A NEW LOOK
FOR 2020
WHAT’S NEW WITH JUNE DAIRY MONTH?

GREATER REACH WITH GUARANTEED RESULTS

- Shopper clicks and video views are guaranteed
- 80% + increase in estimated digital impressions
- Now offering two tier structure for digital activation

EXPANDED DIGITAL OFFER INCLUDES SOCIAL & VIDEO

- Paid Social Ads
- Video Ad Integration
- Carousel Ads
- In-app Ads
- Customizations (e.g. Facebook Experiences)
- PLUS: Programmatic Display and Native Media Ads

ENHANCED CREATIVE DESIGN OF DIGITAL ADS

- Turn static assets into dynamic video
- Promote multiple products or varieties in a single ad
- Digital house overseeing 100% of design work

TOTAL CAMPAIGN OPTIMIZATION

- Ads will pull from devices which achieve greatest traction
- Creative versioning to ensure proper delivery across platforms
- Brand specific customizations available based upon KPIs

ENHANCEMENTS TO RADIO MEDIA PARTNERSHIP

- Paid delivery of social videos will guarantee impressions
- Social video will be placed beyond stations social pages
- Videos will leverage syndicated personalities to drive viewership
- Option to choose between display ads OR streaming audio
- Additional targeting parameter on email blasts

THE RESULT?

An improved approach focused on increasing the reach and visibility of your brand
DELIVERING OUTSTANDING BENEFITS

100% SHARE OF VOICE:
Provides all participating Brands of varying size, product offerings, and priorities with 100% share of voice across all program touch-points.

LOCAL SHOPPER ENGAGEMENT
Digital media may be targeted by demographic, geography, and even transactional purchase data.

Brands may also individually select their desired radio markets and tag on-air spots with a drive to local retailer(s) in each market

CUSTOM MEDIA SCHEDULES
Brands select how many markets, and which markets, are priority

CONTENT CREATION
Content for all required touch-points will be developed/produced for each participating brand as value-add

CONTROL THE MARKETING MIX:
We recognize that one size does not fit all – each Brand controls the marketing mix to best suit their desired approach

RETAIL CONNECTION
Afforded benefits allow participating brands the ability to link and leverage all touchpoints to drive incremental merch support and/or account specific programming with key retailer(s)
OVERVIEW OF PROMOTIONAL ELEMENTS

Diverse mix of Digital and Social Media offerings powered by Optimad
- Social Media Ads via native & programmatic display units
- Video Advertising - :15 or :30 duration
- Carousel Ads, Facebook Experiences and In-App ads

Ability to execute all touch points or adjust marketing mix within WWO offering below
- On-Air: Recorded brand spot on terrestrial radio
- Online Streaming: Companion display ads and recorded brand spot
- Email: Two (2) Dedicated emails in select markets
- Social: Two (2) custom video Facebook posts

Influencer Assigned based on geography, lifestyle and/or demographic makeup
- Blog post with option to overlay Influencer micro-sweeps
- Social sharing across influencer and Easy Home Meals social properties

Featured placement / Integration across EasyHomeMeals.com
- Ad placement on EasyHomeMeals.com
- Logo placement on JDM Promotion page
- Custom Facebook post, Tweet & Pin
- Ability to upload branded recipes to EasyHomeMeals.com
- Brand featured in Twitter Party

Consumer Opt-In File From Entrants within the JDM National Sweepstakes
- File can be used to build Brands consumer database and ongoing CRM efforts
Each participating brand partner will have the ability to develop their own shopper targeting strategy, including demographic details, geo-specific media delivery per store list, and shopper’s purchase history across all digital devices.

