

January
2022
Sales Team
Communications



TheHilandSalesHome.com



Hiland for Every Holiday Moment

Promotional Period:

November 15 - December 31, 2021

Final Results:

- Entries: **11,367**
- Bonus Entries: **11,884**
- Total Entries: **23,251**
- Referrals: **391**
- E-news Subscribers: **9,643**

• Social Actions:

- o Facebook Visits: **5,125**
- o Facebook Shares: **259**
- o Twitter Follows: **1,843**
- o Instagram Visits: **2,795**
- o Pinterest Follows: **2,121**

- Page Visits: **60,927**
- Conversion Rate: **18.6%**

Social Media Results:

Social Actions for Additional Entry:

- Facebook Visits: **5,125**
- Facebook Shares: **259**
- Twitter Follows: **1,843**
- Instagram Visits: **2,795**
- Pinterest Follows: **2,121**

Social Audience Growth for Promo Period Nov 15-Dec 31:

- Total Net Audience Growth: **1,776 +2,764.5%**
- Facebook Net Page Likes: **1,095 +2,090%**
- Instagram Net Follower Growth: **681 +5,575%**

HilandDairy.com/Holidays



Holiday Influencer Partnership



We worked with an influencer program to run a sponsored social campaign designed to increase engagement, contest entries, and awareness of the Holiday Promotion. We partnered with foodie creators across a variety of archetypes including Instagram, Facebook, and Pinterest. Showcased here is a preview of some of the high-quality photos and recipe content the influencers created, alongside some of the key performance metrics from the program. If you have any questions or you'd like to see more, please reach out to Kelly.

Performance Summary	Deliverable	Goal	Actual	Over-Delivered By:
<p>We were able to over deliver on the majority of deliverable goals. Leading the way was promoted posts engagements over achieving by 1471%</p>	Sponsored Content	27	38	41%
	Social Users (Users + Social Share Following)	1,217,500	1,612,772	32%
	Promoted Posts Impressions	159,733	459,557	188%
	Promoted Posts Clicks	976	4320	343%
	Promoted Posts Engagements	2180	34,244	1,471%

Examples of feedback from the audience, who are engaged in this product!

Looking at the positive social engagement from these posts we can see that the influencer's audience is engaged with the content and moving lower in the funnel.





Sweet, Savory Springtime

Promotional Period: **March - April 2022**

Spring is the perfect time to focus on our lighter product offerings. As New Year's Resolutions start to wane, we're here to give consumers fresh and fun reminders of how to incorporate healthy Hiland Dairy products into their lifestyles.

We've partnered with Lolo Home Kitchen to come up with six custom recipes featuring Hiland's cottage cheese, sour cream, and yogurt. The recipes range from Strawberry Cheesecake Overnight Oats to Cottage Cheese and Spinach Stuffed Chicken, each highlighting creative ways to include dairy products in a healthy diet that's not lacking in flavor.

Our "Get Healthy with Hiland" email series will be promoted on the landing page, in addition to fun recipe ideas and a signup for a chance to win our "Light and Fresh" prize pack. The "Light and Fresh" prize pack will include a blender; modern lunch box; Hiland-branded kitchen tools, cooler and thermos; and free product coupons.

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

Goals/Objectives:

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

HilandDairy.com/Spring



Sweet, Savory Spingtime


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
- Radio



 Locally Made. Naturally Delicious.	FEBRUARY				MARCH				APRIL			
	7	14	21	28	7	14	21	28	4	11	18	25
DIGITAL												
DISPLAY/NATIVE VIDEO												
Includes both pre-roll and OTT/CTV video placements												
FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT												
Image & Video												
STREAMING AUDIO												
BROADCAST (OKC, Omaha, KC, Little Rock, Tyler, Springfield)												
RADIO								100	100			
: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

See for Yourself

Visit the landing page for more details:



HilandDairy.com/Spring

MilkPEP Sales Topline

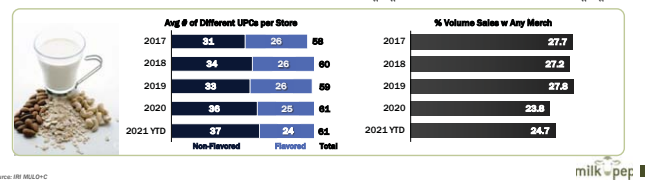
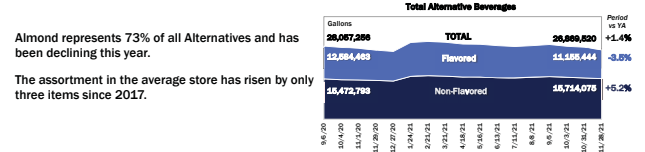


Period 12 Thru November 28, 2021

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



Overall Alternative Beverages were Up at 1.4% In Pd. 13



Key Takeaways:

- During Period 12, volume rose due to the traditional seasonal pattern; volume was -4.9mm gal/wk or -5.3% vs. '19.
- Softness (vs. '19) was driven by traditional white milk (-4.8mm/wk), offset by growth in Value Added products (+1.1mm/wk). Flavors' growth during summer has slowed in Sept./Oct.
- Using 2021 YTD to project the remainder of the year suggests this year's volume will be -4.5% or 5,161mm.

