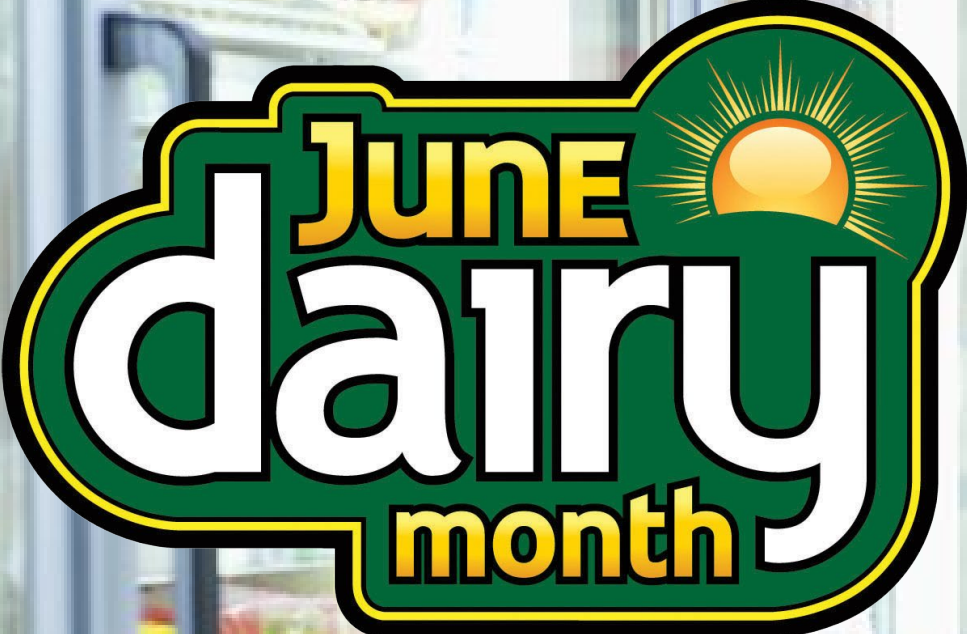


A NEW LOOK
FOR 2020



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





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

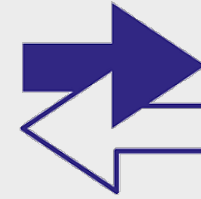
Brands select how many markets, and which markets, are priority

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)





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

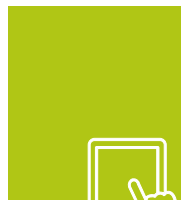
Converge digital strategies with retail activation to ensure top of mind awareness for your Brand when the decision-making process begins ...

online, long before consumers ever reach the store or point of purchase.



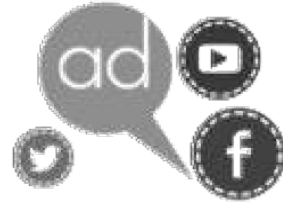
A NEW PARTNER FOR 2020, OPTIMAD'S DIGITAL PLATFORM WILL OFFER BRANDS A MORE DIVERSE MIX OF DIGITAL TOUCH POINTS, GREATER CUSTOMIZATION & FLEXIBILITY OF PLAN PLUS ENHANCED CREATIVE DEVELOPMENT & DESIGN OF AD UNITS.

 OPTIMAD	TIER 1	TIER 2
Targeted Shopper Clicks to RETAILER.com or online destination for the BRAND	6,500+	9,962+
Targeted Video Views	15,000+	30,833+
Total Guaranteed Shopper Engagements *	21,500+	40,795+
<i>Estimated Impressions</i>	3 MM	5 MM



- ✓ 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

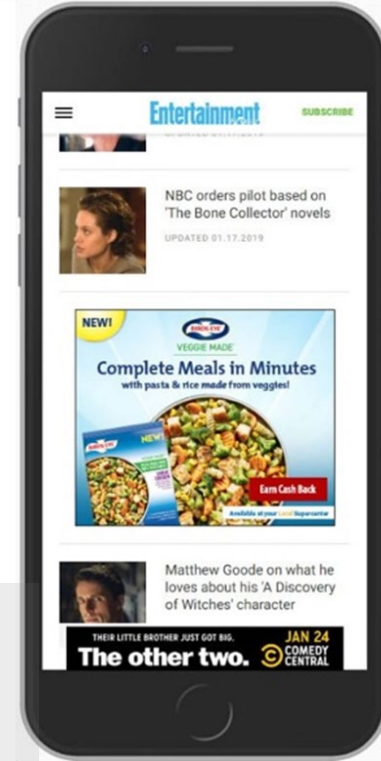
PROGRAMMATIC & NATIVE MEDIA



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



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

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.

