

Consumers Hear That People Like Milk, It Shows

HARRISBURG (Dauphin Co.) — Consumers across the state are hearing that people like milk and "It Shows." This new advertising program in Pennsylvania is part of a national fluid milk campaign designed to reach adult milk drinkers. Two new commercials are part of a unified advertising program, nationally sponsored by the National Dairy Board, United Dairy Industry Association, and regional promotion programs throughout the country. In Pennsylvania, this program has been supported and extended by the Dairy Promotion Partners.

The Partner organizations, American Dairy Association and Dairy Council, Mid East UDIA/F.O. 36 Advertising and Promotion Agency, and the Pennsylvania Dairy Promotion Program, have extended the national campaign of 20 weeks to a total of 32 weeks of fluid milk advertising in Pennsylvania. In addition, the Partners are sponsoring radio advertising over the total 32-week period.

The results from extensive research of fluid milk drinkers were used to create the new unified advertising campaign. The study showed that heavy and moderate milk drinkers, ages 18 and over, were the best target audience for milk advertising. This audience incorporates both men and women, along with various ethnic groups. These television viewers offer the dairy industry three opportunities to increase milk sales, through: the sheer size of the group; the volume of milk consumed by this group; and the potential for group members to impact children's milk consumption.

Within Pennsylvania, the Partners have targeted five markets - Altoona/Johnstown, Erie, Harrisburg/Lancaster/Lebanon/York, Pittsburgh, and Wilkes-Barre/Scranton. The campaign includes network television and radio in these markets. In addition, the schedule includes three weeks of ice cream television and radio advertising.

The fluid milk campaign is tilted

and "It Shows" and features two commercials - "She Shows" and "He Shows." The new commercials build on the "Milk It Does A Body Good" theme and show how milk's nutritional benefits... Vitamin A for bright eyes, calcium for strong bones... help adults of all ages look and feel their best.

On radio, two 60-second commercials, "Feel Good" and "Healthy and Happy," reinforce the message that "when you drink milk, it shows." These messages complement the television commercials with upbeat music and an announcer who reminds consumers about milk's benefits - calcium, protein, and vitamin A.

Dairy farmers looking for these new, exciting commercials should be watching the evening news and prime time television programs in their area. The unified advertising plan has a strong emphasis on buying network television while local units purchase spot advertising to extend these efforts. Nationally, the campaign will be seen on

highly rated evenings for various networks. This includes the CBS network's top line-up on Monday evenings and NBC's lineup on Thursday evenings. Television shows like "LA Law," "Northern Exposure," and major television movies will feature milk commercials. National network evening news programs will also feature milk messages and sponsorships.

Top radio stations in the state have been targeted for fluid milk advertising. These stations are selected to complement television advertising. Milk advertising airs

primarily on weekday drivetime as well as during the weekend. The Partners have also negotiated for special milk promotions on radio stations participating in the campaign. These include events at ski lodges and activities at parks.

In total, the unified advertising plan offers dairy farmers a 20% more efficient advertising program throughout the country. In Pennsylvania, this efficiency is even greater due to the cooperative work by the Dairy Promotion Partners.

Horse Show, Craft, Tack

Start spring off right by attending the Gloucester County 4-H Horse Show, Craft Show and Tack Sale on Sunday, April 4 at 8:30 a.m. to 5 p.m. at the Gloucester County 4-H Fairgrounds, Route 77, Mullica Hill, NJ. Open to the public, no admission fee, plenty of free parking, rain or shine, refreshment stands will be open. First Horse Show of the season to

be held at the Fairgrounds with English and Western riders and a large variety of animals. More than 50 crafters have signed up and will be displaying and selling crafts of all types. Grooming management supplies, riding apparel, and used equipment will be sold at the Tack Sale. For more information contact the Gloucester County 4-H Office at (609) 863-0007.

CONTACT US

For

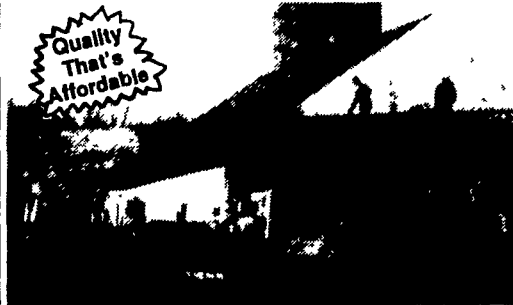
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Robert B. McSparran
President



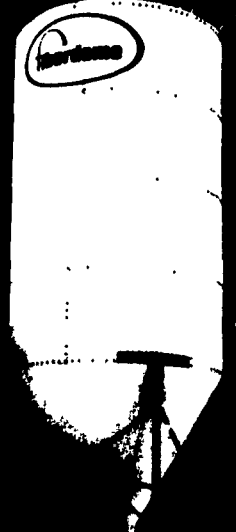
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