

Pennsylvania Dairy Campaign Approved

WILLIAMSPORT (Lycoming Co.) — During 1990, Pennsylvania consumers will be exposed to a \$2.1 million advertising campaign promoting a variety of dairy products. The advertising campaign is being sponsored by three of the four dairy promotion groups in Pennsylvania, including American Dairy Association and Dairy Council, (ADADC), Mid-East United Dairy Industry Associa-

tion, and Pennsylvania Dairy Promotion Program. The Pennsylvania media plan will make use of television and radio advertising, supplemented by an outdoor advertising campaign. The advertising will be placed in key marketing areas including: Pittsburgh, Harrisburg/York/Lancaster/Lebanon, Wilkes-Barre/Scranton, Johnstown/Altoona, and Erie. A total of 4.7

million consumers will be reached through the media buy. A variety of dairy products will be spotlighted throughout the year. Fluid milk will be the priority product. Milk ads using the campaign theme, "Milk, America's Health Kick," will be aired a total of 18 weeks. Interspersed with the milk advertising will be a winter campaign for hot chocolate and a summer program for ice

cream. An all-product campaign will take place during the winter holiday time period. The joint media buy is one of the latest efforts to coordinate dairy advertising within the state of Pennsylvania. The joint agreement in Pennsylvania has enabled the three participating groups to purchase advertising more effectively, using dairy producer funds as efficiently as possible.

* The 1990 media buy will purchase the highest point levels ever for milk advertising in Pennsylvania. To signify the unity of the promotion programs, the ads will identify Pennsylvania dairy farmers as the sponsors of the ads. Television commercials will show the tagline: "Sponsored by Pennsylvania's dairy farmers."

The current media buy will produce the following results:
 * Dairy advertising will reach 95% of target consumers an average of 11.6 times per month.
 * Pennsylvania consumers will receive one advertising message, creating greater program impact.

The joint dairy promotion agreement was signed last July reflecting the participating groups' desire to work cooperatively. Immediate returns have been reflected in savings in media purchases and greater consumer impact.

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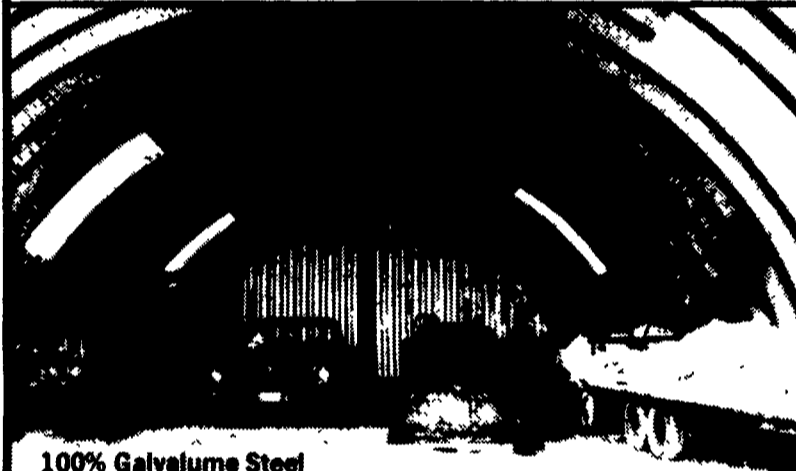


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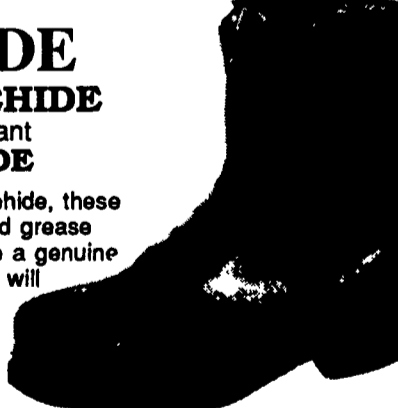
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