

November  
2021  
Sales Team  
Communications



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

*Happy Holidays!*

*Wishing you and yours a safe  
and happy holiday season.*

- The Marketing Team





# Hiland for Every Holiday Moment

Promotional Period:

**November 15 - December 31, 2021**

This year's holiday season is expected to be extra festive as Americans are wanting to make up for scaled-back celebrations last year and is projected to have the most spending in history according to "The State of Smooth: 2021 Holidays Unwrapped" report.

We have created an engaging consumer promotion with our favorite food blogger, LoLo Home Kitchen, who has developed fun content and recipes for "every holiday moment." In addition to LoLo, we have partnered with a third-party influencer partner that will provide original content with paid amplification centered on cooking and entertaining with Hiland Dairy for the Holidays. We will work with influencers in Hiland's markets to provide a combination of recipe videos and photography that will be repurposed on Hiland's website and social channels.

Consumers will be directed to a landing page where they can sign up for a chance to win a year's worth of Hiland Dairy products and have access to recipes, savings, and more.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, Snapchat, Pinterest), digital display/native, video/connected television, traditional television, and radio will help drive awareness of and traffic to the promotional landing page.

## Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products
- Support product sales efforts
- Increase engagement and awareness

## Results as of 11/30:

- Entries: **4,460**
- Bonus Entries: **4,824**
- Email Subscribers: **3,684**
- Referrals: **165**
- Social Actions:
  - o Facebook Visits: **2,029**
  - o Twitter Follows: **753**
  - o Instagram Visits: **1,209**
  - o Pinterest Follows: **833**

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



# Hiland for Every Holiday Moment


## Digital, Social and Traditional Marketing

The media schedule will provide powerful tactics to ensure the message is heard throughout Hiland's trade area.



## Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails
- Traditional TV
- Radio

	NOVEMBER				DECEMBER				
	1	8	15	22	29	6	13	20	27
 <b>Locally Made. Naturally Delicious.</b>									
<b>DIGITAL</b>									
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith									
<b>INFLUENCER</b>									
Partnership with bloggers in key markets									
<b>DISPLAY/NATIVE</b>									
Native ads placed within cooking, Holiday and entertainment verticals									
<b>VIDEO</b>									
Pre-roll & CTV video within Holiday content									
<b>FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT</b>									
Image & Video									
<b>BROADCAST (OKC, Omaha, KC, Little Rock, Tyler, Springfield)</b>									
<b>RADIO</b> (OKC, Omaha, Kansas City, Little Rock, Springfield)									
:30 radio spots running on top stations for W 25-54									
<b>TELEVISION</b>									
:30 radio spots running on top stations for W 25-54									

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



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





# Light and Fresh *with Hiland*

## Promotional Period: February – April, 2022

We're starting 2022 off with a healthy focus on Hiland's light and fresh options like cottage cheese, yogurts and smoothies, and sour cream. We will have 6 new recipes to share with our consumers, encouraging them to try more Hiland products in their healthy lifestyles. Consumers will also have a chance to win free Hiland products and a health-themed prize pack (TBD).

Stay tuned for more information and a full promo brief in the next issue!



# Midwest Dairy's Consumer Insights Webinar



If you would like to see the full presentation, [click here](#).

## Questions:

**What is the consumer profile of those that are most interested in dairy hybrids?**

**Answer:** Those that prefer a mix of plant and animals within their dairy products in the U.S. are younger consumers, ages 18-45, possess a larger household income than the average American and are both men and women.

**If they are offering value-added products, at what point will consumers spend more?**

**Answer:** According to a recent survey, the most agreed upon reason for spending more on a product is because it is more sustainable. For example, almost 1 in 2 consumers, 46%, said they would spend more on a product with sustainable packaging.

**Back to the certifications – is there a comparison of the percentage of people who will buy a product with a label versus not?**

**Answer:** According to our recent Packaging Survey 2021 and Nutrition and Health Survey 2020

- 37% of US consumers pay attention to the environmental labels on packaging, whilst 32% do not and 30% are neutral.
- US consumers in the groups 26-35 and 36-45 pay the most attention to environmental labels, whilst consumers 18-25 and those over 46 pay the least attention to environmental labels.
- US males pay somewhat more attention to environmental labels than US females