CAROUSEL ADS

 **The Lean Mean Fan**
Sponsored · 




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



Vanilla
Buy Now - Walmart.com [Shop Now](#)

Strawberry
Buy Now - Walmart.com [Shop Now](#)

Mixed Berry
Buy Now - Walmart.com [Shop Now](#)

 Like  Comment  Share

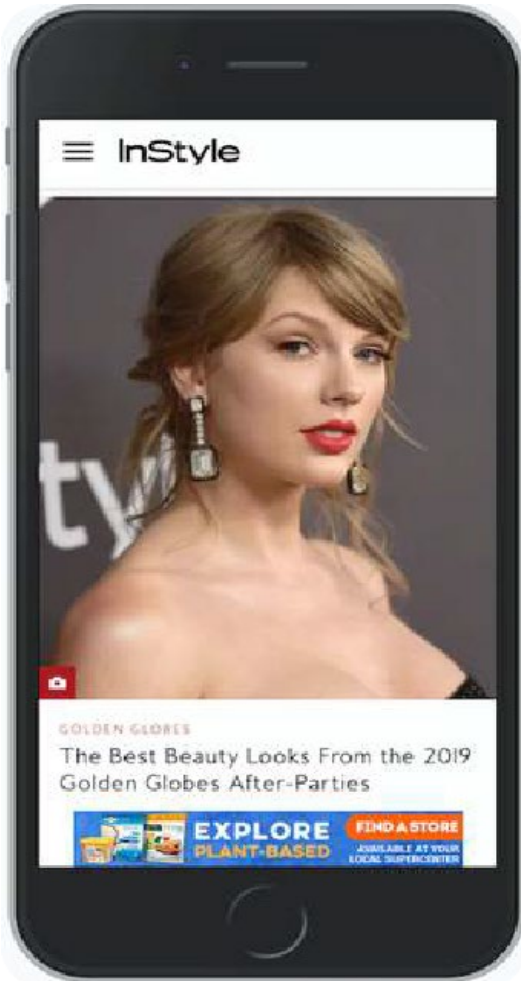
AMPLIFY SOCIAL OUTREACH

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.

