

FLUID MILK MARKETING PROGRAM



Scottie Mayfield



Bob Earle

Today's Agenda

- Fluid Milk Program Overview
 - Scottie Mayfield
- Local Market Programs
 - Bob Earle

The Fluid Milk Program

The Producers and Milk Processors have joined forces, leveraging their combined resources against one common goal...

Increase Milk Sales

DMI/MilkPEP Integrated Effort

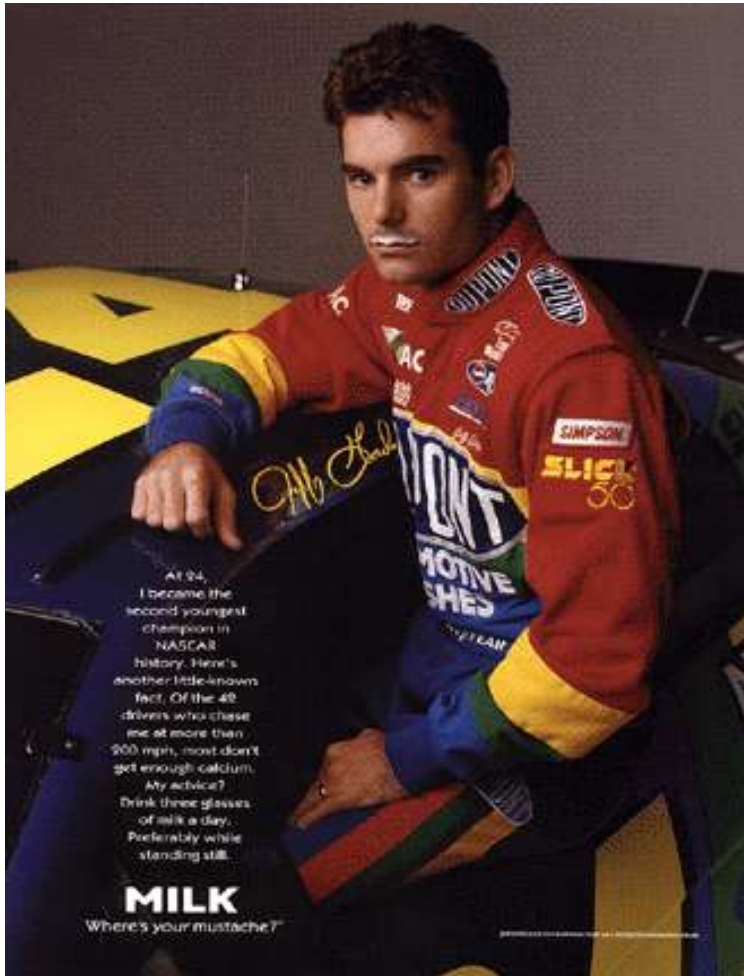
- Based on research to determine common strategy
- Combined funds = \$186 MM
- Joint Management Team
 - DMI/MilkPEP Staff
- Executive Oversight Committee
 - 6 DMI Board Members
 - 6 MilkPEP Board Members

Build On The Power of Two Campaigns

Leverage “got milk?” And Mustache Equity

- High-Visibility, High Profile
 - Strong Consumer Impact
- Effectively reach all target audiences

Adults



At 24,
I became the
second youngest
champion in
NASCAR
history. Here's
another little-known
fact. Of the 42
drivers who chase
me at more than
200 mph, most don't
get enough calcium.
My advice?
Drink three glasses
of milk a day.
Preferably while
standing still.

MILK
Where's your mustache?™

© 2002 National Milk Processor Promotional Board. All rights reserved.



The general populace isn't merely lacking culture, it's lacking calcium. In fact, 60% of men and 90% of women don't get enough. The enlightened among us, however, drink 3 glasses of milk a day. A practice that can prevent a Freudian condition known as "calcium envy."

got milk?

© 2002 National Milk Processor Promotional Board. All rights reserved.

Moms



Chocolate milk is a fun and nutritious treat for your kids and has all the vitamins and nutrients of regular milk.

