

National Milk Promotion Campaign Offers Top Television Ads

VERNON ACHENBACH JR.
Lancaster Farming Staff
HARRISBURG (Dauphin Co.) — Dairy producers who support the Pennsylvania Dairy Promotion Program and MAMMA may be able to see some of the fruits of their milk promotion dollars this fall as a nationally award winning series of dairy promotion commercials can be expected to be seen across the nation.

The series of commercials were produced by the California Milk Processor Board and won acclaim within the advertising industry, going head-to-head against all other types of commercial television advertising campaigns.

PDPP is able to buy into the program because it is a member of a cooperative national agreement between milk promotion boards to share support of high quality marketing information and advertising production.

Dairy Management Inc. was formed this January to oversee the administration of collective promotion programs, with oversight provided by the board's of directors of the National Dairy Board and the United Dairy Industry Association.

PDPP is a partner in the UDIA. On May 24 both boards voted to adopt the California Milk Processor Board's "Got Milk?" campaign for DMI's national fluid milk advertising.

The campaign includes a series of seven commercials, all based on "deprivation," according to Richard Norton, manager of the Middle Atlantic Milk Marketing Association (MAMMA).

Norton said Friday morning that he had just finished discussions in Chicago on Thursday about participating in the national campaign. He said that it is expected that every promotion board across the nation will be participating.

He praised the quality and effectiveness of the commercials, and said that after initially being aired in California, milk sales responded well.

He expressed confidence that this series should be effective in boosting milk sales nationally.

"Uniting behind one effective fluid milk message to consumers is the best way the industry can focus its resources and have the most impact," said Herman Brubaker, chairman of DMI and a dairy producer in West Alexandria, Ohio.

"DMI is providing the leadership needed to unite the industry behind one message to the consumer."

According to Brian Ross, manager of the PDPP, not only is the promotion program buying into the national promotion, but New York is as well.

"They're very good spots," said Ross. "They are some of the best on the market."

Currently, DMI has two of the largest fluid milk campaigns on the air — its "Milk. Help Yourself" series and the "Got Milk?"

According to a news release from DMI, "Both are behavior-oriented campaigns that complement the nutrition-oriented messages in the Milk Processor Promotion Board's 'Milk. What a Surprise!' print campaign launched in January."

The seven "Got Milk?" commercials deal with different scenarios, but all the same theme — someone eats or wants to eat a food that traditionally gets washed down with milk, such as chocolate chip cookies, a brownie, or a bowl of cereal; and there is no milk.

In the top award winner, called "Aaron Burr," a young man eats a thick peanut butter sandwich and just after it's in his mouth, the telephone rings.

This young man is an expert on Aaron Burr and is listening to a radio quiz show program offering \$10,000 for the right answer to a history question. The answer is "Aaron Burr."

However, the young man doesn't have enough milk on hand to wash down the peanut butter sandwich and answer the question.

Others in the series are called "Baby & Cat," "Couple," "Heaven," "Insomniac," "Diner," and "Santa."

Without giving away the uniqueness of the commercials, in Baby & Cat, a father runs out of milk for his cereal and notices that his baby has milk in its bottle and the cat has a bowl of milk.

In the Couple, a young woman tells her fiancé that she can't believe what he did to her. Not knowing that she is upset about him drinking the last of the milk and leaving her without any for cereal, he then confesses that the diamond ring isn't real, and that he has a prison record.

In Heaven, an arrogant mean-spirited business man is killed by a truck and goes into the afterlife. (Turn to Page A35)



In the television commercial called Baby & Cat, this father/family man is upset because he has run out of milk and can't enjoy his morning bowl of cereal.



Looking out, the man sees that his baby, in a high chair at the other end of the table, has milk. In another scene not shown, the man also notices that the family cat is drinking milk from a saucer.



With this closeup of the baby and the milk bottle, the sound track indicates rejection of the idea of taking the baby's milk for the cereal. However, a cat howl is heard briefly after that.

KING CONSTRUCTION CO.

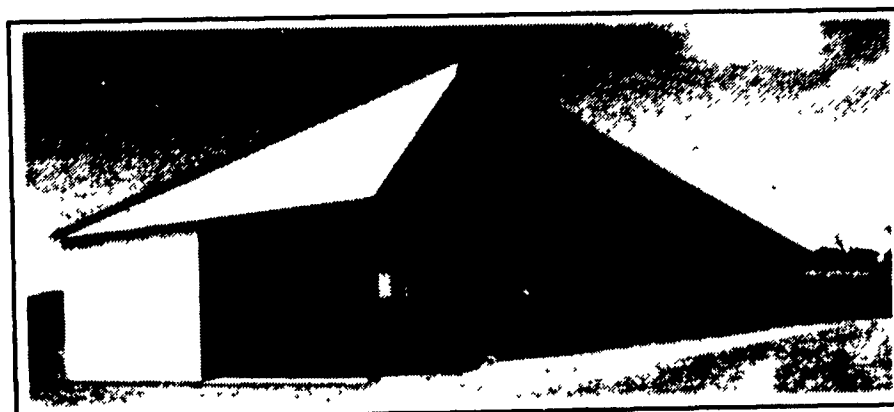
Specializing In Free- Stall Barns,
Milking Facilities and Heifer Barns



44 X 200 3-Row Slatted
Free Stall Barn &
Milking Center



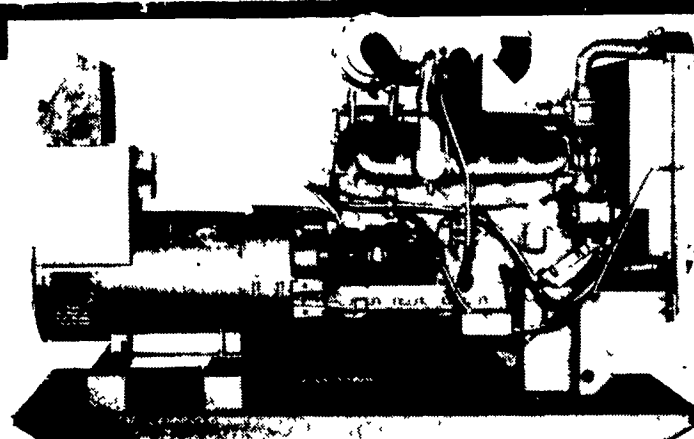
8 Ft. Deep Pit
With Waffle
Slats And
Rubber Dust
Mattresses.



32' X 180' Virginia Style Heifer Barn Built In Myerstown

KING CONSTRUCTION CO.

601 OVERLY GROVE RD., NEW HOLLAND, PA 17557
(717)354-4740 • PHIL VAN LIEU (HOME): (717) 259-9077



Automatic Systems

USED

18-KW - LP Gas	30-KW - LP Gas	200-KW Deisel
20-KW - LP Gas	2-100-KW Deisel	150-KW Deisel

24 HR
SERVICE

MAXI-POWER

RADIO
DISPATCH

330 Fonderwhite Rd.
717-273-4544

Lebanon, PA 17042
1-800-272-MAXI