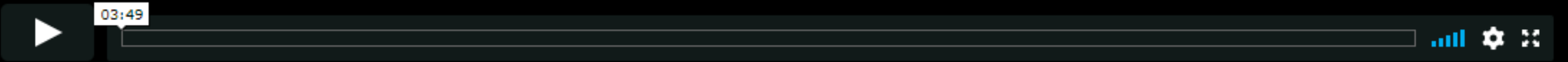



MORE

03:49



A video player interface with a dark background. On the left is a white play button. To its right is a white progress bar. Above the progress bar, the time '03:49' is displayed in white. On the right side of the player, there are three icons: a blue signal strength indicator, a white gear for settings, and a white full screen icon.



A man and a woman are shown in a workshop setting. The man, in the foreground, is holding a sparkler that is actively producing bright sparks. The woman is in the background, looking towards the camera. The overall atmosphere is one of collaboration and industry.

Coordination, Collaboration and Co-Creation

A UNIFIED VOICE TO PROPEL THE INDUSTRY FORWARD

Today's Speakers



Julia Kadison
Chief Executive Officer,
MilkPEP



Beth Engelmann
EVP, Chief Marketing and
Communications Officer,
Dairy Management Inc.



Serena Schaffner
Senior Vice President of
Communications, Dairy
Management Inc.



Victor Zaborsky
Vice President of
Marketing, MilkPEP

A close-up photograph showing a hand splashing water into a stream of water flowing from a pipe. The water is captured in motion, creating a misty spray. The background is dark and out of focus.

marketplace pressures
stronger than ever

A close-up photograph of a person's hands holding a small globe. The globe is covered in a heatmap overlay, with colors ranging from blue (cooler) to red and yellow (warmer). The continents are visible, with the Americas and Europe showing significant warming. The text "the world has changed" is overlaid in white, lowercase letters across the center of the globe. The background is a blurred blue and white pattern.

the world has changed



the dairy community is coming together
like never before

COORDINATION

COLLABORATION

CO-CREATION

coordinated insights to drive strategy

sparks & honey

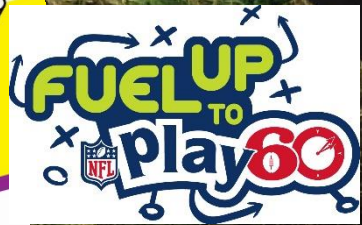


IRi

Growth delivered.



Shared focus
on kids



working together
to nourish
those in need



GREAT AMERICAN
milk drive™

milk^{TO}_{MY}plateSM

A man and a young girl are in a grocery store aisle. The girl is pointing her right hand towards a shelf of products. The man is standing behind her, looking in the same direction. The background is filled with shelves of various products, and the lighting is warm and focused on the subjects.

partnering to
revitalize milk
at retail

A man with a beard and a young girl are laughing together. The man is on the left, wearing a light blue button-down shirt, and the girl is on the right, wearing a light blue halter top and a green headband. Both are holding white cups. The background is a light-colored wall with horizontal lines.

...and joining forces
to reignite passion
for milk and dairy



**DMI + MilkPEP
coalesce around "real"**



cultural fuel

The prevalence of "fake"
clouds reality.

human truth

Conflicted health seekers
vacillate on their food POV.
They're skeptical and rely on
others for perspective.

brand truth

There is no substitute for
real dairy – Simple. Good.
Nutritious. Period.

insight

We crave authenticity, yet "real" has become a needle in a haystack causing consumers to doubt their choices.



what milk stands for

milk's
unique position

purpose

(and i love it)

pleasure

(and it's good for me)

realness

people crave authenticity

in a world where so much is 'fake'

MILK'S BRAND PROMISE

to inspire people to
savor what's real and
really matters

Dairy. Share what's real.
Milk. Love what's real.



Milk. Love what's real. through the eyes of...

moms

Nurture and connect with my family over what's real.

Real enjoyment of food / drink

Real nutrition

Real moments together

kids

Enjoy doing more of the things I really love to do.

Real enjoyment of food / drink

Real energy / strength

Real experiences

exercisers

Recover well so I can do more of what I love to do.