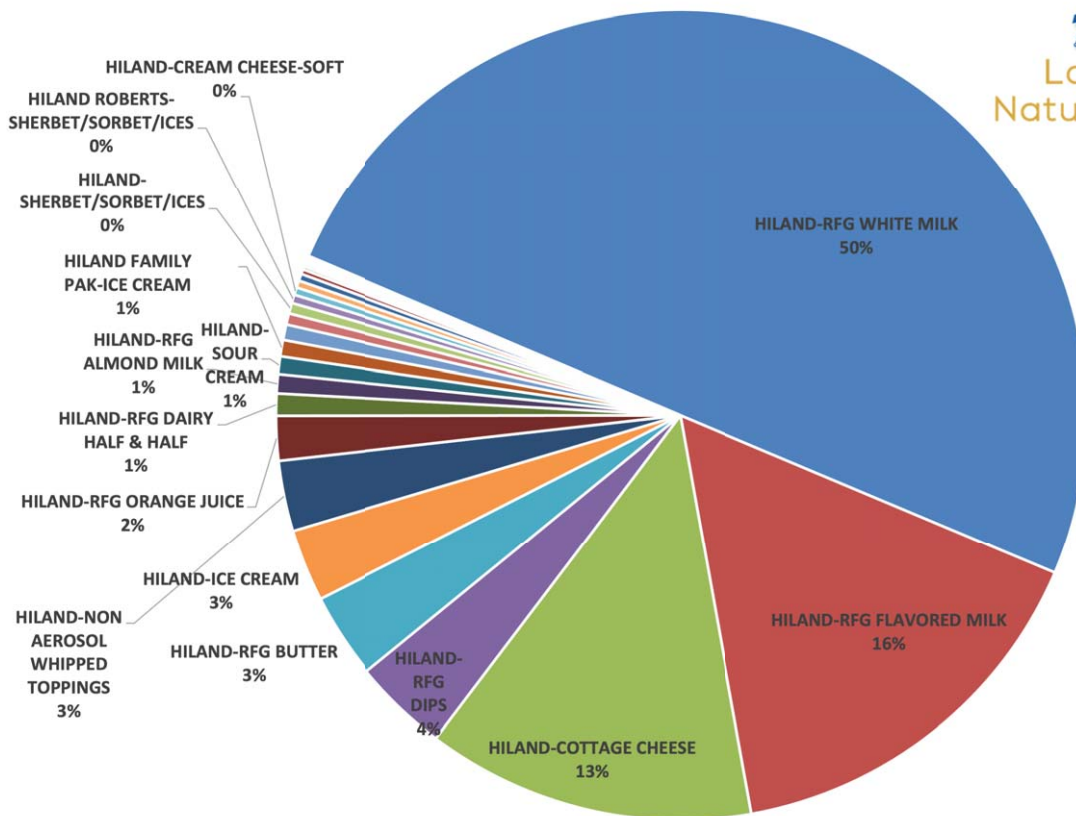
# IRI Data Available

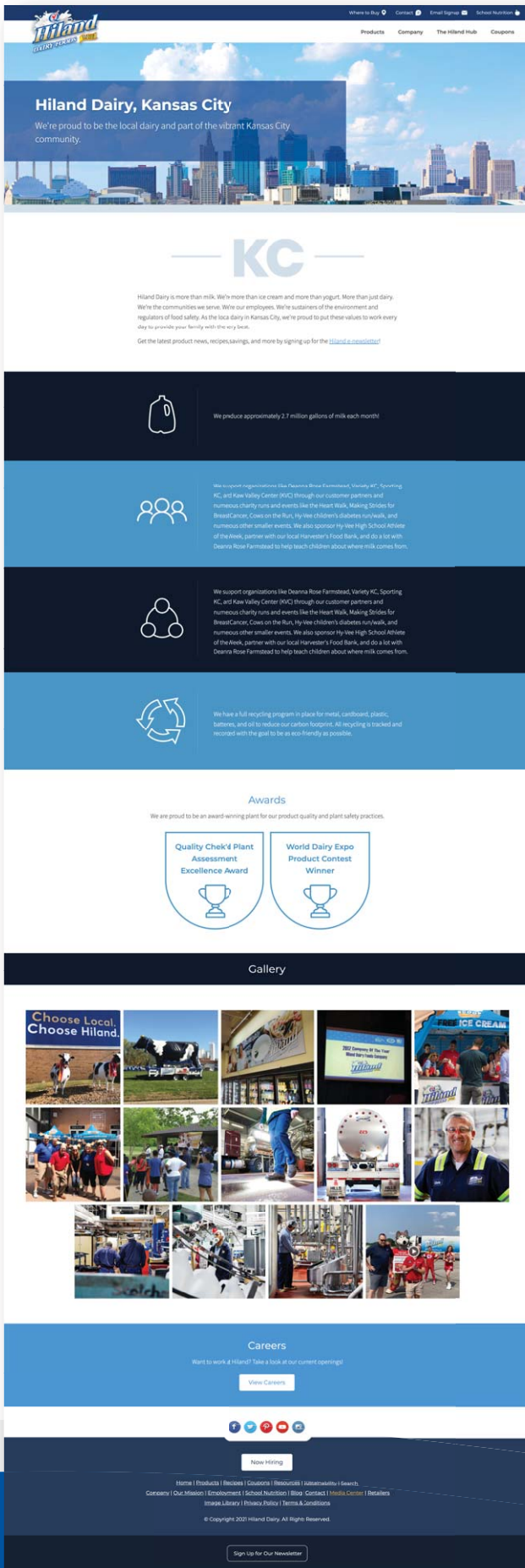
If you are preparing market presentations for your customers and need support with data, we can provide market share reports. Please request from Sarah or Kathy.

