

# Sperry New Holland offers milk ad kit

NEW HOLLAND — A kit of ready-to-use advertisements promoting milk as an important part of the family diet has been created and distributed by Sperry New Holland for use in community relations advertising by agri-businessmen and dairymen.

The ads are designed to be used in high school athletic programs, playbills, special events programs, and other community activity publications local business people are usually asked to advertise in.

"Thousands of activities are staged each year by schools, youth groups, churches, county fair exhibitors, and other community organizations. And local businesses are always approached to take ads in printed materials published for these events," says Mark Branstetter, Public Relations Manager at Sperry New Holland.

What often results, he points out, is that the business advertiser buys some space and simply lists the name of the business. "Com-

pliments of a friend" is a common but rather ineffectual message used in such community relations ads.

"Our milk promotion ad kit is being supplied to Sperry New Holland farm equipment dealers, and is offered at cost to any business that wants to send in for it. The kit makes it possible to deliver to milk consumers thousands of "drink more milk" messages — at virtually no added expense to the community events supporter," Branstetter says.

Sperry New Holland has put into its milk promotion kit ads designed to stand out in community special events program folders and publications, according to Branstetter. He adds that such publications are usually printed inexpensively in black-and-white, and that the cartoons and humorous line illustrations in the milk promotion ads increase message impact on the reader.

Branstetter reports that a number of studies have shown that

promotion of milk as a healthful beverage stimulates milk consumption. But, most milk promotion is done at national or regional levels, with little being done at the local level.

"These ads make it easy for

local agri-business people who depend on the dairyman to help create and enhance awareness that milk is good food. Because many businesses and individuals already invest in community activities support, simultaneously

delivering an important message about milk can extend their promotion dollars by doing goodwill work and supporting the consumption of milk," explains Branstetter.

Dairymen and others who want to obtain a kit can do so by sending a check for \$2 made to the order of Sperry New Holland. The address is: Milk Promotion Kit (M.S. 215), Sperry New Holland, New Holland, PA 17557.



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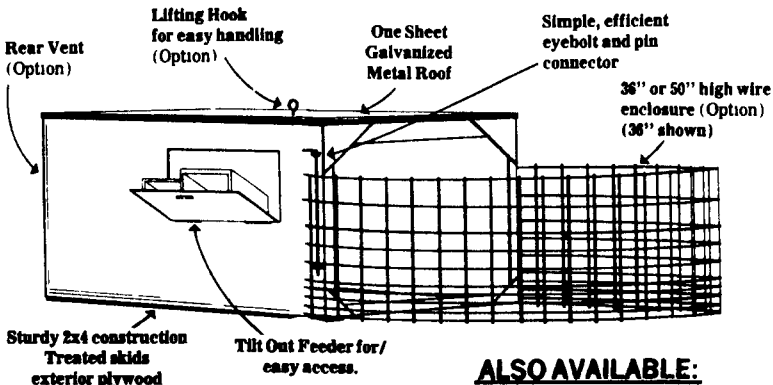
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