

September  
2020

Sales Team  
Communications



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





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

Promotional Period:  
**August - September, 2020**

Results as of 9/23:

Total Entries: **3,032**  
Unique Entries: **1,387**  
Email Signups: **1,107**  
Total Page Visits: **117,328**



The #HilandHappy promotion ends on September 30, 2020.  
**#HilandHappy** [HilandDairy.com/Happy](http://HilandDairy.com/Happy)



# BONE BUILDING CALCIUM



## Chocolate Milk: The Official Drink of Halloween

### Promotional Period: **October 2020**

As winner of the 2019 MilkPEP Halloween Industry Contest, we received a \$5,000 influencer partnership to use in our 2020 activation. We are partnering with influencer, Kasim Hardaway, out of Kansas City. Kasim has experience working with DFA, Price Chopper, Midwest Dairy, and many other brands, making him a natural fit for Hiland. Bonus: He loves Hiland Chocolate Milk!

Kasim has crafted two indulgent recipes for this promotion, both using Hiland Chocolate Milk. The updates will be live by October 1, but here's a sneak peek.

Kasim has over 40,000 followers on Instagram and will be promoting our partnership throughout the month of October. One lucky winner will win a year of FREE Hiland Dairy milk.



For those of you who ordered Halloween clings through Madeline, please ensure these are up in early October and that they are removed after October 31. Thank you for your in-store support!

**Kasim's Instagram: @kasimjhardaway**  
**HilandDairy.com/Halloween**  
**#HilandHalloween**





# Bring Hiland Home for the Holidays

Promotional Period:  
**November-December 2020**

The holiday season is upon us and we are partnering with Lolo's to create custom recipes using Hiland products that our consumers will love. Featured here is a yummy Shrimp Scampi dip recipe she created ahead of time for a holiday ad. This promotion will showcase seven custom recipes covering everything from appetizers to dessert.

Our campaign landing page will feature recipes laid out in beautifully branded recipe cards that are easily printable, along with coupons for the Hiland products used in each recipe. Consumers will be able to enter to win a year's worth of Hiland Dairy coupons via the landing page entry form. We will have several opportunities to win smaller prizes and Hiland swag via social media.

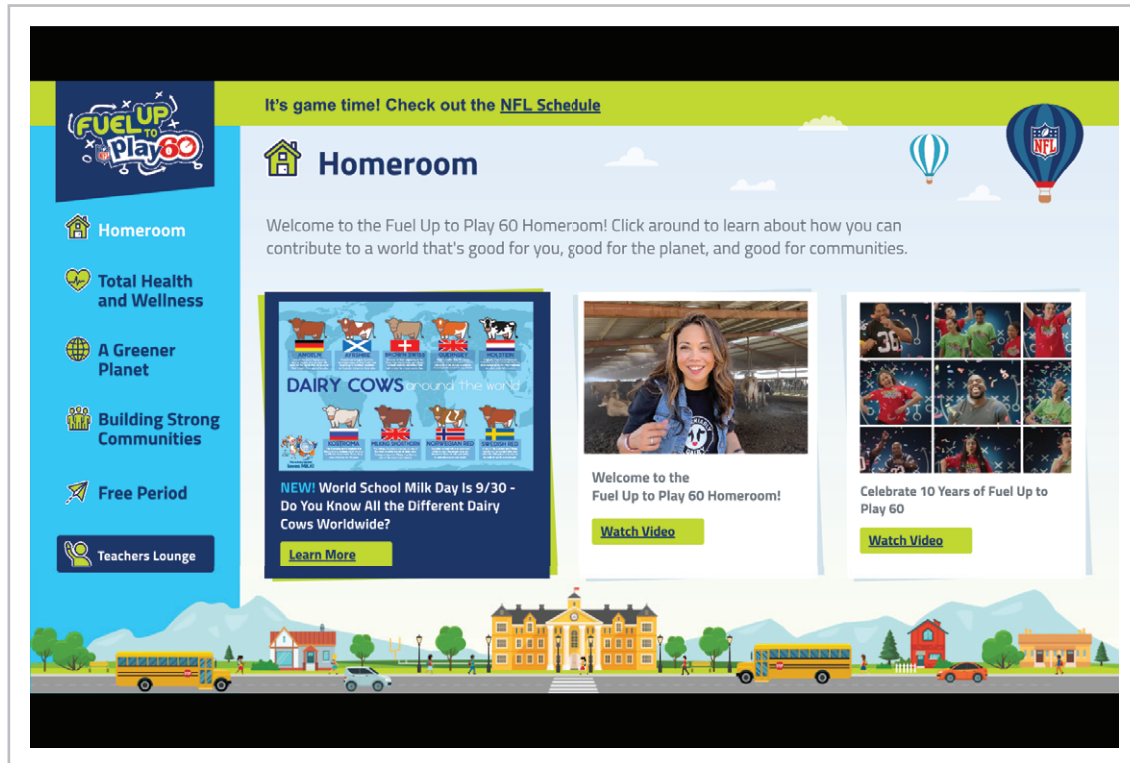
Please get orders for clings/danglers for in-store promotional support to Madeline by October 9.

