MORE
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Coordination, Collaboration and Co-Creation

A UNIFIED VOICE TO PROPEL THE INDUSTRY FORWARD

Today's Speakers

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Vice President of Marketing, MilkPEP

marketplace pressures
stronger than ever

the world has changed

the dairy community is coming together like never before
COORDINATION
COLLABORATION
CO-CREATION

coordinated insights to drive strategy

Shared focus on kids

FUEL UP TO Play 60

working together to nourish those in need

GREAT AMERICAN milk drive℠

milk TO MY plate℠

partnering to
revitalize milk
at retail

…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.

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.
UNDENIABLY DAIRY
milk pep

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

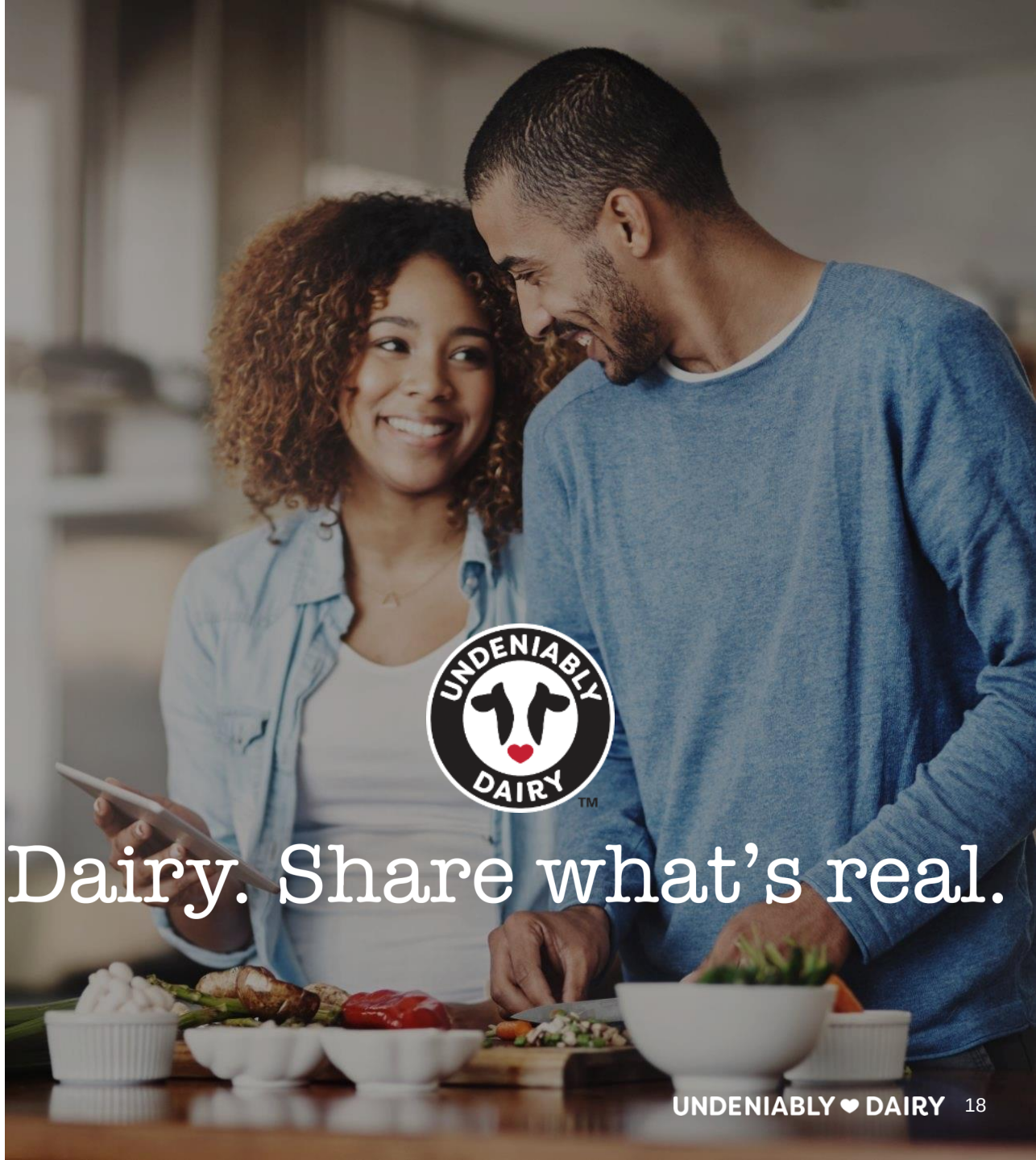
Grow trust and relevance

target audience

Conflicted health seeker

message pillars

- Responsibly produced
- Nutrient rich
- Locally driven
- Real enjoyment



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.

