

July
2023
Sales Team
Communications





Promotional Period: June 26 - July 30, 2023

Consumers have been feeling the hit of inflation and rising costs. We want to incentivize them to continue buying their favorite Hiland products rather than reaching for a competitor. We will be offering coupons over a five-week period for our most popular products:

Cottage Cheese | Sour Cream/Dips | Yogurt | Ice Cream

We will feature a Hiland product every week. We will have coordinating recipes, weekly emails, social support, and a coupon for that product. While the main KPI will be coupon downloads, consumers will also be able to enter for a chance to win goodies via an instant win/wheel spin on the landing page with prizes like Hiland kitchen swag and larger coupon packs.

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.

Goals/Objectives:

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





Locally Made.
Naturally Delicious.

JUNE					JULY				AUG			
29	5	12	19	26	3	10	17	24	31	7	14	21

Markets: Omaha, Kansas City, OKC, Austin, San Antonio, Tyler/Lufkin, Dallas, Houston, Shreveport, Corpus Christi, Harlington-Brownville, Laredo

DIGITAL

Display												
Native												
Paid Social - Facebook/Instagram, TikTok, Pinterest												
Video/CTV												
Streaming Audio												

BROADCAST

Programmatic Linear TV												
:30 spot schedule placed programmatically targeting Women 25-49												

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

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/savings

Monthly Sales Goal Flyers

We have added a new category to the Hiland Sales Home for the monthly sales goal flyers. We will add these for easy reference as we receive them from the marketing team.

[View Goal Flyers here.](#)



- About 36% of the U.S population has issues digesting lactose.
- Lactose-free milk provides the same 13 essential nutrients as regular milk.
- We offer several varieties of milk fat and sizes of lactose-free milk, including half pints.



LACTOSE FREE
August's Featured Product



thehilandsaleshome.com/goal-flyers



National Ice Cream Month

We teamed up with influencer, Lolo Home Kitchen, to create and amplify ice cream content during July in celebration of National Ice Cream month!



Industry News

Inflation slowing significantly across channels & categories.

[See full article here.](#)

Although Grocery, Health & Beauty and Household prices remained elevated in June, the rate of increase has leveled off significantly from 2022 highs.

Highlights for the four week period ending July 2, 2023:

- Grocery prices were up 4.3% vs. YA, three times lower than they were at the start of the year.
- Health & beauty price increases have slowed down from 2022 highs as well and currently sit at 9.5% vs. YA.
- Prices for household items were up 7.1% vs. YA, up slightly from prior weeks.

