

Dairy Board set to launch women's 'fashion' campaign

BY JAMES H. EVERHART

HARRISBURG — The health approach, and the fear of osteoporosis may encourage a lot of women to drink milk.

But the Pennsylvania Dairy Promotion Program is banking on the assumption that even more women will drink milk if they think it's "fashionable."

The advisory board of the PDPP Wednesday gave tentative approval to a new "fashionable woman" campaign drafted by the program's advertising agency, HBM-Creamer of Pittsburgh.

And though some members quarreled with elements of the campaign — including the presence of models in swimming suits and mink coats — the overall concept received the board's endorsement.

Each of the scenes in the new 30-second television commercial spot reviewed by the board would show women drinking milk. And the women portrayed would be "fashionable" individuals that most women would view as role models.

They would range in age from healthy, active 17- to 21-year-old, to the gray-haired, dignified, "classy" woman in her 40s or 50s.

Situations would include both leisure, social and business occasions, agency personnel said, and the entire spot would occur against an "upbeat" musical score, in tune with other "Make it Milk" campaigns.

The agency will attempt to have the commercial finalized before the board's next meeting in February.

In other action, the board gave

preliminary approval to a \$32,000 expenditure for a "Make it Milk" Day, June 1, at a Pittsburgh Pirates baseball game.

The event, a Sunday that kicks off Dairy Month, would include a premium giveaway — 10,000 portable AM radios that could be given to children under 12 or any other group the PDPP might want to designate.

Board members raised several points about serving milk at the game, and the team representative promised to present the issue again to the stadium vendor, ARA Services. But she added that previous attempts to pressure the vendor in behalf of milk have not been successful.

The board asked HBM-Creamer to determine the value of the media exposure it would obtain by promoting the game. A more formal report was promised for the board's February meeting, when the full details of the game promotion would be presented for final action by the board.

The ad agency also presented an evaluation of the recent recipe contest. Although the number of entries was lower than anticipated, the cost of the project, at \$42,000, was less than was expected.

More than 120 newspapers and broadcast outlets used information on the contest, the agency said. And the value of the media exposure received, if purchased at prevailing rates, would be \$67,000.

In addition, the recipes obtained in the contest have been developed into a recipe book which the program is now offering to promote dairy sales. Request for the booklet have exceeded expectations.

The advisory board also approved a media schedule, outlining the agency's plans for placing ads throughout the year. The schedule, it was noted, would distribute ads evenly throughout the year, to help the board maintain a constant presence in the consumer's awareness.

Meanwhile, in an abbreviated appearance following lunch, Agriculture Secretary Richard E. Grubb noted that he has several reservations about the proposed revisions in legislation defining commodity groups like the PDPP.

He noted that, under his interpretation of the bill, the department would no longer be permitted to offer promotion groups free staff time and clerical services, which last year amounted to an estimated \$170,000. On the other hand, the groups would be almost wholly independent of the department in decision making.



The Pittsburgh "Parrot" fits Board member Mary Burkholder with a Pirates' hat during an eventful visit to the Pennsylvania Dairy Promotion Advisory Board's meeting Wednesday in Harrisburg.

Grubb also said the changes were so significant that he was not sure the federal government would consider a dairy board under the new bill to be a continuation of the PDPP, or a new program altogether.

He also said he felt the bill would be a setback for commodity groups which have a smaller budget than the PDPP. Such groups he said, would be "put out of business" by the legislation.

Nutrition meeting

LANCASTER — The January meeting of the Veterinary Nutrition Forum will be held on Friday, January 24, 1986, at Groff's Farm Restaurant (see attached directions).

Cocktails will be served at 6:30 p.m., in the "shed" adjacent to the Farm, compliments of Ingredient Resources.

Dinner will be served at 7:30 p.m., which will include: Homemade soups or fresh fruit

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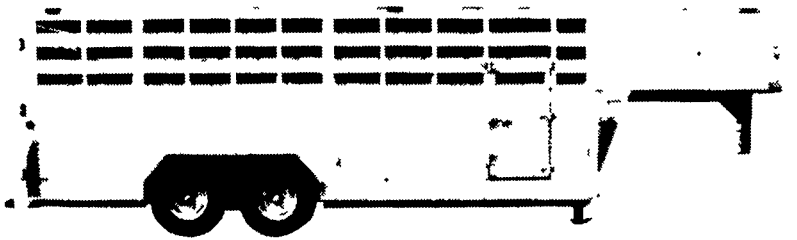
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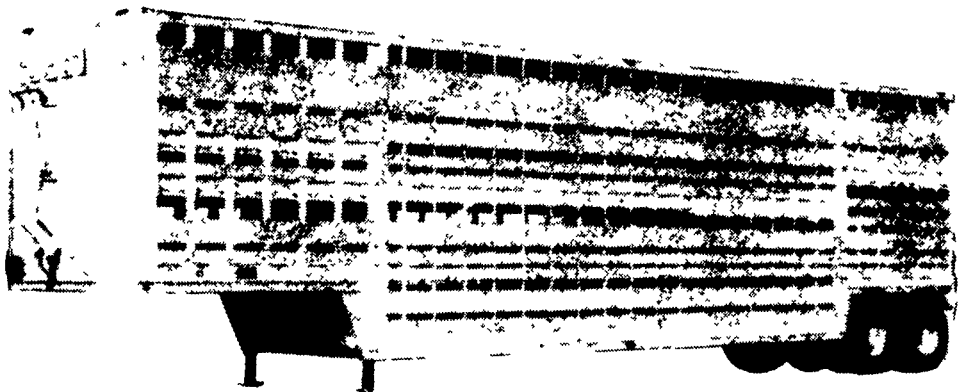
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