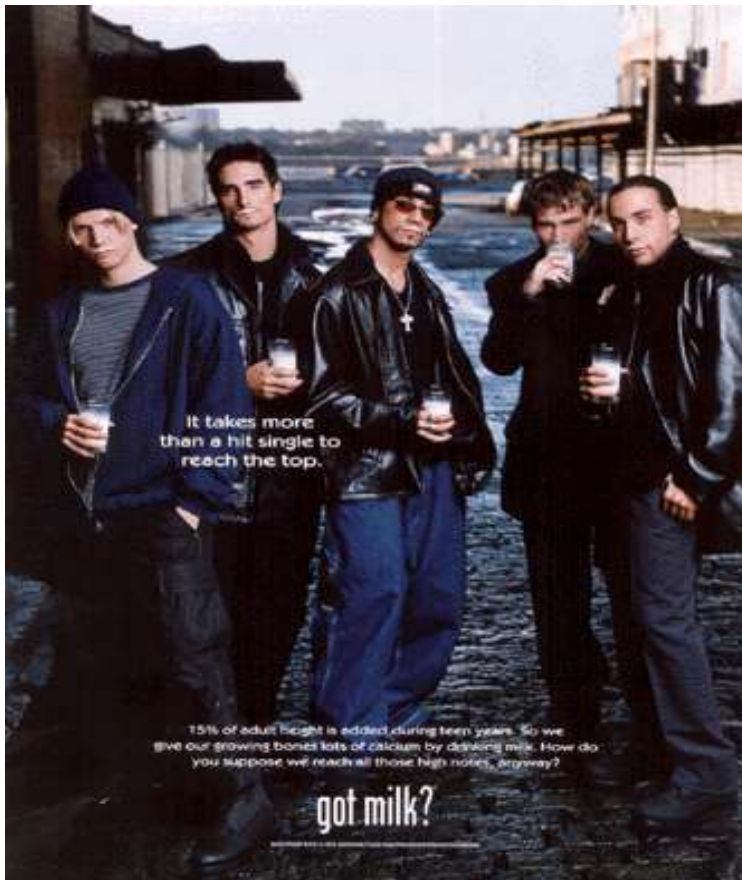
got milk?

The National Milk Processor Promotional Board, 1101 L Street, N.W., Washington, D.C. 20004. ©2002 Milk Processor Board. All rights reserved. Some restrictions may apply.

Teen Boys



Teen Girls



Outdoor

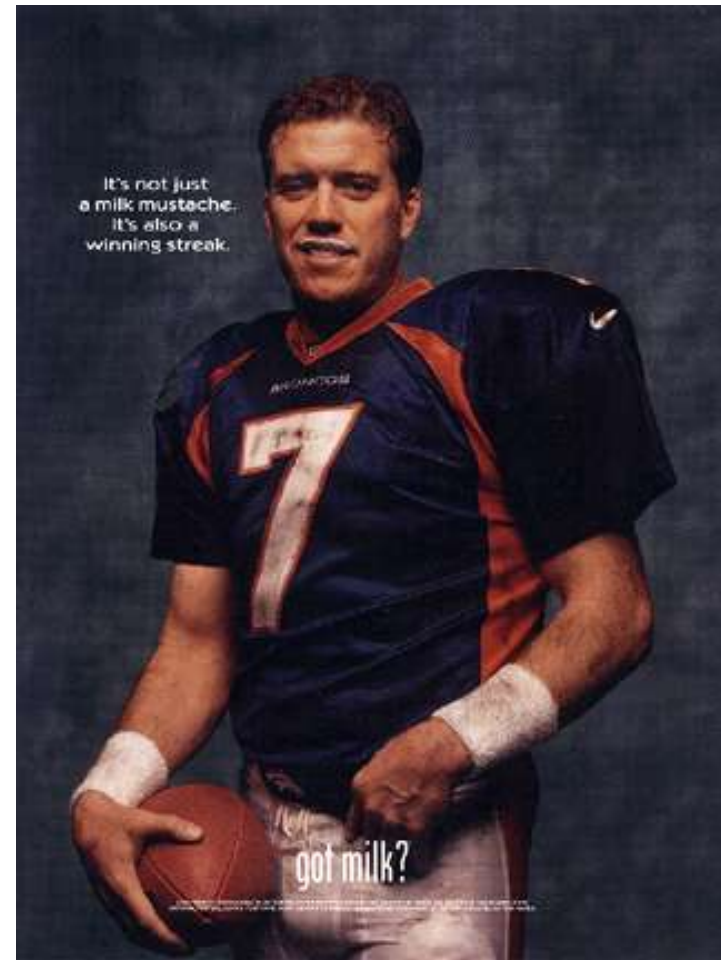


9 nutrients. 9 lives.

SEE A
PATTERN?

got milk?