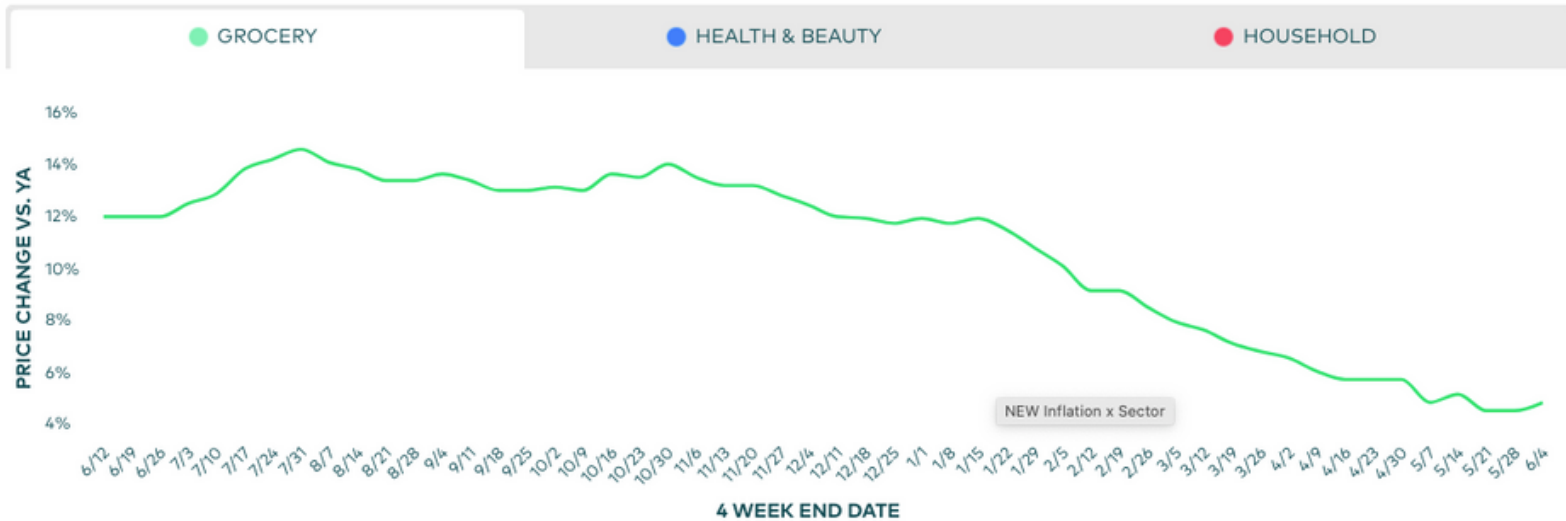
OMNICHANNEL INFLATION

Average price per item versus year-ago, rolling 4 week periods

Use buttons to choose sector or category view, tabs to toggle between sectors and hover over line for exact data points

SECTOR VIEW

CATEGORY VIEW



Numerator Insights 2022 & 2023 vs. YA, average price per item, all channels, all shoppers



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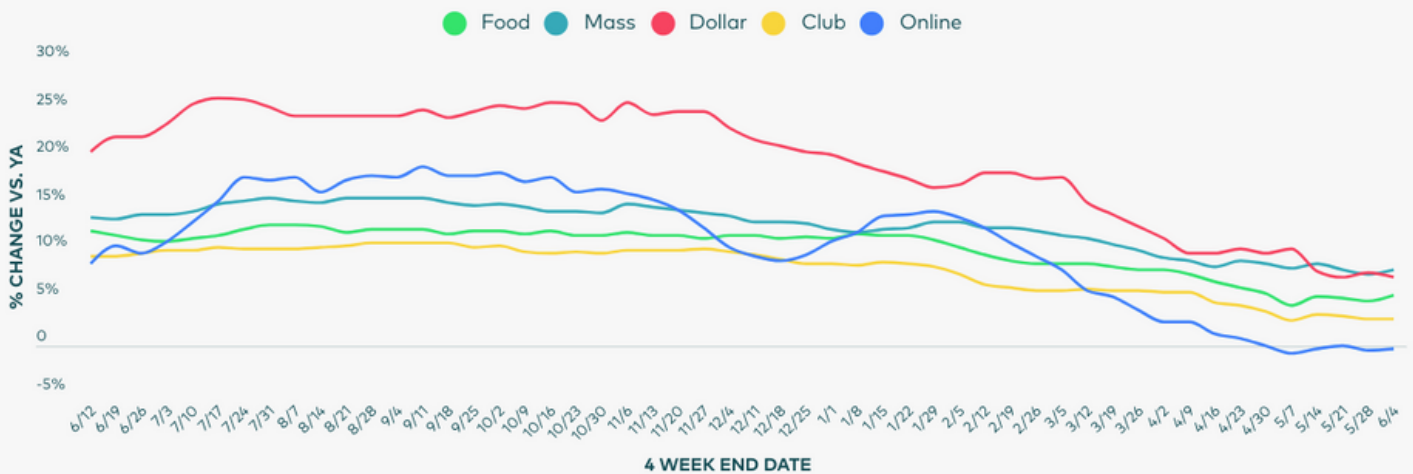
Mass and dollar channels show the highest inflation.

The mass channel is now showing the highest rate of inflation among tracked channels, outpacing the dollar channel in recent weeks. Online prices have officially dipped below year-ago levels and also below the club channel, which previously showed the lowest inflation rates throughout 2022 and early 2023.

GROCERY INFLATION BY CHANNEL

Average price per grocery item versus year-ago, rolling 4 week periods

Click channels in the legend to show / hide from chart and hover over line for exact data points



Numerator Insights 2022 & 2023 vs. YA, average price per grocery item, select channels, all shoppers



Industry News

Inflation slowing significantly across channels & categories.

