

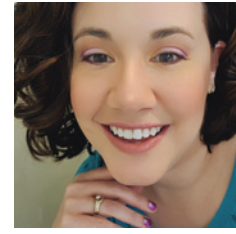
March
2021
Sales Team
Communications



TheHilandSalesHome.com



Welcome to the team, Sarah!



A few words from Sarah...

One of my passions is storytelling. I love getting to know the characters and help others relate to them through different mediums. This is what marketing allows me to do. I get to know a brand, a product, a service and tell their story to consumers in a variety of ways. My experience with traditional marketing, customer service, and digital marketing positions me to bring a unique perspective to Hiland Dairy.

I'm excited to get to know all about Hiland and tell its story to employees, retailers, and customers. I'm also excited to work with the sales teams and build relationships that will enable collaboration to push efforts to bring Hiland Dairy as THE brand to get locally made naturally delicious dairy products.

Thank you to all of you who have given me such a warm welcome in my first month at Hiland. I look forward to seeing what we can accomplish in the future.

**Contact Sarah at scarey@hilanddairy.com
or 417.370.6451.**



More than Milk Brand Awareness Campaign



The **More than Milk** brand awareness campaign began on March 15. This campaign focuses on key reasons consumers buy Hiland Dairy and reinforces that decision. Media will include digital display, video, native and audio as well as radio and television in some markets. Social media and influencers focus on cottage cheese, fun recipes and engagement through giveaways and coupons on hilanddairy.com.

		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPT																	
		8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26
AWARENESS CAMPAIGN																															
DIGITAL																															
DISPLAY																															
Circulation Display Ads																															
VIDEO																															
:30, :15 pre-roll and connected television																															
NATIVE																															
Native-specific placements within relevant content																															
AUDIO																															
Streaming audio spots and companion banners in relevant content including radio and podcasts																															
SOCIAL MEDIA																															
FACEBOOK/INSTAGRAM																															
Promoted Posts - Newsfeed and Video																															
RADIO																															
:30 radio spots running in specific markets of OKC, Omaha, KC, Little Rock																															
TELEVISION																															
TV																															
:30 broadcast television spots running in local news in OKC, Omaha, KC, Little Rock																															
PROMOTIONS																															
SOCIAL MEDIA																															
FACEBOOK/INSTAGRAM																															
COTTAGE CHEESE																															
SUMMER																															
BACK TO SCHOOL																															
TWITTER																															
PINTEREST																															

[Click to view commercial.](#)



New 3.5 oz Cream Cheese Product Launch

Promotional Period:
May - Ongoing

We are working on a landing page and supporting content to promote the new 3.5 oz cream cheese product that will be hitting stores in May. We will be teaming up with one of our favorite influencers, Lolo Home Kitchen, to create a yummy recipe and custom imagery to support the product launch.



Keep an eye out and let us know how we can help support with in-store efforts. Need store signage, clings, shelf strips, or other point-of-sale materials? Let Sarah know at scarey@hilanddairy.com and we'll get them to you as soon as possible.



You're Gonna Need Milk for That



MilkPEP and GALE are teaming up to release new assets soon, encouraging using milk to fuel your workouts and challenging activities – including a “Hold My Milk” challenge that will be fun to incorporate in future events. We have been in discussion with them about creating packages for sports sponsorships that we can offer in addition to product for things like marathons, sports programs, community events, etc.

We are excited about the new direction and can't wait to share the assets as they become available.

Reminder:

MilkPEP has a number of promotional items available for order on their website. If you are in need of posters, race materials, fun giveaway items, or school posters/stickers, please contact Sarah with your request and we will get them ordered.

Here's an example of what kind of items they have available:



Got Milk? Webcam Cover – Cow Squeegee

One size - Standard webcam cover
Bring some fun and protection to kids computers with our got milk? cow webcam [...]



Got Milk? Webcam Cover With Insert Card

One size - Standard webcam cover
Our got milk? webcam cover is a stylish and popular way to cover your [...]