UNDENIABLY DAIRY™ UNDENIABLY DAIRY UNDENIABLY DAIRY™

LAUNCH

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

BROADCAST + DIGITAL ADS

People

Super Mamás

meredith

SHOPPER

EARNED MEDIA

food network

EXTRA

Love what's real.

Share what's real.

INDUSTRY ENGAGEMENT

INFLUENCERS

DIGITAL + HYPERTARGETED CONTENT

LAUNCH

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AI-fueled image recogniti
milk was, in fact, one
foods on Instagram (o
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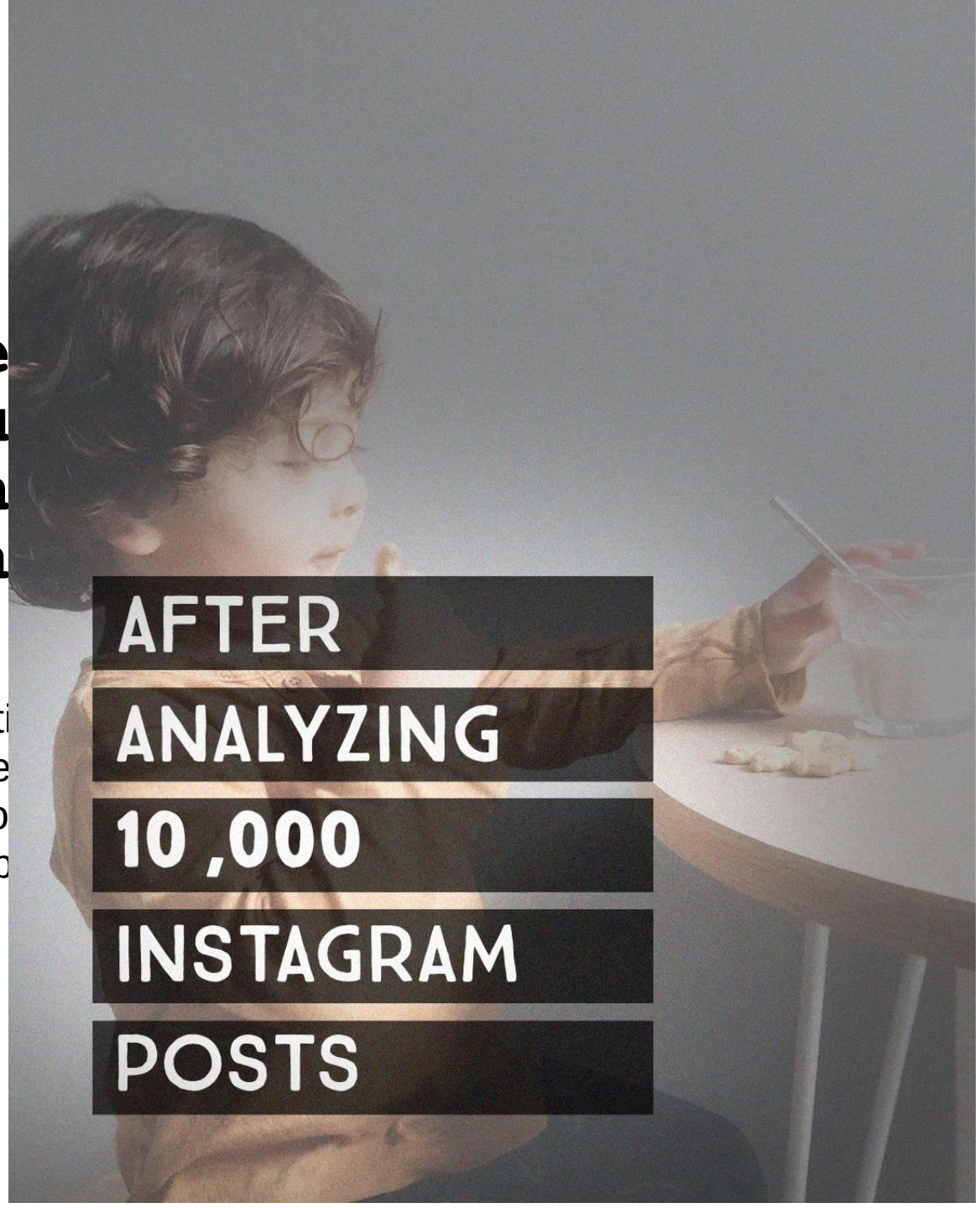


