and/or company (including your own) or self-directed as a creative endeavor.

- **Mix it Up with Hiland Dairy Cottage Cheese is the Bronze Telly Winner in Regional TV: Music/Jingle ([Official Listing](#))**
- **Mix it Up with Hiland Dairy Cottage Cheese is the Bronze Telly Winner in Regional TV: Videography / Cinematography ([Official Listing](#))**



[View the commercial here!](#)

June Staff Meeting

A reminder that the June staff meeting has been postponed.





**We're in this
together.**

Promotional Period:
May 4 – July 31, 2020



The crisis has forced the entire globe to slow down, many are staying home with their families and finding solace in the smaller things. We've been forced to examine, take a breath, and realize what we may take for granted. And now we may realize that we were all moving too fast and have been brought back to appreciate each other. MilkPEP's "From All of Us" campaign is built upon the idea of "milking the moment" and valuing time spent with family. Now, maybe more than ever, families are gathering around the table to share meals and make memories. It is a great opportunity to remind them of milk's role in bringing the family together and dairy's part in home meal preparation.

Giveaway:

- **1 Year Worth of Dairy (delivered in coupons)**
- **One-on-One Virtual Cooking Lesson with Chef Alli**

#HilandTogether

hilanddairy.com/together

We're in this together.

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
- 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



We're in this together.

Find recipes and crafts the whole family will love and enter to win a year's worth of Hiland products, including a cooking lesson with Chef Allii!

ENTER TO WIN

We're in this together.

Get recipes, crafts, and enter to win free Hiland products for a year!

ENTER NOW

We're in this together.

Enter to win free Hiland products and a cooking lesson!

ENTER NOW

We're in this together.

Find recipes and crafts the whole family will love and enter to win a year's worth of Hiland products, including a cooking lesson with Chef Allii!

ENTER TO WIN



**We're in this
together.**



Promotional Period:
May 4 – July 31, 2020

Results as of 5/27:

Total Entries: **9,434**
Unique Entries: **4,790**
Email Signups: **3,746**
Total Page Visits: **51,087**

team milk



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



#HilandTogether

hilanddairy.com/together

Arkansas Ice Cream Distribution

Congratulations to the team in Little Rock for securing additional ice cream distribution in their area! We're helping spread the word with the below tactics.

- Elastitags
- Clings
- Landing page with \$1 coupon upon email signup
- Social, paid and organic
- Radio and Walmart/General Retailer tags



New!

Go Ahead, Indulge.



Locally Made.
Naturally Delicious.™

HilandDairy.com/Arkansas



Hiland Ice Cream
Now Available in
Central Arkansas!



New!



Locally Made. Naturally Delicious.™

hilanddairy.com/arkansas



Hiland
DAIRY FOODS FARMER OWNED

Dairy Sales Data and Consumer Insights

(courtesy of Midwest Dairy)

May 27, 2020

Consumers' anxiety level related to the coronavirus has decreased but remains high. Health concerns are the highest priority although financial impact is nearing the same level of concern. Shoppers are turning to dairy to meet their needs. **Dairy has contributed 8.3% of total store growth in 2020, 29% above average given its size.**

Summary- Week Ending May 17

- Dairy aisle sales are up +22.3% outpacing total store dollar growth of +13.4%.
- All dairy categories continue to see a steady rise in sales with butter and cheese posting strongest growth.
- Milk continues to increase by double-digits while yogurt sales are fairly flat.
- Retail cheese has grown by \$1.5 billion in 2020 YTD, account for nearly half of dairy's growth.
- eCommerce dairy sales, while small relative to in-store, have been on a solid growth path, escalating during the pandemic.
- Dairy carrier product volume sales continue to growth with frozen pizza and cereal being notably strong.

Dairy Aisle Data

The data reported below is for the week ending 5-17-2020. This means, we are comparing a 7-day period in 2020 that ends on 5-17-2020 to the same 7 day period in 2019 and looking at the change

Fluid milk sales are up +7.5% (volume sales) and +12.3% (dollar sales). In the previous week, sales were up +9.1% (volume) and +14.1% (dollar).

The plains region is up +8.0% (volume sales) and +11.4% (dollar sales).

Butter sales are up +33.6% (volume) and +38.1% (dollar). In the previous week, butter sales were up +62.4% (volume) and +58.5% (dollar).

Cheese sales are up +22.0% (volume) and +29.6% (dollar). In the previous week, cheese sales were up +24.5% (volume) and +33.5% (dollar).

Yogurt sales are up +2.5% (volume) and +2.1% (dollar). In the previous week, yogurt sales were up +3.1% (volume) and +3.0% (dollar).

Ice cream sales are up +18.5% (volume) and +26.3% (dollar). In the previous week, they were up +23.7% (volume) and +30.3% (dollar).

Refrigerated alternative beverages are up +22.0% (volume) and +25.1% (dollar) compared to +20.7% (volume) and +25.1% (dollar) in the previous week.

As a reference point, fresh **bread** sales are up +8.3% (volume) and +11.7% (dollar) vs. the previous period growth of at +9.6% (volume) and +13.5% (dollar).



National Dairy Month

June is National Dairy Month and we're kicking it off on June 1 with fun giveaways on social for World Milk Day!

Throughout the month, we'll be sharing fun and educational videos, photos and other content provided by the Dairy Hub. Topics include Sustainable Nutrition, Farmer Commitment, Health and Wellness, Hunger Relief, and additional efforts the #Essential dairy industry is making as a whole during this time.

Follow along on social media. We appreciate your support in commenting, engaging and spreading the word.

 [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/>



Hiland Lemonade Sales Contest

Ends Soon!

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*



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 Coupon Pads

We have partnered with the Kansas City team for an in-store couponing effort for the cottage cheese cups. These tear-off coupon pads will hang from the shelf strips directly beneath the product.

These are very cost-effective and a great way to push product in stores. Contact Kelly at kbentley@envoyinc.com with any requests.



Branded Placemats

Would any markets be interested in branded paper placemats for restaurant partners? Let us know!

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

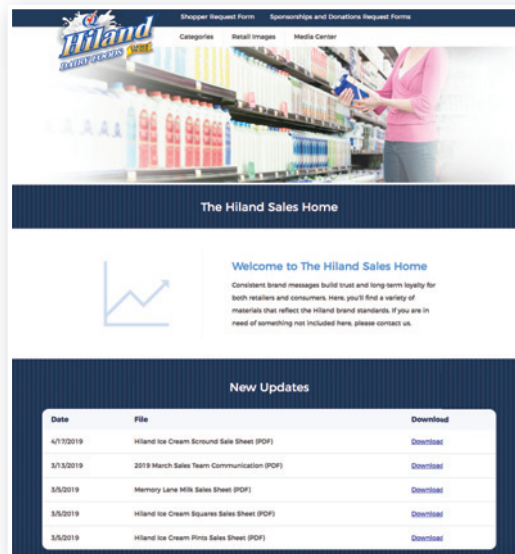
Need Marketing Assistance?

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. 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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