**DEMOGRAPHIC**
- Age and Gender
- Household Income
- Digitally Savvy Shopper

**GEOGRAPHY**
- Has shopped at (RETAILER) in the last 30 days (Device ID)
- Lives within a 10-mile radius of a (RETAILER) Store
- By store list for each brand

**SHOPPER**
- Existing Category Purchasers
- Searching top competitive brands
- Behavioral Trends of the Shopper for the Product/Brand

**DEVICE TYPE**
- Mobile
- In-App
- Tablet
- Connected TV
Converge digital strategies with retail activation to ensure top of mind awareness for your Brand when the decision-making process begins ...

online, long before consumers ever reach the store or point of purchase.
A NEW PARTNER FOR 2020, OPTIMAD’S DIGITAL PLATFORM WILL OFFER BRANDS A MORE DIVERSE MIX OF DIGITAL TOUCH POINTS, GREATER CUSTOMIZATION & FLEXIBILITY OF PLAN PLUS ENHANCED CREATIVE DEVELOPMENT & DESIGN OF AD UNITS.

<table>
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<tr>
<th>OPTIMAD</th>
<th>TIER 1</th>
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<tbody>
<tr>
<td>Targeted Shopper Clicks to RETAILER.com or online destination for the BRAND</td>
<td>6,500+</td>
<td>9,962+</td>
</tr>
<tr>
<td>Targeted Video Views</td>
<td>15,000+</td>
<td>30,833+</td>
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<tr>
<td>Total Guaranteed Shopper Engagements *</td>
<td>21,500+</td>
<td>40,795+</td>
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**Estimated Impressions**

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<th>3 MM</th>
<th>5 MM</th>
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- Brands have the option of shifting all impressions to Targeted Shopper Clicks if desired
- Further customization is available, TBD following Brand review of KPIs
- Guaranteed results
- Clicks can go to any online destination of the brand’s choosing
SOCIAL MEDIA AD UNITS

**DRIVE CLICKS VIA SOCIAL MEDIA**

Inspire shoppers to purchase your Brand by reaching them in their preferred social media channels, delivering maximum brand awareness & traffic with target audiences across Instagram & Facebook.

With real-time optimization against actions, the JDM program will deliver guaranteed clicks to participating brands.

*Ability to leverage offer video, influencer or animated content within social ads*

PROGRAMMATIC & NATIVE MEDIA

**DISPLAY ADS AND NATIVE ADS**

Display ad placements of various sizes across relevant publisher and network partners.

High CTR contextually relevant native ad placements. Sample sites: Epicurious, Food Network, Martha Stewart, People
VIDEO AD INTEGRATION ACROSS DIGITAL BUY

Sample video units created from static imagery. Click on each box to play videos. Can be :15 or :30 in length, can add backing music if desired.

TURN STATIC ASSETS INTO DYNAMIC VIDEO UNITS

1/3 of ALL online activity is spent watching video

92% of mobile video viewers share videos with others

Marketers who use video grow revenue 49% faster than non-video users

64% of consumers make a purchase after watching branded social videos

81% of people have been convinced to buy a product or service by watching a brand’s video
CAROUSEL ADS

Dannon® Oikos® Triple Zero has 15g of protein per serving and is the Official Yogurt of the NFL. Available at Walmart.

AMPLIFY SOCIAL OUTREACH

Drive awareness & education among your target audience via social carousel ads highlighting different product images and flavor options.

Select lifestyle imagery, influencer content or product benefit images to communicate why shoppers love your brand.

With Carousel ads we can highlight each SKU individually & link each to your retailer’s product detail page showcasing the brand’s product assortment.
IN-APP ADS

RELEVANT CONTENT. MOBILE OPTIMIZED.

Advertise within popular mobile apps, reaching your target audience with compelling messages on their favorite publisher apps.

Execute dynamic & native ads within top apps reaching relevant audiences in a mobile optimized channel.
**BRAND SPECIFIC CUSTOMIZATIONS**

**BRAND PAGE COUPON OFFER**

**ADD TO ONLINE GROCERY CART**

**DEEPLINK TO BUNDLED IBOTTA OFFER**

**PRODUCT RECOMMENDATION**

**FACEBOOK EXPERIENCES**

Mobile-optimized ads that capture the complete attention of your audience.

Consumers can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products—all in a single ad.