celebrity
chef
influencer

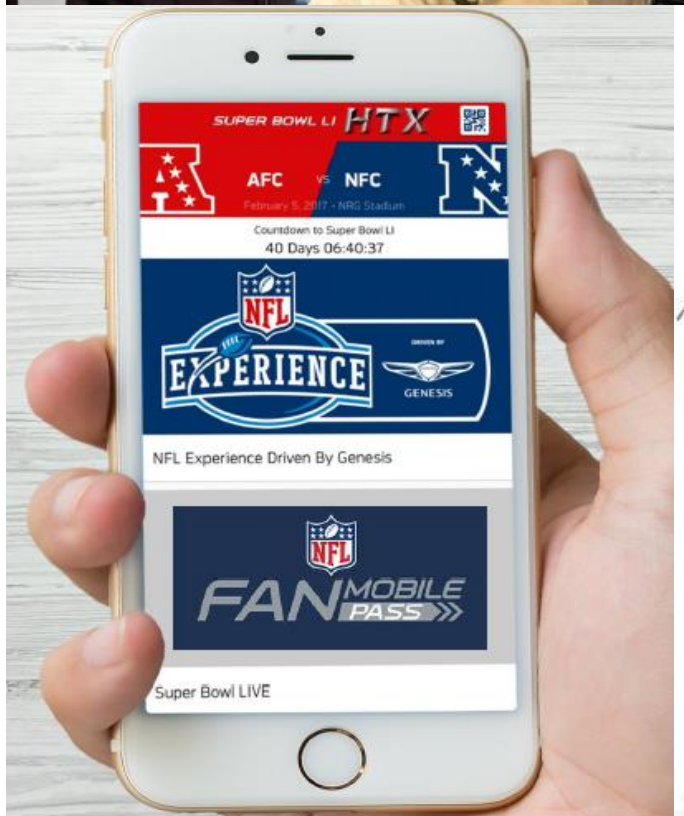
from Brooklyn to the barn influencer launch event

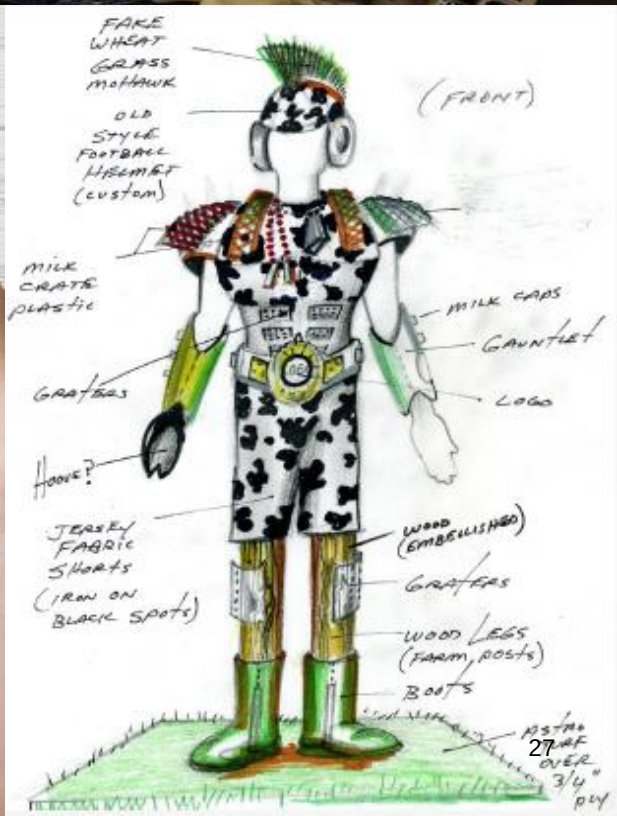
milk life®

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

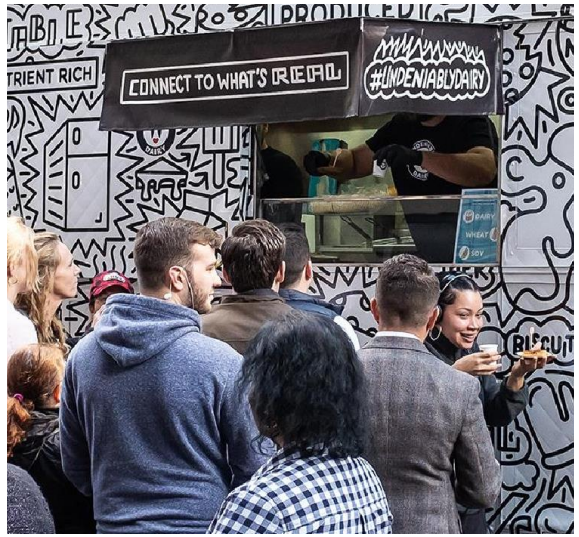
High-reach national consumer attention
with high-profile celebrity

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

UNDENIABLY DAIRY™ milk life® FEEDING AMERICA® GREAT AMERICAN milk drive℠

complementary and coordinated programs

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milk life® milk life® milk life®

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Milk. Love what's real.

more reach, more impact

DAIRY MANAGEMENT INC.™

milk pep

THANK YOU!