HILAND BRAND SHARE OF SALES BY PRODUCT  
IRI MULO LATEST 13 WEEKS ENDING 10.21.21



Locally Made.  
Naturally Delicious.™





# Custom Plant Pages

We are working on developing individual pages on the website for each plant. These pages will showcase things like number of employees, community involvement, photos from events, etc. Sarah has sent a questionnaire to each plant, please get your responses to her if you haven't yet as we will plan to go live with these in 2022.

Here is an example of how the Kansas City page is shaping up (not yet final).





# 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!

What's new this month?

New Updates		
Date	File	Download
11/11/2021	Lactose Free 1% Lowfat Milk (PDF)	<a href="#">Download</a>
11/1/2021	2021 October Sales Team Communication (PDF)	<a href="#">Download</a>
10/28/2021	2021 Hiland Holiday Promo Brief (PDF)	<a href="#">Download</a>
10/28/2021	Hiland 2020 Sustainability Graphic (PDF)	<a href="#">Download</a>
10/28/2021	Hiland 2020 Sustainability Efforts Fact Sheet (PDF)	<a href="#">Download</a>

## 2022 Materials Update



New Point-of-Sale  
Materials Available!  
Contact Sarah to order.

### "We Proudly Serve" Stickers

We have produced these stickers to provide to retail stores (think ice cream or donut shops, etc) that say they proudly serve Hiland. Please let Sarah know if you are interested in ordering.



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



# 2022 Materials Update

## Elastitags

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

Please check the expiration date on any elastitags you have in your possession and be sure to distribute prior to expiration date or coordinate with Sarah to send to another market if you do not plan to use them.



## Company Brochure Refresh

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



## 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.

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



# 2022 Materials Update

One serving of milk contains many of the essential nutrients your body needs, including:

Nutrient	Benefit	Daily Value
<b>CALCIUM</b>	Helps build and maintain strong bones and teeth.	25% DAILY VALUE
<b>PROTEIN</b>	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
<b>VITAMIN D</b>	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>PHOSPHORUS</b>	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
<b>VITAMIN A</b>	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>RIBOFLAVIN</b>	Helps your body use carbohydrates, fats and protein for fuel.	30% DAILY VALUE
<b>VITAMIN B12</b>	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
<b>PANTOTHENIC ACID</b>	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
<b>NIACIN</b>	Used in energy metabolism in the body.	15% DAILY VALUE
<b>ZINC</b>	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
<b>SELENIUM</b>	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% DAILY VALUE
<b>IODINE</b>	Necessary for proper bone and brain development during pregnancy and infancy, linked to cognitive function in childhood.	60% DAILY VALUE

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Hiland** DAIRY FOODS **NDC** NATIONAL DAIRY COUNCIL

Source: NIH's Food and Nutrition Assistance Program. \*Nutrient information is based on the USDA's National Nutrient Database and is subject to change. © 2021 National Dairy Council.

## Milk Posters

Interested in posters that show the 12 ways that milk can help your body? Sarah has customized and printed and can send to you.



## Shelf Strips

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

# We're Here to Help

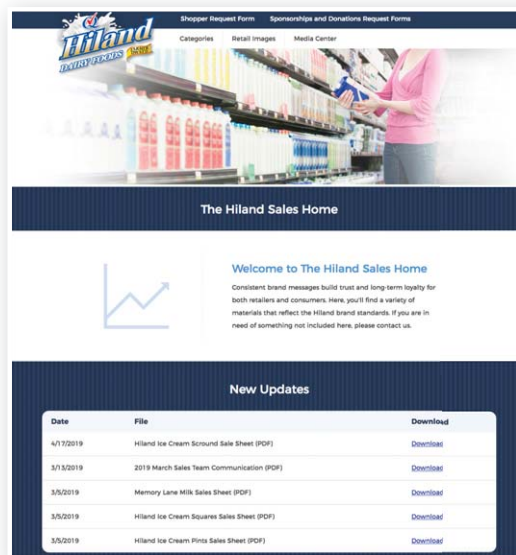
## Need Marketing Assistance?

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](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!

Sarah Carey  
scarey@hilanddairy.com  
417-370-6451

Kathy Broniecki, APR  
KathyB@envoyinc.com  
402-558-0637 ext. 107

Kelly Bentley  
KBentley@envoyinc.com  
402-558-0637 ext. 129