Real science / natural / simple

Really good taste

Real athletes / success

Undeniably Dairy objective

Grow trust and relevance

target audience

Conflicted health seeker

message pillars



Responsibly
produced



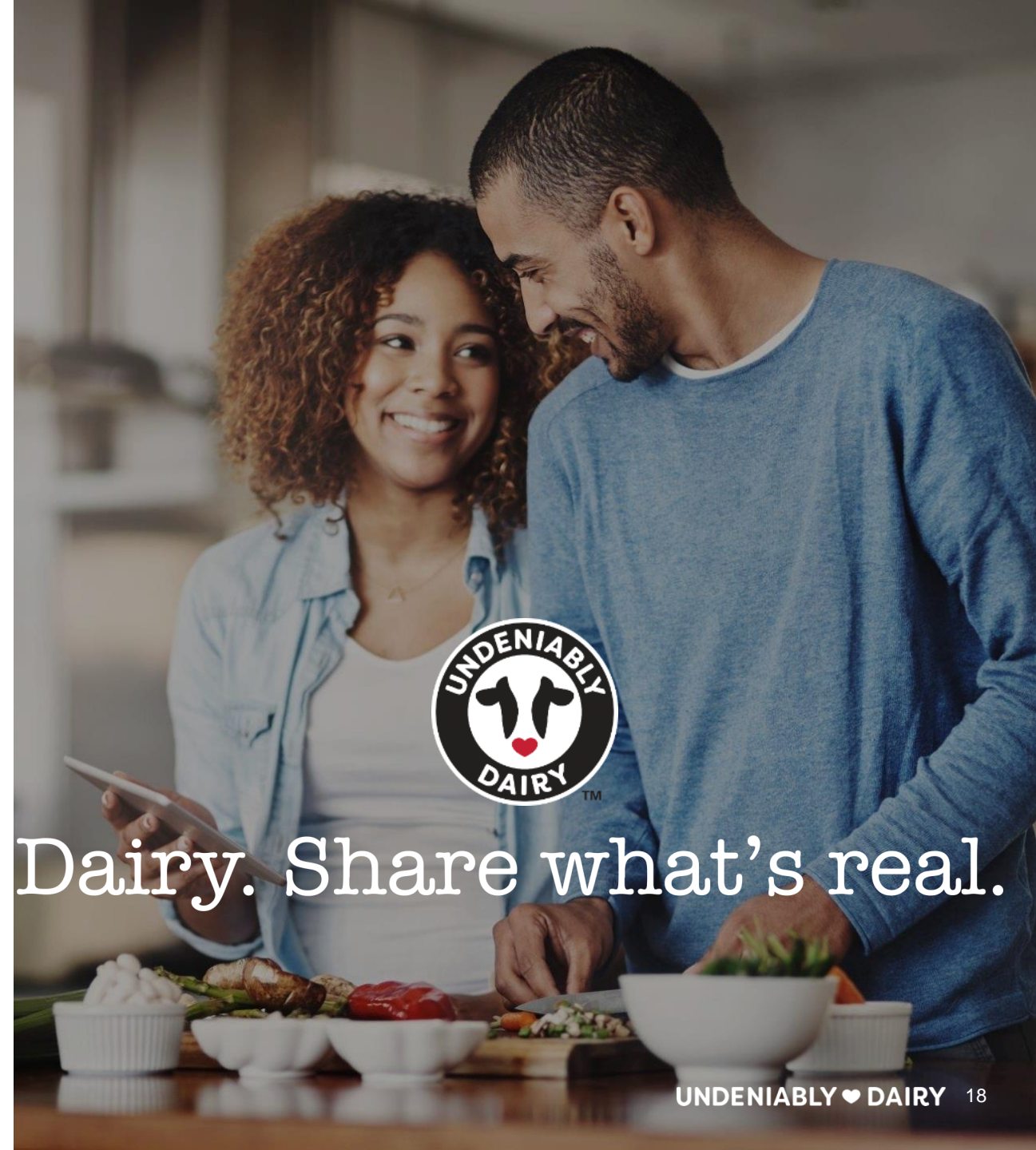
Nutrient
rich



Locally
driven



Real
enjoyment



Dairy. Share what's real.

complementary and coordinated programs

2019

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Milk. Love what's real.

