

New Dairy Ads Planned For Holiday Season

ARLINGTON, Va. — The fall 1986 line up for national dairy product advertising will feature new television and magazine campaigns in most every product category.

"Cheese, Glorious Cheese" is the theme of the Board's \$20.5 million cheese continuity program for 1986. This theme was chosen as a result of evaluation information that indicated a favorable consumer response to the "Cheese, Glorious Cheese" commercial that appeared on television during the Board's first advertising year.

Four new 30-second spots are scheduled to air on network television, beginning the week of Nov. 3. The commercials will focus on: the taste of cheese, out-of-home consumption (in restaurants, etc.), women and the calcium message, and pizza.

The majority of the cheese budget, \$14.5 million, is slated for the television effort.

The Board's cheese campaign also includes four new print ads that will appear in national magazines. One of the two-page advertisements will illustrate a variety of mouth-watering uses for several American-made specialty cheeses. The three remaining ads will focus on specific cheeses: Cheddar, Monterey Jack and Italian.

Among the consumer magazines scheduled to run the cheese ads are: Better Homes and Gardens, Parents, Life, Family Circle, People, Redbook, Food & Wine and Ebony.

The cheese print program has been allotted \$4.5 million.

Dairy Calcium

"Dairy Foods. Calcium — The Way Nature Intended," the theme of the \$16.5 million calcium campaign was continued again this year, with the support of an extensive research and evaluation effort.

A new approach is planned for the television aspect of this campaign. For the first time, America's dairy farmers will be placing 15-second commercials on the air, in addition to the 30-second spots. The message will be established by airing the longer commercials first, followed by a combination of both the short and the long versions.

Fluid Milk

In the western part of the country, the three "Milk. It does a

body good" commercials will continue to air. For the rest of the nation, the adult fluid milk campaign will continue with the "Health Kick" theme and the production of three new television commercials. The first of these spots began airing in September. A total of \$8 million has been allotted to adult fluid milk advertising nationwide.

The children's fluid milk campaign will feature one new commercial, Mr. Moo, while retaining three of the previously-produced spots: Penguins, Kangaroos, and Giraffes. Cows, the first children's milk commercial in the national dairy promotion effort, has been dropped from the 1986 schedule.

The spots in this campaign,

budgeted at \$6 million, will appear on children's television programs, specifically on Saturday mornings and in the "after-school" time period.

In addition, a fluid milk campaign aimed at a new audience will be tested for possible national use. The age group between childhood and adolescence, 10 to 15 year olds, or "tweens," has been targeted for this effort with a \$500,000 budget.

Butter

Consumers will be urged to "Give 'em all a pat," as the new butter campaign gets underway the week of Nov. 3.

The theme and creative ap-

proach for the new butter advertising was suggested by research that indicated that many consumers need to be convinced that butter does fit into today's healthy lifestyle. The upbeat, contemporary commercials will focus on the fact that it's okay to use butter; it's right for the way people want to live and eat today.

For the first time, butter spots will appear on early morning television, during one of the important time periods for butter consumption.

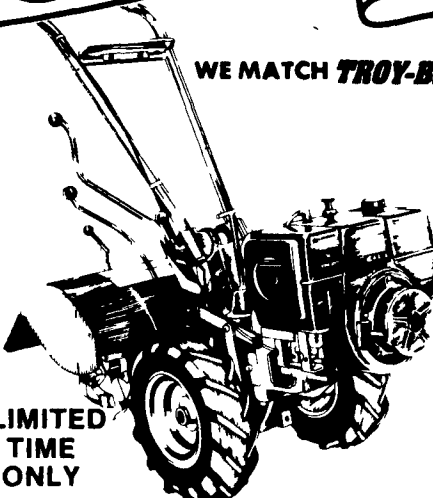
Like the calcium effort, the butter campaign will feature a combination of 30- and 15-second commercials. This will increase the frequency of airplay for the \$7 million butter program.

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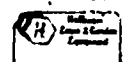




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