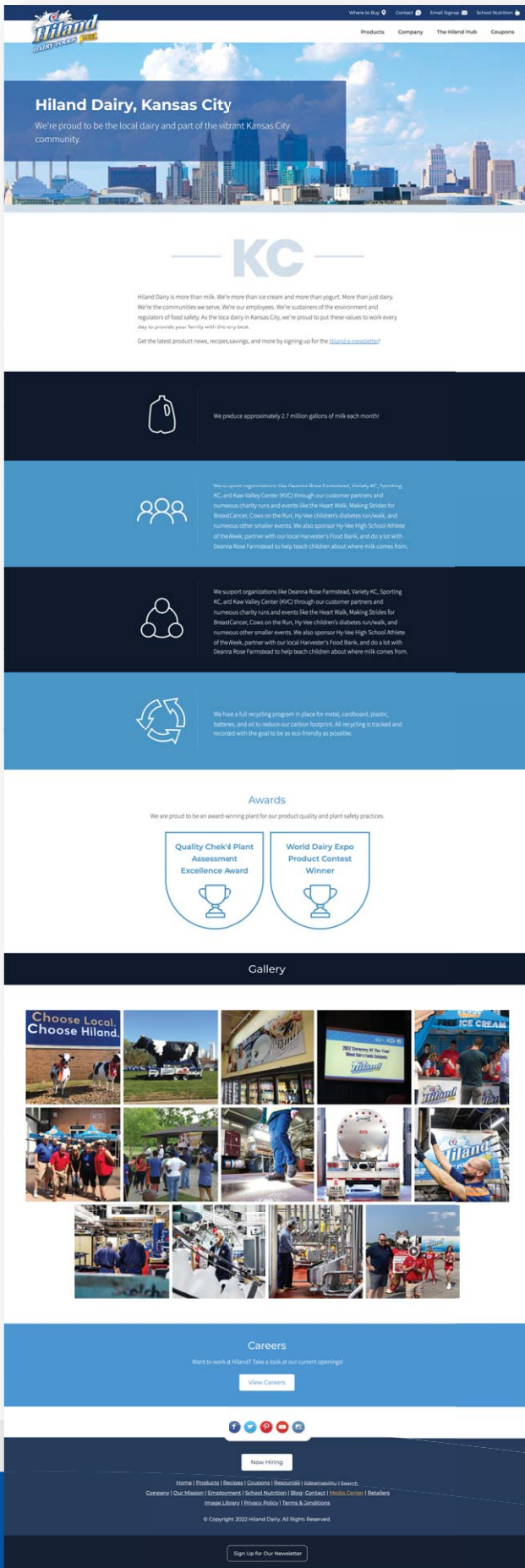
Period 13 Thru December 26, 2021

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

Key Takeaways:

- Retail sales trends in Period 13 fell -6.0%. Softness driven by traditional white (-4.6mm/wk), offset by growth in Value-Added (+1.1mm/wk).
- Flavored volume was +5.4%, reflecting the return to pre-pandemic mobility and improvement in C-store flavored milk sales. Flavored Fat-Reduced was +46% with students back in school and the return of chocolate milk for their lunches.
- Organic milk volume was down -7.4%.
- With strong Nov. results and using YTD sales, USDA is projecting full year volume will be -4.2% or 5,177mm.





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
1/20/2022	Promotional Item Catalog (PDF)	Download
1/20/2022	Hiland Creamers Sales Sheet (PDF)	Download
12/9/2021	2022 Sales Presentation PowerPoint Template (PPT)	Download
11/30/2021	2021 November Sales Team Communication (PDF)	Download
11/11/2021	Lactose Free 1% Lowfat Milk (PDF)	Download

2022 Materials Update

New Promotional Item Catalog!



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

TheHilandSalesHome.com



2022 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.



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



2022 Materials Update

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

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

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**

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.



"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.



Shelf Strips

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

We're Here to Help

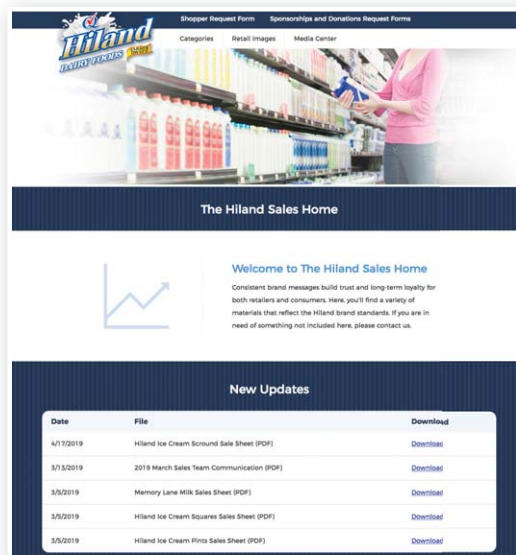
Need Marketing Assistance?

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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