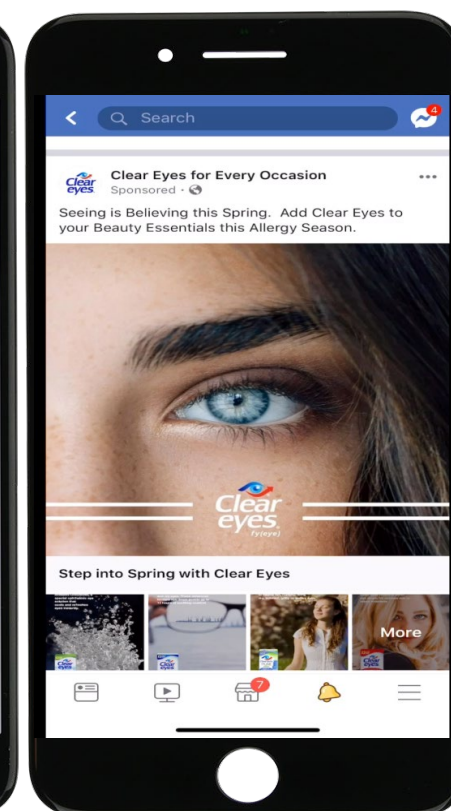
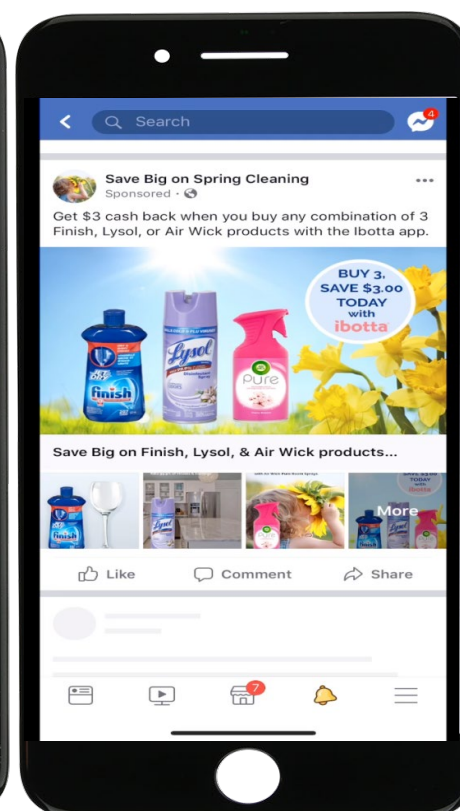
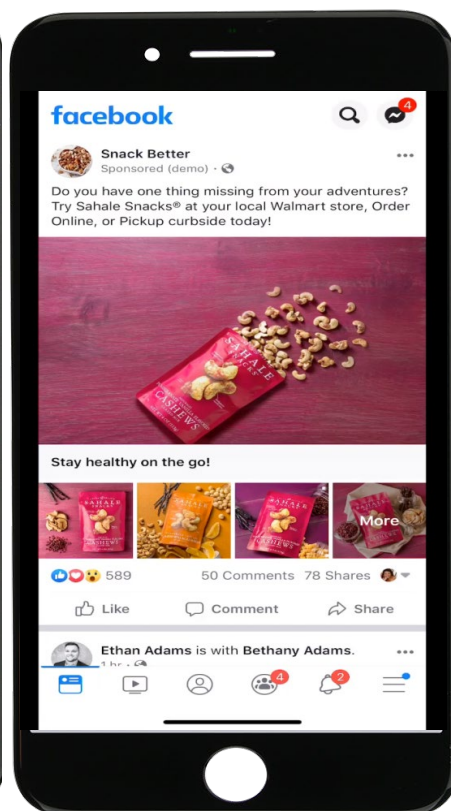
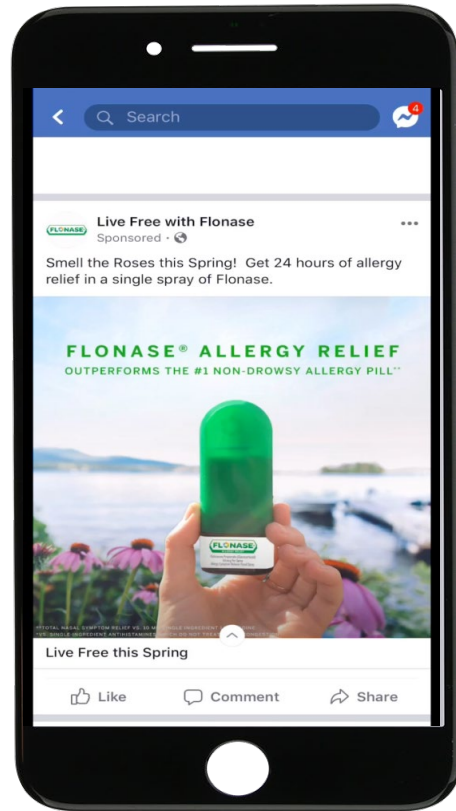
BRAND SPECIFIC CUSTOMIZATIONS

BRAND PAGE COUPON OFFER

ADD TO ONLINE GROCERY CART*

DEEPLINK TO BUNDLED IBOTTA OFFER

PRODUCT RECCOMENDATION



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.

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 (WVO) will provide brands with an enhanced program while maintaining the ability to fully customize individual brand campaigns.

