

October  
2022  
Sales Team  
Communications



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





## Promotional Period: November 14 - December 31, 2022

Warm wishes, delicious dishes! We've curated a list of our most mouth-watering recipes that resonate with the season's flavors to infuse added fun and adventure into consumers' holiday celebrations. We are also excited to launch our "Indulge with Hiland" email series which features fun recipes and tips on how to take your dishes to that next level of comfort food using Hiland Dairy, from breakfast to dessert. Calories don't count this holiday season!

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, TikTok, Snapchat, Pinterest), digital display/native, video/connected/programmatic linear television, and radio will help drive awareness of and traffic to the promotional landing page where consumers can sign up for a chance to win a year's worth of Hiland Dairy products and have access to recipes, savings, and more.

We will be running a separate set of creative in our new Texas markets, with a focus on encouraging former Borden loyalists to give Hiland a try this holiday season. The ads will feature an icon representing the Borden acquisitions. The message will be subtle, warm, and inviting. .

### Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products, with a separate message for new Texas markets (formerly Borden)
- Support product sales efforts
- Increase engagement and awareness



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

# Happy Hiland-days!




## 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
- Programmatic linear TV
- Radio

	NOVEMBER				DECEMBER			
	7	14	21	28	5	12	19	26
 <span style="font-size: 1.2em; font-weight: bold;">Locally Made. Naturally Delicious.</span>								
<b>DIGITAL</b>								
Markets for digital - <i>Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport</i>								
<b>DISPLAY/NATIVE</b>								
Native ads placed within cooking, Holiday and entertainment verticals								
<b>VIDEO</b>								
Pre-roll & CTV video within Holiday content								
<b>PAID SOCIAL MEDIA</b>								
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat								
<b>TELEVISION</b>								
Programmatic linear television in key markets of Omaha/CB, Oklahoma City, Kansas City, Little Rock, Fayetteville/Ft Smith, Springfield MO, Wichita, Tulsa								
<b>AUDIO</b>								
Programmatic streaming audio across radio, podcasts, etc.								



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

Visit the landing page for more details:  
[HilandDairy.com/Holiday](http://HilandDairy.com/Holiday)



# MilkPEP Billboards in Texas



We worked out a deal with MilkPEP to pay for half of our outdoor board renewals in Tyler and Lufkin, Texas in exchange for using their new creative assets. We have 4 boards total in the markets and 2 remain fully Hiland branded.

We also have a board in the Kansas City market featuring their new soccer creative that they split payment on.

MilkPEP has posted these new boards around the country in major markets like Denver, Dallas, etc. Keep an eye out! The new creative is edgy and fun and we're excited to be a part of it.



# Industry News

CPG + Grocery Trend Watch -- [Download full report here.](#)

## What's driving household spending today?

Rising prices, supply chain delays and inflation at a 40-year high<sup>1</sup> have all affected how people engage with CPG brands and retailers. This doesn't just mean consumers are cutting back — they're scrapping long-term behaviors and finding entirely new ways to be savvy.

This makes it critical for marketers to zero in on consumer demographics and behavior.

To successfully retain and acquire new shoppers in a volatile environment, marketers need to know how different segments spend and how to capture their attention.

It's never been more difficult to achieve acquisition and retention goals

**64%**  
OF CONSUMERS  
FEEL MORE ANXIOUS  
ABOUT THE INCREASE  
IN INFLATION

**42%**  
OF CONSUMERS  
STRUGGLE TO  
AFFORD ESSENTIALS

01

BABY BOOMERS

### Preparing for the Pinch

Baby boomers are the most particular when it comes to price.

- **83%** say the increase in prices is their biggest challenge when shopping for food, health and beauty, personal care or household items online or in-store
- **36%** are most likely to switch products when preferred products aren't available
- Are less worried about lengthy shipping times (**12%**) and trading down to less expensive options (**17%**)

**BIGGEST CHALLENGES FOR ALL SHOPPERS**



# Industry News

01

BABY BOOMERS

## Preparing for the Pinch

Baby boomers have created new habits since the pandemic began, including how they discover deals and plan their shopping.

- 43% are most influenced by coupons that arrive in the mail or newspaper when shopping at a new store or trying a new product, followed by print circulars delivered to their home (38%)
- 20% have been searching for more coupons online and in print
- They shop at less crowded times of day (38%) and have been sticking to their shopping list to keep costs down (32%)

Older generations are getting comfortable with ecommerce.

An omnichannel approach to deals will pay dividends when it comes to shoppers looking to save.



43%

OF BABY BOOMERS are most influenced by coupons to shop at a new store or try a new product

02

MILLENNIAL PARENTS

## Craving Convenience

For millennial parents, times are tight.



LOWER THAN THE CONSUMER AVERAGE

67%

OF MILLENNIAL PARENTS

SAY THEIR GROCERY STORE HAS QUALITY, REASONABLY PRICED PRIVATE LABEL BRANDS

- 53% STRUGGLE TO AFFORD ESSENTIALS
- 29% SAY IT'S HARD TO FIND PREFERRED PRODUCTS
- 26% TRADE DOWN TO LESS EXPENSIVE OPTIONS
- 23% USE CASHBACK REBATES/APPS



A MISSED OPPORTUNITY when parents look for lower-priced options.

To maintain their edge, brands should disrupt the trade-down mindset by continuing to advertise to stay top of mind and to close the price gap with retailers' private label brands.