Mustache of the Moment Ads



got milk? TV

- “*Paws*” -- Adults, Teens
- “*Return of the Milkman*” -- Kids



The Milk Program Goes Beyond
the Advertising

An Integrated Program

Retail
Promotions

Advertising

Public
Relations

Events

INTEGRATION

Web Site

Brochure
Distribution

Medical
Board

Consumer
Hot-Line

Increased Attention Against Local Grassroots Efforts

**Retail
Promotions**

Advertising

**Public
Relations**

Events

INTEGRATION

Web Site

Brochure

Consumer

Distribution

Medical

Hot-Line

Board

Local Marketing Efforts

A Powerful, Diversified Presence At Retail

Throw The Spotlight On Milk

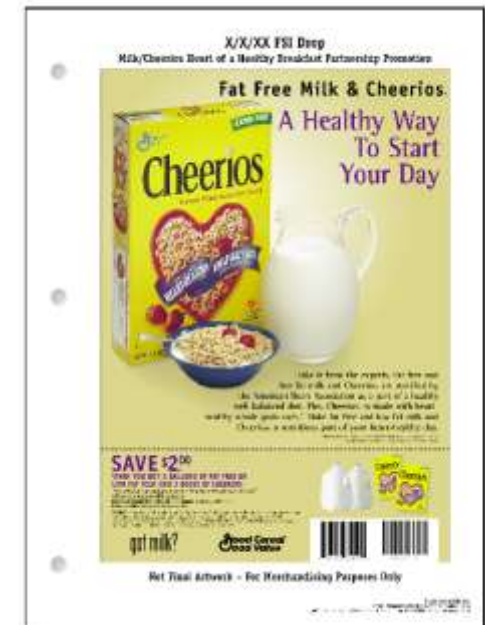
- Partner newspaper insert
 - Cheerios
 - Jello-Pudding
 - Cappuccino Coolers

JELLO
BRAND

GENERAL FOODS
INTERNATIONAL COFFEES

**Cappuccino
Coolers**

Cheerios



A Powerful, Diversified Presence At Retail

- **Free with purchase in-store shipper displays**
 - Shakers
 - Back-to-School promotion
 - Celebrity Calendar



Focus Attention On The Dairy Case

Establish Dialogue with Retailers to Keep Milk Top-of-Mind

- Provide constant flow of program news/information
 - Trade Advertising



We can help increase sales by the gallon.

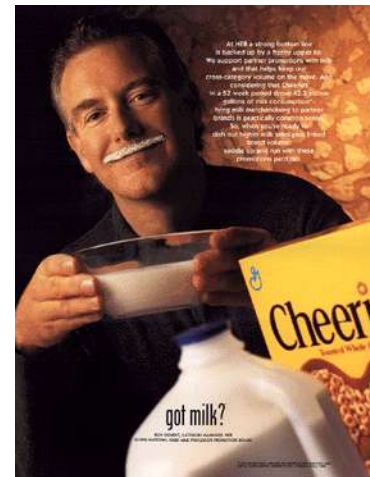
Get Smart With Milk Promotion
 Feature milk and earn scholarships or home computers for your store's shoppers!

- Find out which sales and promotion opportunities are offering your shoppers a chance to win a home computer, a scholarship or a home computer.
- Earn a scholarship or home computer by promoting milk at a higher price in your weekly ad, in store display or Best Buy Display.
- The more feature ads you run in January, the more scholarship or home computers you can award your shoppers.
- Why wait? Sign up for the Get Smart With Milk Promotion today!
- Call 1-800-945-MILK or your local American Dairy Association Representative or Promoter for promotion details.
- Promotion begins January 1999.

1999 People Celebrity Fact Finder
 Use stars to help sell more milk!

- Help increase your milk sales by offering a 99¢ can of another popular brand with purchase of 6 gallons of milk.
- Use the People Celebrity Fact Finder, a fun and informative game featuring information on the top 100 celebrities of the year.
- For more information, visit www.gotmilk.com.
- Call 1-800-945-MILK or your local American Dairy Association Representative or Promoter for promotion details.
- Promotion begins January 1999.

Looking for even more ways to help more milk? Your local American Dairy Association Representative or Promoter can fill you in on the full calendar of Milk Promotions coming your way!



We can help increase sales by the gallon.

Milk & Cheerios Partnership Promotion
 A special sale plan.

- Help increase your milk sales by offering a 99¢ can of another popular brand with purchase of 6 gallons of milk.
- Use the People Celebrity Fact Finder, a fun and informative game featuring information on the top 100 celebrities of the year.
- For more information, visit www.gotmilk.com.
- Call 1-800-945-MILK or your local American Dairy Association Representative or Promoter for promotion details.
- Promotion begins January 1999.