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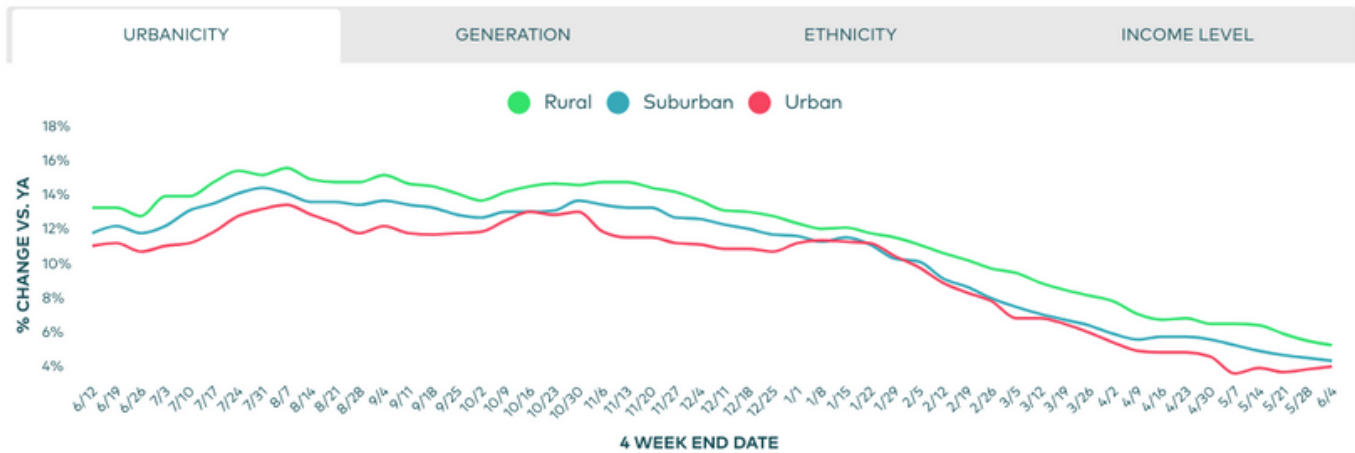
Rising prices are hitting certain consumer groups harder than others.

All consumer groups are seeing lower rates of inflation in recent weeks, but urban high income households are seeing the lowest levels compared to other consumer groups, while rural low income shoppers are experiencing higher levels.

GROCERY INFLATION BY CONSUMER GROUP

Average price per grocery item versus year-ago, rolling 4 week periods

Use tabs to toggle between consumer views and click items in the legend to show / hide from chart



Numerator Insights 2022 & 2023 vs. YA, average price per item, all channels, all shoppers



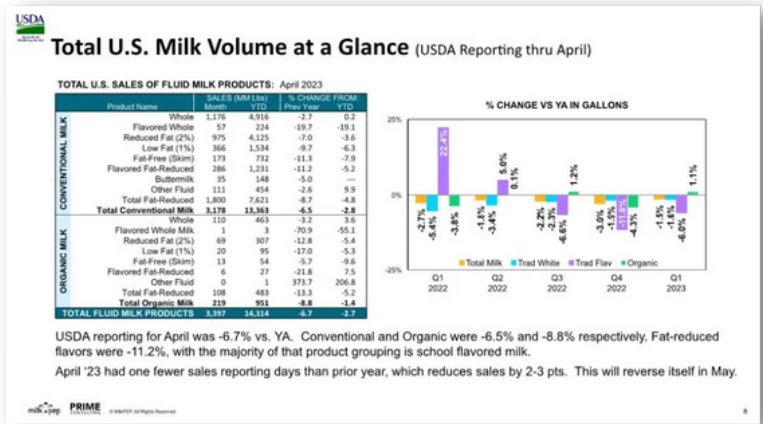
MilkPEP

Sales Topline



Period 6 Thru June 18, 2023

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



Key Takeaways:

- During Period 6, milk volume in Circana reported retail channels was -2.5% versus Year Ago, a 1.0 point improvement over the YTD trend.
- The Northeast (-1.5%) and Southeast (-1.7%) were the leading census regions in Period 6 versus YAG.
- Lactose Free/Reduced milk was the strongest growing milk variety with volume sales up 7.1% and dollar sales up 14.1% during the four-week period ending June 18, 2023.
- Traditional White Whole milk volume grew 0.6% nationally and now represents 36.3% of milk category sales.
- Supercenters/Club stores, now accounting for 1/3 of fluid milk sales, experienced a 4.3% milk volume growth during Period 6.



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
7/20/2023	Hiland Lactose Free (PDF)	Download
7/20/2023	August 2023 Product Flyer (PDF)	Download
7/6/2023	June 2023 Hiland Sales Team Communication (PDF)	Download
7/3/2023	July 2023 Product Flyer (PDF)	Download
5/30/2023	June 2023 Product Flyer (PDF)	Download

Materials Update



New
Promo Items
and Point-of-
Sale
Materials
Available!

Contact Greg
Stephenson to
order.



Marketing Materials Catalog and Order Form

A new marketing materials catalog and order form document has been uploaded to The Hiland Sales Home. This is a great at-a-glance look at the event and promotional materials that are available to you. Please contact Greg Stephenson to order.