[HilandDairy.com/Holidays](https://HilandDairy.com/Holidays)

[#HilandHoliday](https://twitter.com/HilandHoliday)

**Hiland**  
DAIRY FOODS **FARMER OWNED**

# The Fuel Up to Play 60 Homeroom



All around the country, school is looking a little different this year. Educators and parents alike are teaching students in new adaptive learning environments that need to support learning both in school as well as at home.

As part of Undeniably Dairy's back-to-school initiative, Fuel Up to Play 60 has launched a great digital resource, easily accessible to educators, students and parents: the Fuel Up to Play 60 Homeroom. The Homeroom lives on Google Slides, is easy to use and is populated with fun and engaging "edu-tainment" content that will be refreshed and promoted each Thursday during the school year. The content is targeted to fifth-through eighth graders and ladders up to three main areas of interest to today's youth: what's good for them, good for the planet and good for communities.

We will be developing a landing page just for kids on the Hiland website using the FUTP60 content, as well as other resources like fun dairy facts, educational videos, and printable coloring pages and games.

We'll provide an update when the page is ready to launch, but keep an eye on [HilandDairy.com/Kids](http://HilandDairy.com/Kids).



# Sales Materials

## Evergreen Clings

We have developed clings that can be used year-round. Please submit order requests to Madeline Liles.



## IRI Data Available

If you need IRI data pulled for a presentation, please reach out to Kathy at [kathyb@envoyinc.com](mailto:kathyb@envoyinc.com).

**Elastitags expire at the end of the year!"**

## 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 Madeline Liles.



### 2020 Elastitags

Gallon Hiland Milk		Balance
Inventory	50,000	15,625
Discount	0.55	
Code	72060-21055	
Offer	51997	
Exp. Date	12/31/2020	

24 oz. Cottage Cheese		Balance
Inventory	25,000	0
Discount	0.5	
Code	72060-71150	
Offer	51998	
Exp. Date	12/31/2020	

16 oz. Sour Cream/Dip		Balance
Inventory	25,000	4,475
Discount	0.5	
Code	72060-73150	
Offer	51999	
Exp. Date	12/31/2020	

Ice Cream/Frozen Yogurt		Balance
Inventory	3,000	0
Discount	0.75	
Code	72060-052041	
Offer		
Exp. Date	12/31/2020	



# We're Here to Help

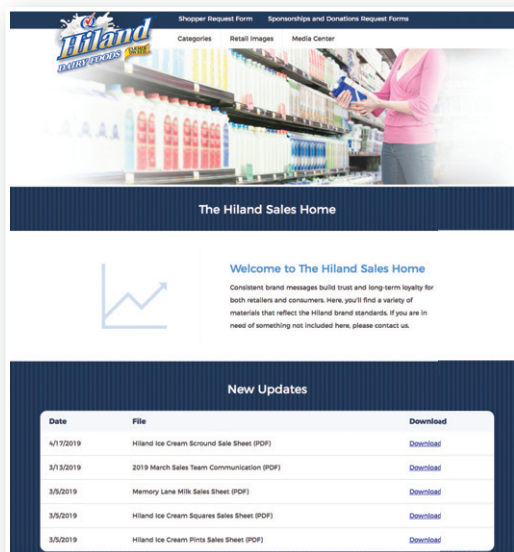
## Need Marketing Assistance?

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](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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