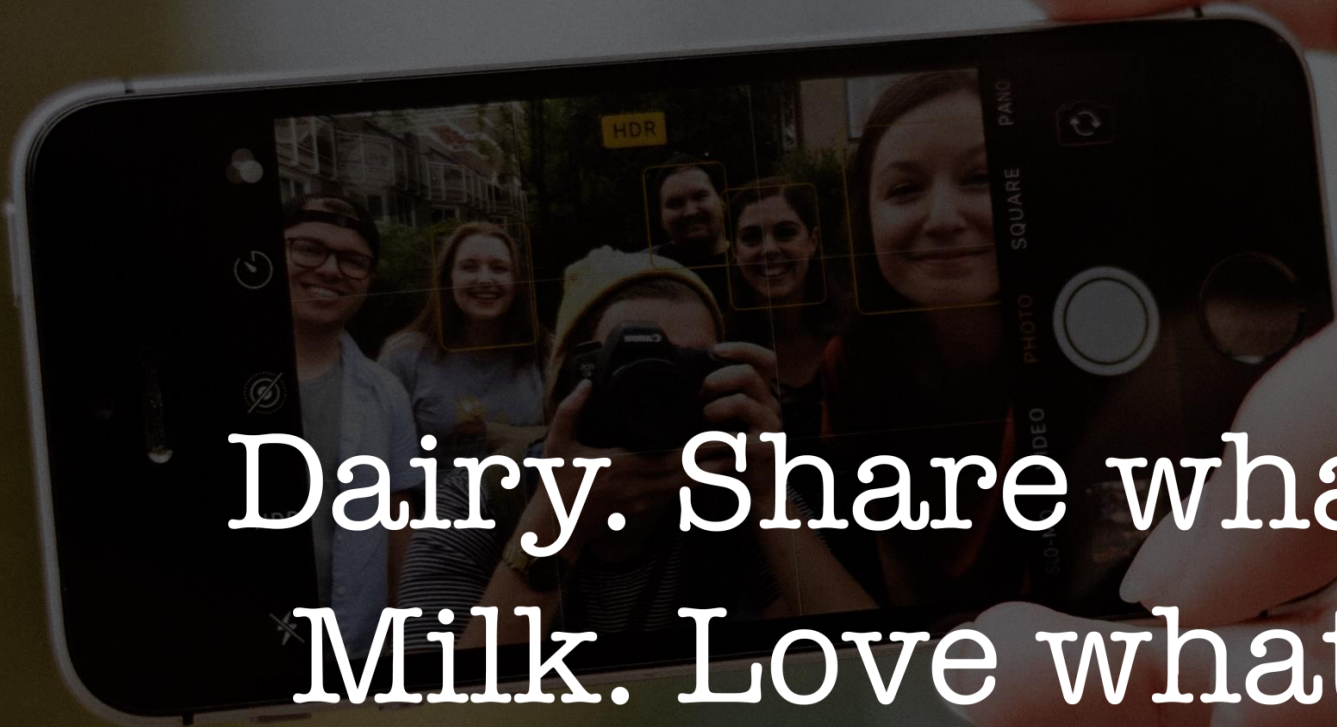
milk life®

milk life®

milk life®

Dairy. Share what's real.