Got Milk? Blue Light Glasses – Fuchsia

One size - Youth Stylish computer glasses? Yes, please! Protect your eyes from the blue light given off by digital [...]



Got Milk? Blue Light Glasses – Aqua

One size - Youth/Adult Stylish computer glasses? Yes, please! Protect your eyes from the blue light given off by digital [...]



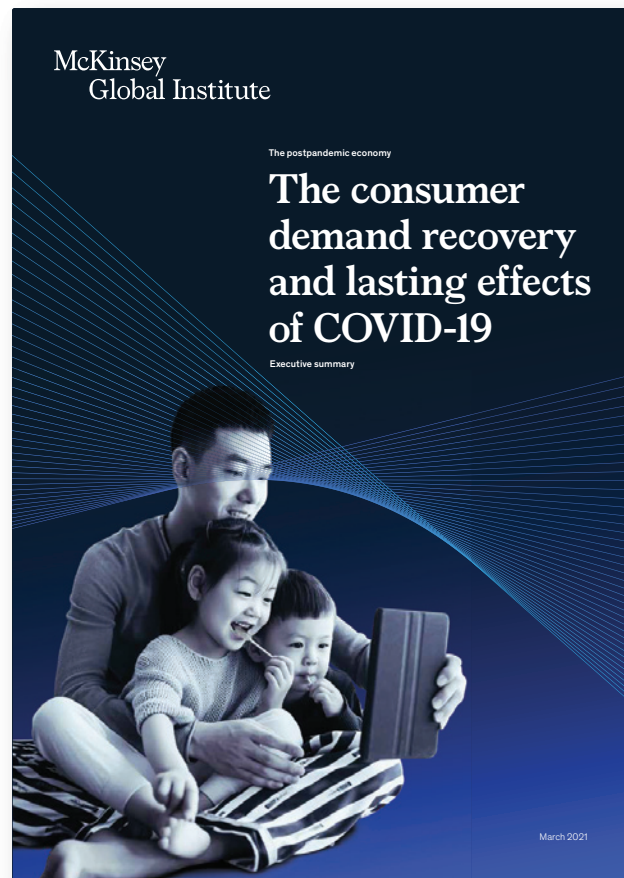
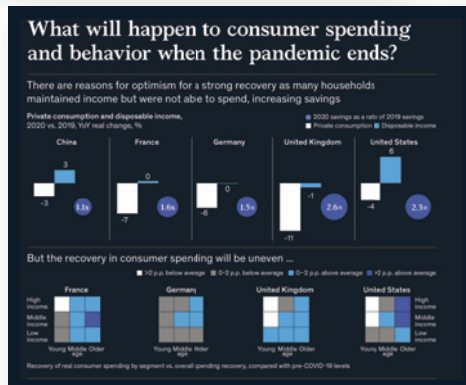
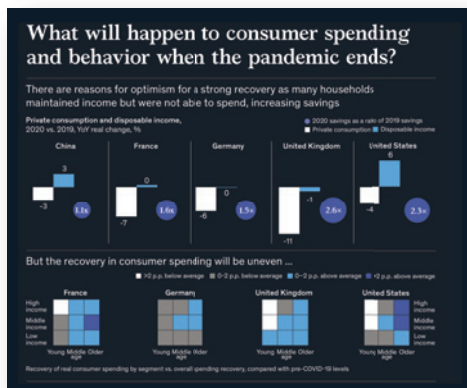
Got Milk? Face Mask – Red

One size - Youth/Adult If you have to wear a mask, look cool while doing it with got milk?. The [...]