<p>TERRESTRIAL RADIO</p> 	<ul style="list-style-type: none"> ▪ Custom :15 second spot (approx 270 spots*) ▪ 3- Week drive-time flights ▪ Ability to run in up to 16 Top DMA Markets 	<p>2,600,000 Impressions</p>
<p>DIGITAL</p> 	<ul style="list-style-type: none"> ▪ Choice of display ads or streaming audio ▪ Streams across station websites and mobile platforms ▪ 4- Week flight 	<p>412,500 Impressions</p>
<p>EMAIL</p> 	<ul style="list-style-type: none"> ▪ Custom email across 2 markets ▪ 100% Share-of-Voice ▪ Dairy Food category purchase data added to targeting parameters 	<p>50,000 Impressions</p>
<p>SOCIAL</p> 	<ul style="list-style-type: none"> ▪ Custom video across 2 markets ▪ Feature syndicated talent with broad following & on-air presence ▪ Expanded reach and guaranteed impressions via paid FB post 	<p>50,000 Impressions</p> <p>3.1+MM</p> <p><small>**Total Approximate Impressions per brand</small></p>

*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

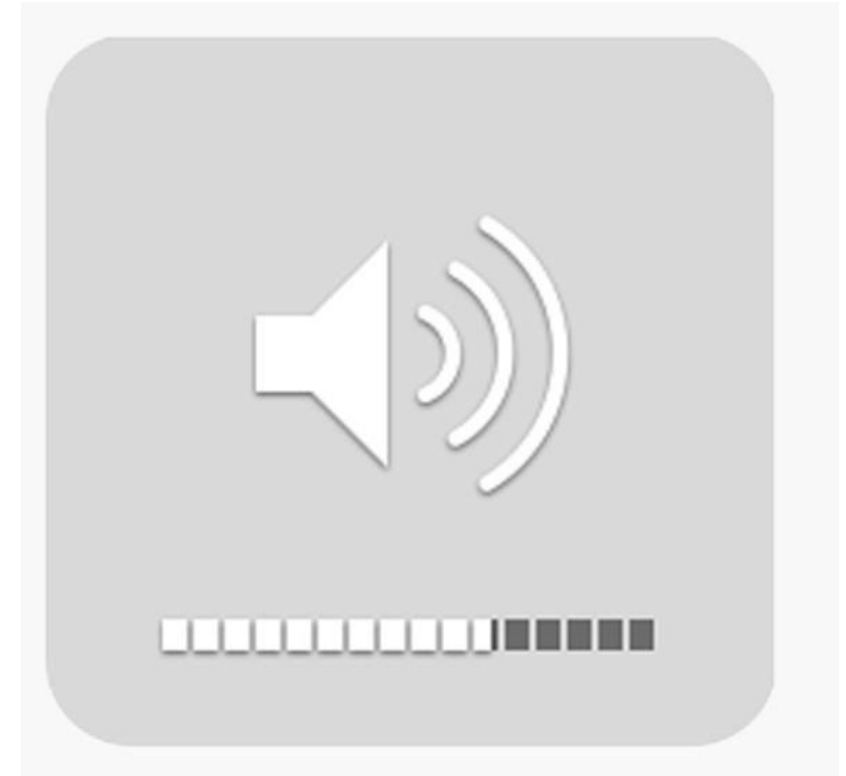
To optimize media schedules, Brands will be able to select UP TO sixteen (16) DMAs as part of their media plan

