



To launch the new "got milk?" advertising campaign, the American Dairy Association and Dairy Council organized a "got milk?" patrol in New York City to search for real-life milk drinkers. Rollerblading milkmen searched popular city hangouts and took photos of people found drinking milk. Three lucky milk drinkers will be selected to have their face featured on a "got milk?" billboard in their hometown.

# got milk?™

**CEDAR KNOLLS, NJ** — How do you create regional awareness for the largest advertising campaign your organization has ever launched?

If your product is milk, you deliver the message in person with ten skating milkmen in tow.

In an innovative marriage of public relations and advertising, the American Dairy Association and Dairy Council, Inc. (ADADC) sent ten professional in-line skaters, dressed in the white garb of traditional milkmen, to beat the streets of Manhattan in search of real-life milk drinkers. The event, held on September 28, kicked off the local release of the award-winning "got milk?" advertising campaign and was aimed at raising awareness of the campaign in the New York metropolitan area.

The milkmen and women glided through four popular Manhattan hangouts in search of the "got milk?" face of the 90's. Those who were found with the great white — or chocolate — beverage were photographed and became eligible to be one of three winners whose face will be featured on a billboard in their hometown area.

"You have to take chances in this business in order to get attention," said Brenda Beltram, Director of Public Relations for ADADC. "But, you also have to plan events that are unusual, fun and offer a wide variety of pre-event and post-event publicity opportunities. In this case, the pre-event publicity was so strong that we even had cab drivers pulling up to the sites, showing us that they had milk."

In spite of competition from the much-publicized O.J. Simpson trial, which was in closing arguments at the time of the event, the milkmen did catch the attention of many New York City media gatekeepers. The skating milkmen were the talk of the town on radio stations from easy listening to alternative rock and were featured multiple times on two of the market's top three morning shows. One station dubbed the skating milkmen event, "the best thing to happen to New York next to the Pope's visit." UPI and AP wire services ran the information and print coverage of the event extended from midtown to the outer boroughs.

According to Beltram, events such as the "got milk?" face of the 90's search, with multiple publicity angles, are the most effective in reinforcing a message through the media. In addition to the unique opportunity to see ten skating milkmen, this event also marked the launch of the largest fluid milk advertising campaign ever initiated by ADADC and offered an opportunity for local people to be featured as part of a national advertising campaign. The contest itself was a story perfect for pre-event coverage, and the image of a 90's-style milkman on in-line skates was a great visual for print. At the event, a survey was taken to find out what each participant's favorite snack with milk was for a post-event survey release. In short, the event offered something for every editorial appetite.

Because of the event's success, ADADC has plans to host other appearances by the skating milkmen and may tie them in to future sponsorship activities to generate awareness both about the campaign and about the overall benefits of drinking milk.



American Dairy Association and Dairy Council's "got milk?" patrol of rollerblading milkmen "caught" this New Yorker drinking milk at Rockefeller Center. The "got milk?" patrol searched popular city hangouts for real-life milk drinkers to launch milk's new advertising campaign. Anyone found drinking milk had their photo taken and became eligible to have their face featured on a "got milk?" billboard in their hometown.

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