Industry Updates

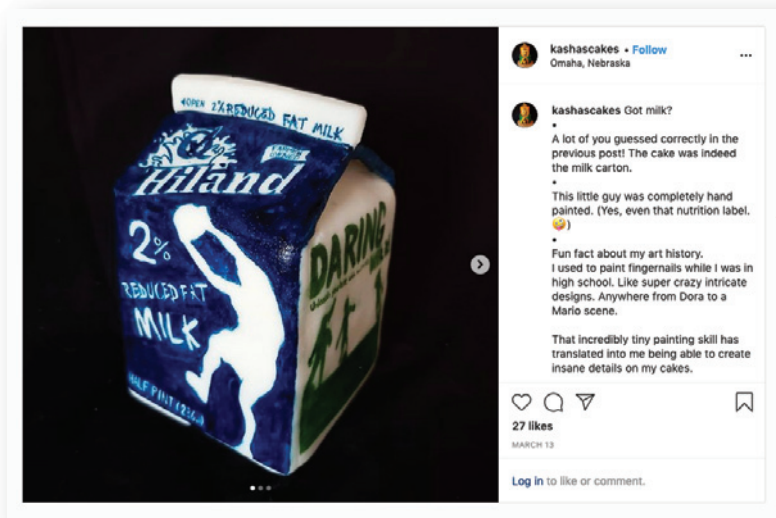
The McKinsey Global Institute release a report this month that discusses the consumer demand recovery and lasting effects of Covid 19. The report focuses on how the pandemic has forced consumers to change long-standing habits, companies to abruptly transform business models, and governments to adjust regulations to keep up with a world in flux. **While there is reason to be optimistic for a robust recovery in consumer spending once the COVID-19 virus is controlled due to pent-up demand and a significant accumulation of savings, the pandemic, like other crises, will leave a lasting mark.**



If you are interested in seeing the full report and how you can use to demonstrate dairy's place in the postpandemic economy, please email us.



Hiland Dairy Social Media



Look at this awesome cake that was made for a Hiland fan!



Hiland Omaha's Sassy Salsa dip got some local love on National Chip & Dip Day!

We want to know your news!

LinkedIn is a great way to reach our retailers and food service clients by introducing new team members or new products. We are ready to post your news!



The Hiland Sales Home

Please be sure to share this very important tool chest with your sales teams!

We are constantly updating the Sales Home with new materials. Please be sure to check the New Updates tab to see what's new! We just recently added a digital version of the new brochure, as well as a PowerPoint presentation you can customize for your sales efforts.

New Updates		
Date	File	Download
3/18/2021	Hiland 2021 Corporate Brochure (PDF)	Download
3/11/2020	2021 Sales Presentation PowerPoint Template (PPT)	Download
3/10/2020	Hiland Dairy School Products All Markets 2021 (PDF)	Download
3/9/2021	Hiland Lemonade Sale Sheet (PDF)	Download
2/26/2021	2021 February Sales Team Communication (PDF)	Download

2021 Materials Update



Elastitags

Elastitags are available to order via Sarah or Greg and come pre-packaged in quantities of 250.



Company Brochure Refresh
Please contact Sarah or Greg to order the new corporate brochure.

TheHilandSalesHome.com



2021 Materials Update



Locally Made.
Naturally Delicious.™

Sales Folders

We have made some revisions to the Sales Folder and the Springfield office has about 1,500 available to send out to markets. These are in boxes of 250. Please contact Greg or Sarah to order.



Shelf Strips

These general Hiland-branded shelf strips are available to order from Sarah.

We're Here to Help

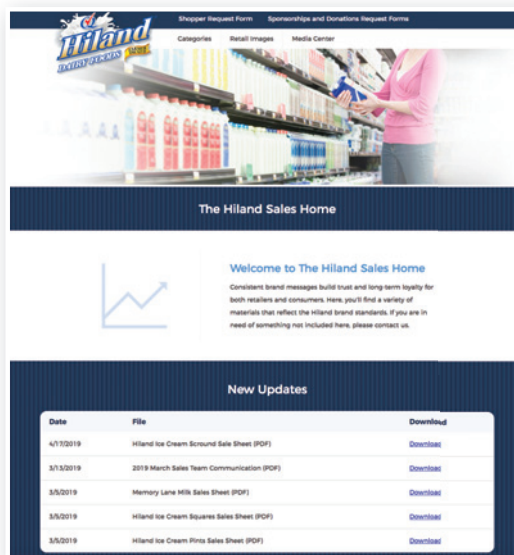
Need Marketing Assistance?

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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417-370-6451

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