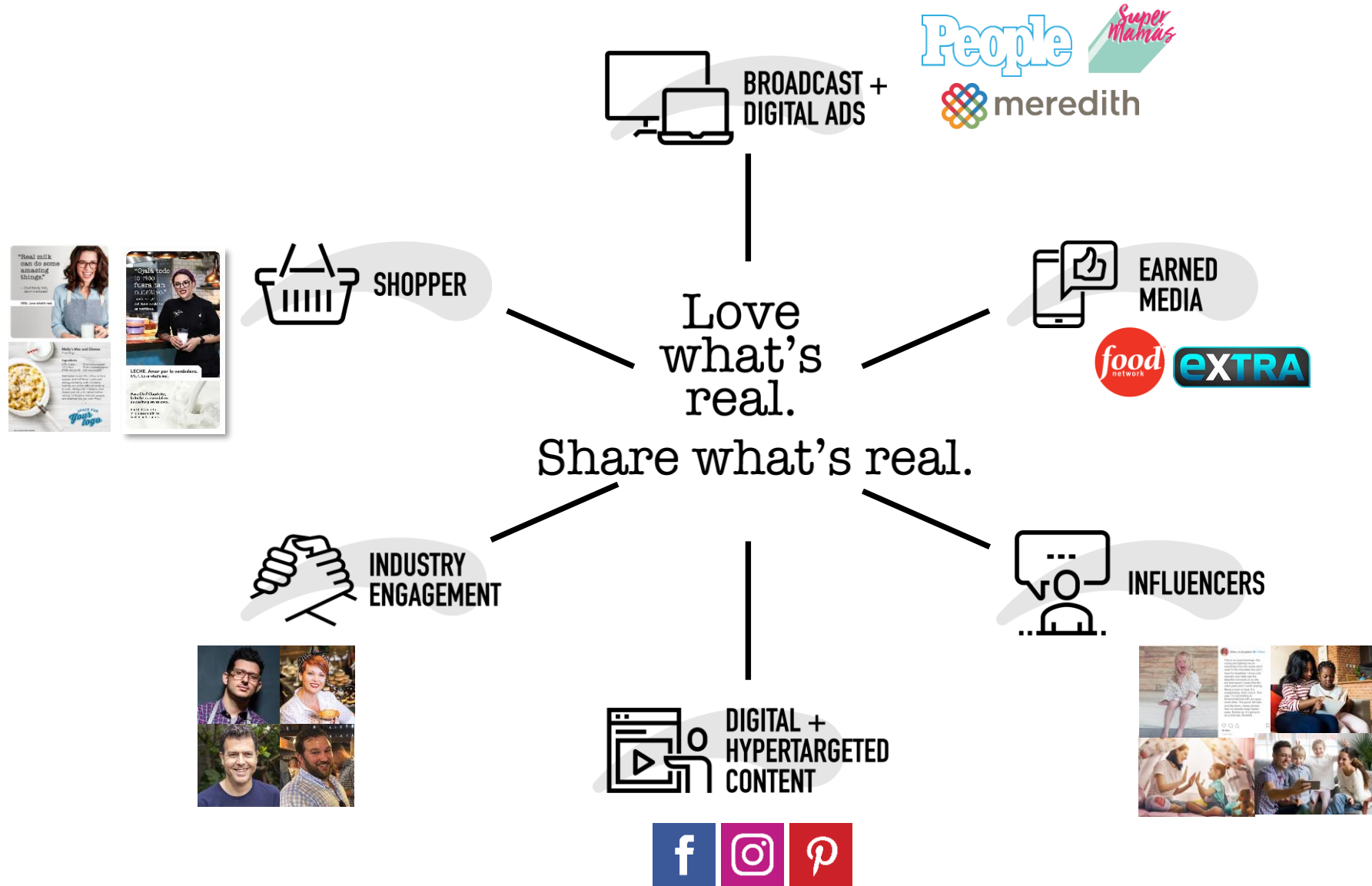


Dairy. Share what's real.
Milk. Love what's real.

CAMPAIGN LAUNCH

Joint launch moment
influencer event and more...

Extensions through Q1
including Super Bowl + influencer activation





milkpep



LAUNCH





Revealed The secret in in America loved

AI-fueled image recognition
milk was, in fact, one
foods on Instagram (of
food posts)

