

# Ice Cream, You Scream



Partnering With  
Silver Dollar City for Another  
Summer Promotion!

**Promotional Period:**

**May - July, 2019 (12 weeks)**

We all scream for ice cream! Gear up for another fun summer promotion with Silver Dollar City!

One lucky family of four will win:

- Multiple Admission Trailblazer and Show Lover's Passes
- SDC Swag
- Accommodations at Best Western
- \$150 prepaid gas card
- \$50 coupon pack for Hiland Dairy products
- Cooler to keep Hiland snacks cool on the drive

We will be running a newspaper FSI with ice cream coupons on July 7, 2019 announcing our promotion.



In addition to promoting the Outlaw Run and Time Traveler ice cream flavors, we are incorporating several Hiland products like milk and lemonade pints, yogurts, etc. in recipes and suggestions for easy road-trip snacks. Our influencers/bloggers in our markets will develop custom content with unique ways to include Hiland products in their summer adventures.

[HilandDairy.com/Scream](http://HilandDairy.com/Scream)

# Ice Cream, You Scream

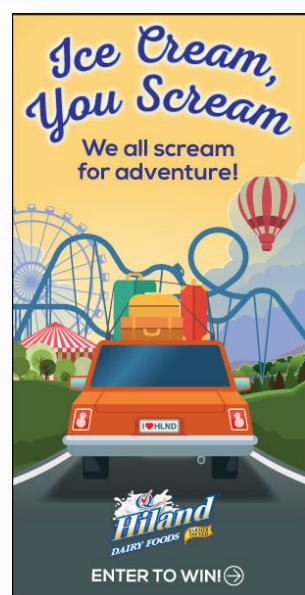
We all scream for adventure!

## Media Support

We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

- Influencer
- Display ads
- Native ads
- Pre-roll videos
- Facebook/Instagram ads
- Pinterest ads
- Twitter ads
- Streaming audio
- OTT television
- Radio
- Television
- Ice Cream FSI - 7/7 drop

The screenshot shows the Hiland Dairy Foods website with a vibrant, cartoonish background of a road leading through a park with roller coasters and a ferris wheel. The main headline "Ice Cream, You Scream" is displayed in large blue letters, followed by the tagline "We all scream for adventure!". A call-to-action button "ENTER TO WIN!" is visible. Below the main banner are two smaller sections: one showing a glass of lemonade with a straw and a slice of lemon, labeled "Hello, Spring!", and another showing a plate of cottage cheese crepes topped with fruit and nuts, labeled "Cottage Cheese Crepes". Both sections include "Learn More" and "Get Recipe" buttons.



## See for Yourself

Visit the landing page for more details:

[HilandDairy.com/Scream](http://HilandDairy.com/Scream)

## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637