

The Ride of Your Life



Promotional Period: March 2018 – June 2018

Hiland Dairy is sending two lucky families on a road trip vacation to Silver Dollar City, home of Hiland's Outlaw Run Ice Cream and our new Time Traveler Ice Cream. In addition to the two vacation giveaways, we're giving away 50 "I ♥ Hiland" bumper stickers with a free 48 oz. ice cream coupon on the paper backing once the sticker is pulled off. Consumers who interact with our #RideWithHiland on social media will have a chance to win a bumper sticker.



Two Giveaways:

- 5 front-of-the-line park passes to Silver Dollar City
- Hotel accommodations
- \$150 prepaid gas card
- \$50 coupon pack for Hiland Dairy products
- Cooler to keep farm-fresh Hiland Dairy snacks cool on the ride

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Digital, Social and Influencer Marketing

We reach consumers where they are by using a mix of digital display ads; pre-roll video; and native, social media placements. We also use influencer marketing, where we partner with bloggers to create original content and recipes using Hiland Dairy products and ingredients. Additional media support includes radio, cable and FSIs.

Media Support

- Digital ads
- Social media ads
- Homepage banner
- Campaign landing page
- Social media cover photos
- Social media strategy
- Pre-roll video
- Influencer partnership
- Radio
- TV
- FSI
- Public relations

See for Yourself

Visit the landing page for more details:
HilandDairy.com/Ride

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