Your Family's Health Magazine
 Help sell more milk the healthy way!

- Help increase your milk sales by offering a 99¢ can of another popular brand with purchase of 6 gallons of milk.
- Use the People Celebrity Fact Finder, a fun and informative game featuring information on the top 100 celebrities of the year.
- For more information, visit www.gotmilk.com.
- Call 1-800-945-MILK or your local American Dairy Association Representative or Promoter for promotion details.
- Promotion begins January 1999.

Focus Attention On The Dairy Case

- Incentive for retailers to put milk in feature ads
 - Get Smart with Milk



A.
YOUR VERY OWN CHAIN-WIDE, CUSTOMIZED SWEEPSTAKES FOR \$1,000 SCHOLARSHIP SAVINGS BONDS OR APPLE I/iMac HOME COMPUTERS.

PROGRAM DESCRIPTION

- Retailers who sell Premium milk will receive a special bonus... (text is small and partially illegible)
- The more you run, the more positive impact... (text is small and partially illegible)
- Now it has everything you need... (text is small and partially illegible)
- The great giveaway... (text is small and partially illegible)

CONSUMER RATIONALE

- Education is important... (text is small and partially illegible)
- Winning is important... (text is small and partially illegible)

CATEGORY RATIONALE

- It's exciting... (text is small and partially illegible)
- It's fun... (text is small and partially illegible)
- It's a win-win... (text is small and partially illegible)

OPPORTUNITY

- Milk feature milk is highly sought... (text is small and partially illegible)
- Generate earned media exposure... (text is small and partially illegible)
- Increase the top... (text is small and partially illegible)

MARKETING SUPPORT

- Cash bonus... (text is small and partially illegible)
- Cash bonus... (text is small and partially illegible)

VOID IN TERRITORIES

Get Smart With Milk.

got milk?

Build Grassroots Support

Provide Programs To Showcase Milk and Opportunities for Local Processor Tie-ins

- Milk Mustache Mobile Cruise for Calcium



Build Grassroots Support

The Milk Mustache Mobile 100-City Cruise for Calcium is already at work in your local market...

Barber's Dairy

Coburg Dairy

Country Fresh Dairy

Crowley Foods

Dean Foods

Kroger

Mayfield Dairy

Milkco

Prairie Farms Dairy

Purity Dairy

Richfood Dairy

Southern Belle Dairy

Ukrop's Super Market, Inc.

Westover/Kroger

Build Grassroots Support

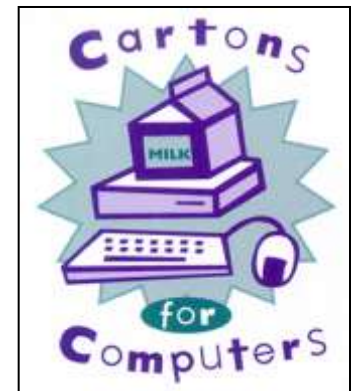
Spin programs to promote other programs locally

➤ School Programs

➤ Cartons For Computers Contest (Oct.)

➤ SAMMY (June)

➤ Good Sport Awards (July)



Build Grassroots Support

- **Teen Roll Call**
 - Identify teen Milk Mustache ad collectors for local publicity (Spring/Summer)



Integrated Milk Budget by Communications Element

	<u>DMI</u>	<u>S/R</u>	<u>MilkPEP</u>	<u>Total</u>
Advertising	\$24.5MM	\$32.4MM	\$75.9MM	\$132.8MM
- TV				
- Print				
- Out-of-Home				
- Non-Traditional				
- Production				
PR	\$ 3.1M M	\$ 1.4MM	\$11.0MM	\$ 15.5MM
Retail Promo	----	\$ 5.3MM	\$14.8MM	\$ 20.1MM
School F/ S	\$ 2.1MM	\$ 2.8MM	----	\$ 4.9MM
Nutr. Ed.	\$ 1.2MM	\$ 2.7M M	\$ 1.3MM	\$ 5.2MM
Bus. Dev/St. Th.	\$ 1.5MM	----	\$ 2.0MM	\$ 3.5MM
Tech & Mktg Res.	\$ 3.9MM	----	---	\$ 3.9MM
Total:	\$36.3MM	\$ 44.6MM	\$105.0MM	\$185.9MM