**AVERAGE 12.5 SECOND VIEW TIMES AND CTRs 2-3x HIGHER THAN INDUSTRY**

Sample ad units. Click on each to play videos.

*Additional fees would apply to Add To Online Grocery Cart*
A multi-media platform that delivers surround-sound Brand messaging whether consumers are tuned-in on-air or online—

driving traffic in-store and down the dairy aisle of your priority, local retailers
A trusted partner since 2016, Westwood One Media (WWO) will provide brands with an enhanced program while maintaining the ability to fully customize individual brand campaigns.

| **TERRESTRIAL RADIO** | - Custom :15 second spot (approx 270 spots*)  
|                       | - 3-Week drive-time flights  
|                       | - Ability to run in up to 16 Top DMA Markets  |
|                       | **2,600,000 Impressions**  
| **DIGITAL**           | - Choice of display ads or streaming audio  
|                       | - Streams across station websites and mobile platforms  
|                       | - 4-Week flight  |
|                       | **412,500 Impressions**  
| **EMAIL**             | - Custom email across 2 markets  
|                       | - 100% Share-of-Voice  
|                       | - Dairy Food category purchase data added to targeting parameters  |
|                       | **50,000 Impressions**  
| **SOCIAL**            | - Custom video across 2 markets  
|                       | - Feature syndicated talent with broad following & on-air presence  
|                       | - Expanded reach and guaranteed impressions via paid FB post  |
|                       | **50,000 Impressions**  

*Based on running a :15s spot. Brands have the option of running a :30 sec spot.  
**Final impressions dictated by markets size, number of markets selected, and spot duration.

**Total Approximate Impressions per brand**

3.1+MM

**Note:**

- *Based on running a :15s spot. Brands have the option of running a :30 sec spot.
- **Final impressions dictated by markets size, number of markets selected, and spot duration.
MARKET SELECTION

To optimize media schedules, Brands will be able to select UP TO sixteen (16) DMAs as part of their media plan.

Base plan will deliver approximately 270 :15sec spots and guarantee 2.6M+ on-air impressions to ensure greater frequency and overall reach per market.

Brands will maintain ability to customize by market with drive to local retailer(s) and shift to :30’s if preferred based on Brand objectives.

If Westwood One does not have an owned and operated station in desired market, they will backfill at no additional cost.

Westwood will handle all copy, creative and production of audio spots, email, and local personality social videos.
Brands will be able to choose whether they prefer a combination of streaming and display, display only or streaming only.

Note:
Pending number of markets and size of markets, individual Brands which select just streaming audio may require to either:
Offset with some display to reach impressions delivery
Extend campaign beyond 4-week window
ELEVATING THE PARTNERSHIP

GUARANTEED IMPRESSIONS ON SOCIAL VIDEO

As value add to participating brands, WWO will guarantee the impressions delivered on social videos through paid placement.

Videos will live on local stations Facebook channel as well as on Facebook feed of A18+ in target markets.

Whenever able, WWO will also leverage personalities on syndicated shows to ensure high quality content with more consumer eyeballs and engagement.
Westwood One will target A18-54 PLUS consumers who have (or are likely to buy) dairy food in the past 6-12 months.

Added target parameter will drive greater consumer engagement with email outreach in target markets.

List purchase will extend reach beyond opt-in listening audience in each market.
Link and leverage mix of supporting tactics—including influencer marketing, twitter party, consumer promotion and integration across relevant content platform—to amplify your Brand message throughout the month of June.
Expert influencer assigned to each brand to create custom content
- Ability to target
- Editorial content & Social posts
- Option to overlay micro-sweeps

Estimated 500K to 750K Impressions per Brand

Featured placement / integration across website and social channels
- Ad & logo placements
- Social Posts
- Recipe database
- Twitter Party

74MM+ Total Easy Home Meals Program Impressions

National Consumer Promotion executed throughout June
- Opt-In File
- Access to Sweepstakes logo and link to cross-promote