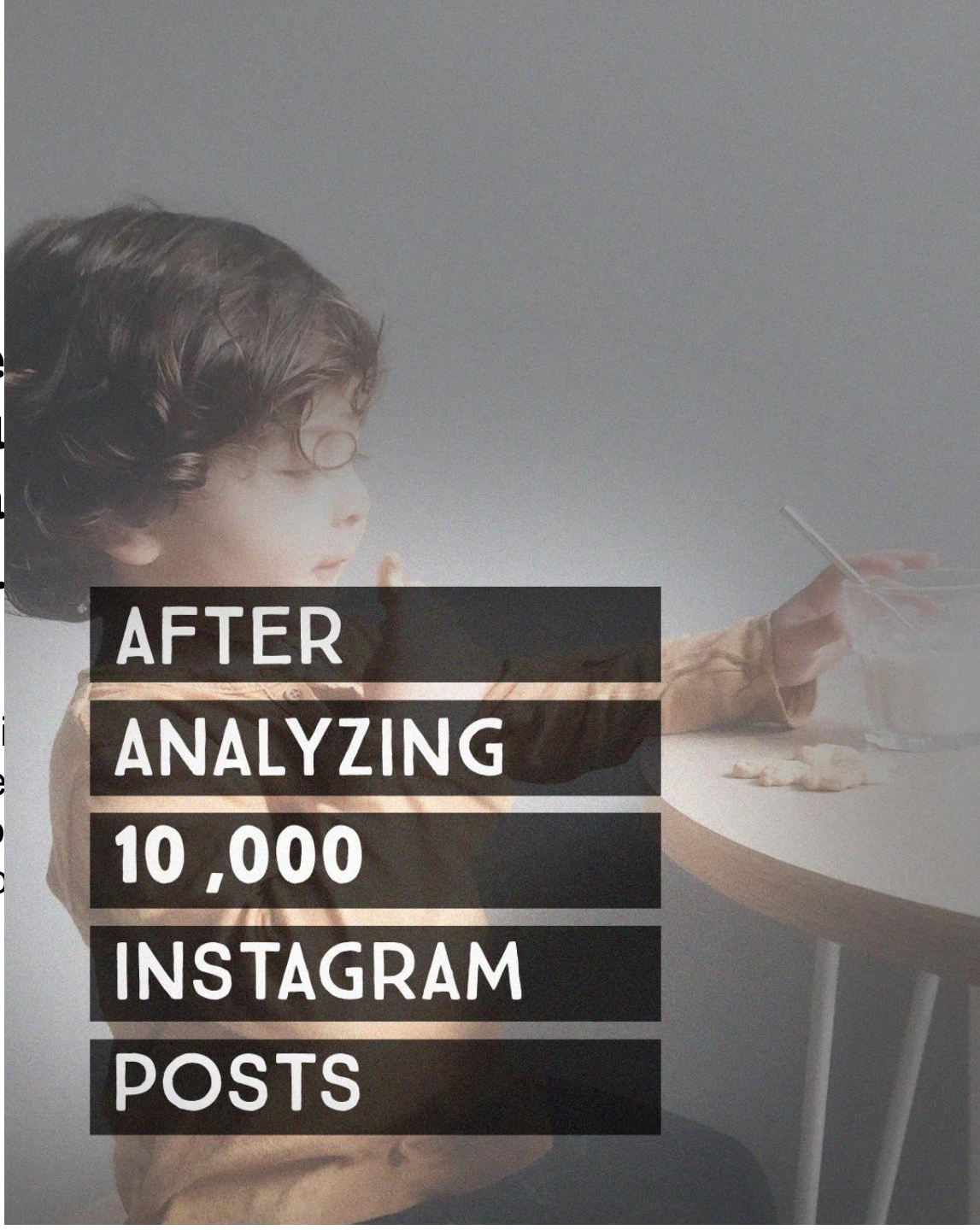
AFTER

ANALYZING

10,000

INSTAGRAM

POSTS



“Real milk
can do some
amazing
things.”

– Chef Molly Yeh,
dairy milk enthusiast

Milk. Love what's real.