# Industry News

03

AFFLUENT SHOPPERS  
Seeking Quality + Value

## Consumer vs. industry perspective

Eighty-one percent of grocery stores rate themselves highly for having a weekly digital ad to build shopping lists, but only 48% of consumers agree.



Retailers can turn this gap into an opportunity to differentiate themselves by providing shoppers with the enhanced digital experiences they want.

Consumers are not fully satisfied with retailers' digital weekly ads. To stand out, retailers need to make their weekly ad experience dynamic and interactive.

JULIE COMPANEY

03

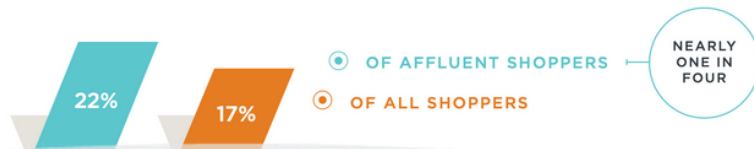
AFFLUENT SHOPPERS  
Seeking Quality + Value

Email is a highly effective tool for sharing deals with affluent shoppers.

Thirty-six percent of brands and 47% of retailers rate email as the most effective media for acquiring new buyers.

While email is seen as a top strategy, certain segments, such as baby boomers and affluent shoppers, tend to be more receptive to it. Consider re-evaluating your email marketing strategy to attract new shoppers and address the needs of specific audience segments.

EMAIL ADVERTISING INFLUENCE  
SHOP AT A NEW STORE/WEBSITE OR TRY A NEW PRODUCT



Email can be highly effective for gaining new buyers. Yet many retailers focus their email strategies on loyalty members. With loyalty at risk due to inflation, retailers need to continually work to win new shoppers.

JULIE COMPANEY  
DIRECTOR, CLIENT STRATEGY



# Industry News

New York Times Article - "Why Coupons Are Harder to Find Than Ever"



## Highlights:

- According to a New York Times article, brands and retailers are shifting away from clipped newspaper discounts, and the digital version has yet to grow fast enough to catch up, making coupons harder to find than ever. This is not good for consumers as grocery prices skyrocket.
- In 2021, 168 billion coupons circulated, across both print and digital formats. That was down from about 294 billion in 2015.
- Redemption rates of coupons declined to 0.5 percent of all print and digital coupons in 2020 from about 3.5 percent in the early 1980s
- Economists see a larger phenomenon: Increasingly time-strapped consumers don't want to deal with even small hassles to save a few dollars on toothpaste.
- The declining use of coupons and the declining redemption rates indicate a fundamental shift in consumer shopping behavior. Additional evidence that declining price sensitivity reflects a longer-run secular trend

[Full article here.](#)





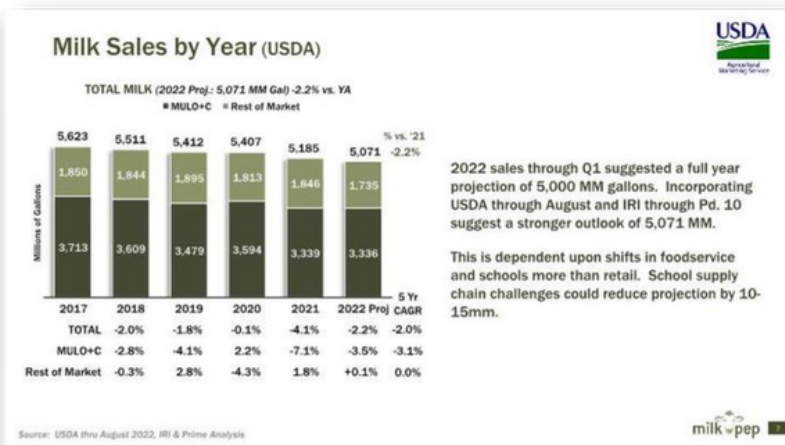
# MilkPEP

## Sales Topline



Period 10 Thru October 2, 2022

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



### Key Takeaways:

- Retail milk volume sales in Period 10 (4 weeks ending 10/2) dropped -3.2% versus the same period in 2021. Dollar milk sales grew +12.0%.
- The price of a white milk gallon increased 17.3% vs. YA.
- Lactose Free/Reduced white milk volume sales increased 5.1%.
- Organic milk declined -4.5% and flavored milk dropped -9.4%.
- The alternative plant beverage category (almond, oat, soy etc.) declined -3.7%.
- The USDA reports that all channel milk volume increased +0.8% in August 2022. This uptick comes from a calendar overlap, yielding one more selling day. YTD sales have been down -2.2% vs. '21.



# 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 check the New Updates tab to see what's new.

What's new this month?

## New Updates

Date	File	Download
10/18/2022	One More Door Tool (ZIP)	<a href="#">Download</a>
10/18/2022	One More Door How-To (PDF)	<a href="#">Download</a>
9/30/2022	2022 September Sales Team Communication (PDF)	<a href="#">Download</a>
8/30/2022	2022 August Sales Team Communication (PDF)	<a href="#">Download</a>
8/30/2022	2022 Location Map (JPG)	<a href="#">Download</a>

# Materials Update



New  
Point-of-Sale  
Materials  
Available!

Contact Sarah  
to order.



# 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 Sarah or Greg to order.



# 2022 Materials Update

**12 WAYS MILK CAN HELP YOUR BODY**

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

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

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.

## Give us a shout!

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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.