Estimated 10K+ Unique Opt-ins
Each brand will be assigned a Social Influencer to develop editorial posts, compelling images, custom recipes and content which will be shared across blogs & social channels throughout JUNE DAIRY MONTH

- Influencers blended each brand into their personal stories/recipes to create an authentic message
- Content posted across Blogs, Instagram, Facebook, Pinterest, Twitter, etc.
- Geo-targeted to specific audience/DMA by brand
- Engagement was incentivized through hosted giveaways with their audience via “Micro-Sweeps”
Influencers will host a “Micro-Sweeps” giveaway to engage audience and incentivize sharing

- Brands have option to provide Influencers with FREE Product/Product Coupons(s) to use as prizes
- Consumers will be incentivized by sharing #Hashtags, Links, etc. via Twitter, Pinterest and Instagram
- Winner selection and prize fulfillment is handled by influencer

Win it:
Three winners will each win Hood® Cottage Cheese coupon prize packs each worth up to $49.50 each!
EASY HOME MEALS INTEGRATION

Logo placement on JDM Promotion Page

Featured in Easy Home Meals Newsletter

Mention in #JuneDairyMonth Twitter Party

Site-wide rotational banner ad*

Custom posts and shared content across social channels

*Or boosted FB post for participating retailers
## OVERALL CAMPAIGN REACH

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<tr>
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<tbody>
<tr>
<td>Mix of digital and video platforms offered at various levels</td>
<td>3MM Guaranteed 21.5k+ Engagements</td>
<td>5MM Guaranteed 40.7k+ Engagements</td>
</tr>
<tr>
<td>Ability to adjust marketing mix within WWO offering</td>
<td>3.1MM+</td>
<td>3.1MM+</td>
</tr>
<tr>
<td>Custom branded content via Influencer campaign</td>
<td>750K</td>
<td>750K</td>
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<tr>
<td>Featured placement / Integration across EasyHomeMeals.com</td>
<td>74MM+</td>
<td>74MM+</td>
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<tr>
<td>Consumer Opt-In File of Sweepstakes Entrants</td>
<td>10K+</td>
<td>10K+</td>
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**TOTAL ESTIMATED IMPRESSIONS PER BRAND**

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<tr>
<td>TOTAL ESTIMATED IMPRESSIONS PER BRAND</td>
<td>80.8 MM+</td>
<td>82.8 MM+</td>
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**TOTAL ESTIMATED JDM IMPRESSIONS: 184+MM**
Below is a conservative estimate to illustrate the cost of program to execute outside the co-operative and the efficiencies co-operative programming affords

### Agency oversight and account management
- Overall campaign planning & development
- Daily campaign management over all program touch points December – June

### All creative development and production
- All copywriting including script development, email blast & social copy
- Voice over talent and radio spot production
- Email creative design and deployment

### Sweepstakes administration, management and fulfillment
- Includes microsite development and hosting
- Administration, management and fulfillment

### Sweepstakes Prizing

### OptimAd Digital Media Evaluation
- Paid social, video, programmatic display, native media, in-app ads
- Media planning, buying and real-time campaign optimization
- Program customization individualized by Brand

### Westwood One Media Evaluation
- Media planning and buying
- Multi-media integration across on-air, online, streaming, display and email

### Dedicated Brand Blogger
- Includes branded blog post, social shares & optional Micro sweeps

### Easy Home Meals Promotion
- Featured placement on website, Twitter party, social media integration

### Total Program Spend
- **Your spend**: $117,000.00
- **Your savings**: $80,100.00

### Co-operative campaign value
- **Agency oversight and account management**: $13,000.00
- **All creative development and production**: $25,000.00
- **Sweepstakes administration, management and fulfillment**: $9,500.00
- **Sweepstakes Prizing**: $10,000.00
- **OptimAd Digital Media Evaluation**: $30,000.00
- **Westwood One Media Evaluation**: $23,000.00
- **Dedicated Brand Blogger**: $3,500.00
- **Easy Home Meals Promotion**: $3,000.00
THANK YOU

These concepts are submitted as a confidential presentation.
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