[Download the catalog here.](#)

EVENT MATERIALS – 10' X 10' TENT WITH SPLASH LOGO & TAG LINE (CAN REQUEST)



MARKETING MATERIALS



SUSTAINABILITY FOLDER

H. R. MATERIALS



NOW HIRING DRIVERS POSTCARD

EVENT MATERIALS – FLOOR BANNERS



DRIVEN BY CARE
(CAN REQUEST)



SUSTAINABLE COW
(CAN REQUEST)



MORE THAN MILK



Materials Update



Company Brochure Refresh

Please contact Greg Stephenson to order the new corporate brochure.

Elastitags

We have new elastitags for 2023. Please contact Greg Stephenson to order.

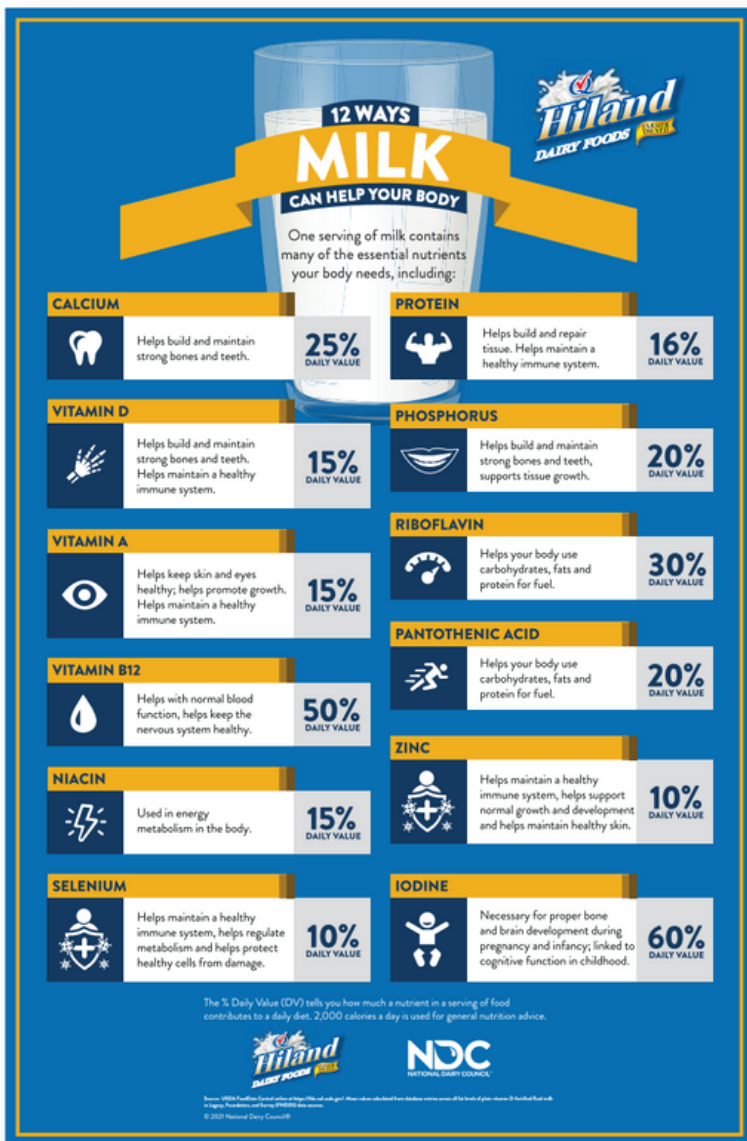


Sales Folders

These are in boxes of 250. Please contact Greg to order.



Materials Update



12 WAYS MILK CAN HELP YOUR BODY

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% DAILY VALUE
PROTEIN	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
VITAMIN D	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
PHOSPHORUS	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
VITAMIN A	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE
RIBOFLAVIN	Helps your body use carbohydrates, fats and protein for fuel.	30% DAILY VALUE
PANTOTHENIC ACID	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
VITAMIN B12	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
ZINC	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
NIACIN	Used in energy metabolism in the body.	15% DAILY VALUE
SELENIUM	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% DAILY VALUE
IODINE	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 FARMER OWNED
NDC NATIONAL DAIRY COUNCIL

Milk Posters

Interested in posters that show the 12 ways that milk can help your body? Please contact Greg Stephenson 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 Greg know if you are interested in ordering.



Shelf Strips

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



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!

Please note new marketing roles and responsibilities:

Greg Stephenson, Community & Sales Specialist

gstephenson@hilanddairy.com

- Promo items, point-of-sale materials, event support, sales contests, calendar orders, fleet design.

Trudy Fugitt, Packaging & Marketing Specialist

tfugitt@hilanddairy.com

- Package design, coupons, hiring efforts, plant signage/flyers, communication boards, event creative.

Give us a shout!

Sarah Carey,
Marketing Manager

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

We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

