



Promo Period: June 1 – July 27

This summer, Hiland Dairy invites families to dig into a season of fun with the Golden Ticket Giveaway – a promotional partnership with Silver Dollar City, offering consumers the chance to win theme park tickets and other delicious prizes. Consumers will be able to enter on the landing page for a chance at instant-win opportunities or be entered to win our grand prize, the “Golden Ticket,” while monthly social giveaways keep the momentum going all summer long.

The campaign is designed to celebrate our featured flavors with Silver Dollar City, announce new ice cream flavors, encourage product trial, and reinforce Hiland Dairy’s place in families’ everyday celebrations. A bright, retro-inspired creative direction leans into the nostalgia of summer vacations, amusement parks, and the joy of a cold scoop on a hot day.

HilandDairy.com/GoldenTicket



Media Support

Media support will focus exclusively on social and digital engagement channels, leveraging Hiland's owned platforms and paid ads to build awareness and drive participation.

Tactics include:

- Paid Social (Meta, TikTok, Pinterest)
- Static + Motion Ads
- Influencer-style content
- Organic Content Calendar
- Email Blasts
- Landing Page
- Press Release

		Locally Made. Naturally Delicious.		MAY				JUNE				JULY				AUG			
				5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18
MARKETS																			
General Markets: Wichita, Kansas City, Little Rock, Omaha, OKC, Fayetteville-Ft Smith, Springfield/Joplin																			
DIGITAL																			
META																			
Image and/or video ads within the Meta platform which includes both Facebook and Instagram																			
TIKTOK																			
Video ads within TikTok platform																			
PINTEREST																			
Image and/or video ads within Pinterest																			
 																			



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/GoldenTicket