celebrity
chef
influencer



from Brooklyn to the barn influencer launch event



Abigail Copenhaver, NY

BROOKLYN

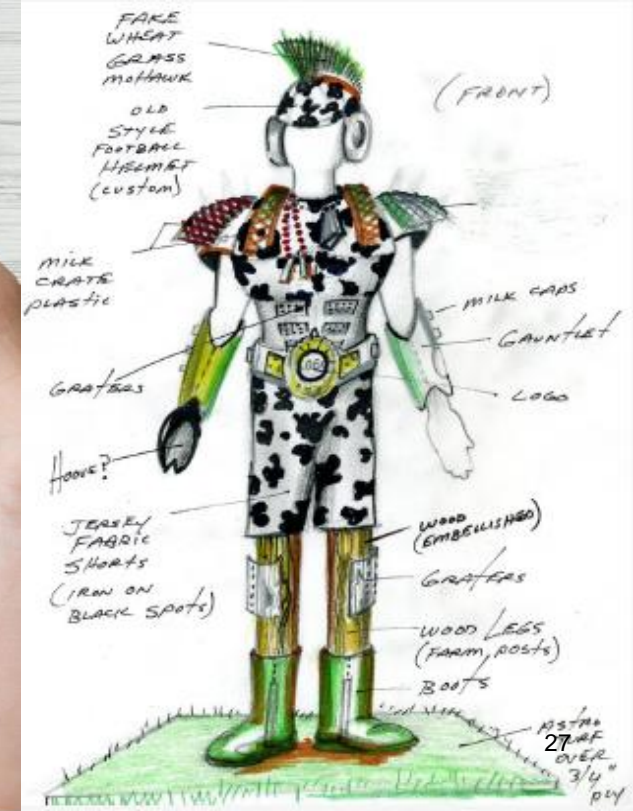
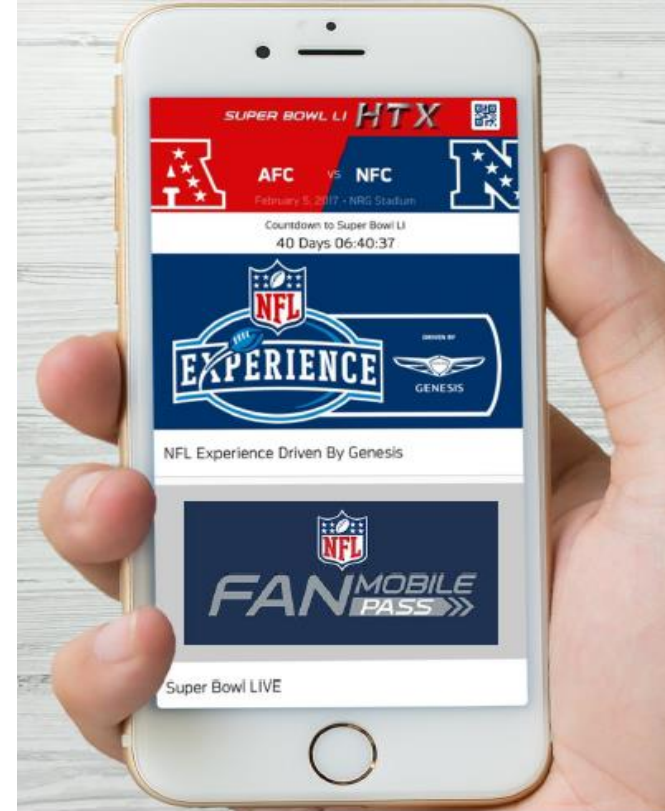


milk life®

Super Bowl LIII

Remind consumers that dairy is surprisingly fun at any celebration – win or lose!

- Share delicious real dairy through a pop up at the NFL Experience through the Undeniably Dairy food truck serving grilled cheese and chocolate milk.
- Spark dairy advocacy and share some real dairy fun via photo opportunity with life-size Super Dairy Fan.
- Tap into humor and cultural relevancy of Super Bowl spots through digital content featuring dairy referees making the calls on “Dairy Infractions.”



March nutrition month

Extend the launch and the power of influencers to take consumers beyond the label and find out how real food is made.

- Host high-impact, culturally-relevant influencers in a socially shareable experience, while discussing why nutrition is more than what's on the package.
- Bring popular pop-culture influencers, through a docu-style series, to discover for themselves how care for the land and animals helps dairy farmers make a high-quality product.



sharing real milk love with those in need

JUNE DAIRY MONTH

**High-reach
national
consumer
attention**

with high-profile
celebrity

**National
partnership**

to extend reach
and impact

**Retail
extensions**

to bring the
message in-store

**Grassroots
activation**

to connect with
Americans
coast to coast

National Dairy Month



Invite everyone to join dairy in bringing real food to kids who need it most.

Rally around World Milk Day kicking off National Dairy Month

Launch a “Real Love Convoy” with celebrity partner to excite media and gain consumer participation

Rally dairy community and consumer participation through truck wraps and social media content and activities



milk life®



GREAT AMERICAN milk drive™

complementary and coordinated programs

2019

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Milk. Love what's real.

milk life®

milk life®

milk life®

Dairy. Share what's real.



Dairy. Share what's real.
Milk. Love what's real.

more reach, more impact



Two glass bottles of milk are shown against a dark grey background. The bottle on the left contains white milk, and the bottle on the right contains chocolate milk. Both bottles have a paper straw with a brown and white striped pattern inserted into the top. The text "THANK YOU!" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

THANK YOU!