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



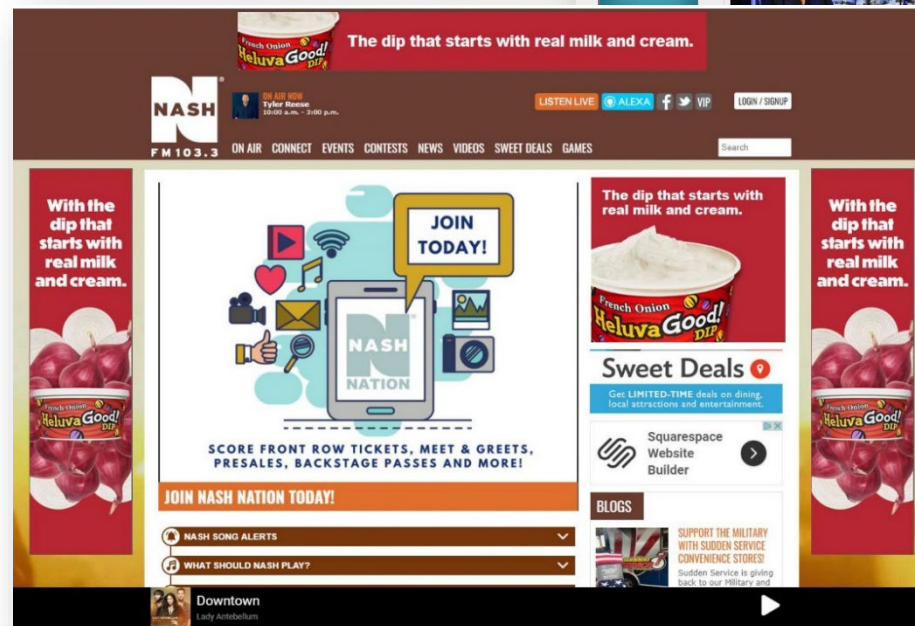
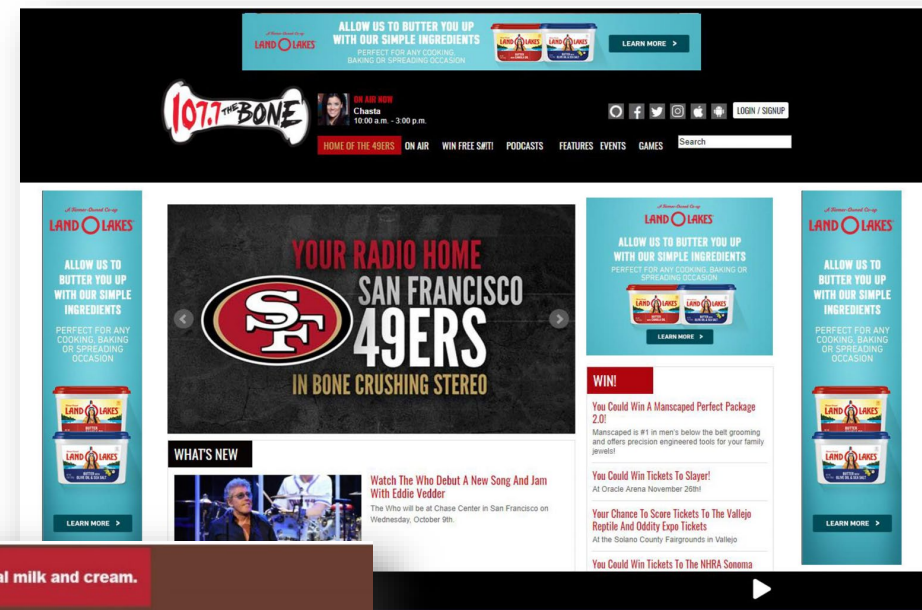
DIGITAL CUSTOMIZATION

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



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

WWO SYNDICATED SHOWS



LIST BUYING AND ADDED TARGET PARAMETER

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

Try Oui™ by Yoplait® today




Say Oui to French style yogurt.

Subtly sweet, fresh taste

Yoplait French style yogurt uses only simple, non-GMO ingredients – poured and served from the pot. Made with whole milk and real fruit this uniquely thick and creamy yogurt is subtly sweet, fresh taste. Available in sixteen delicious flavors, Oui is a moment of delight in every bite.

Shop Now

Get sippin' on all six flavors of our Lemonade



Made In Florida
Made For Summer

Summer's favorite Lemonade comes in six flavors.

Nothing says summer like a cold glass of Lemonade. And nobody makes it more refreshing than Florida's Natural farmers. With a unique variety to choose from, like our classic Lemonade and a whole range of berry flavors. A little sweet. A little sour. And sweetest of all, 100% of the profits from your purchase go directly to the Alex's Lemonade Stand Foundation.

Explore our variety of Lemonade flavors

You'll be Summer Lovin' the Delicious Flavor

LOVE AT FIRST BITE



Naturally Delicious Cheese

Borden® Cheese brings families together in the kitchen and around the kitchen table to transform meals into memorable moments. Summertime is full of these special moments to celebrate with friends, family, neighbors and, of course, delicious food!

Whether it's stacking a tasty sandwich or grilling up a cheeseburger, Borden® Cheese has a wide range of offerings to satisfy every taste this summer.

Find delicious recipe ideas at BordenCheese.com

GET RECIPES



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

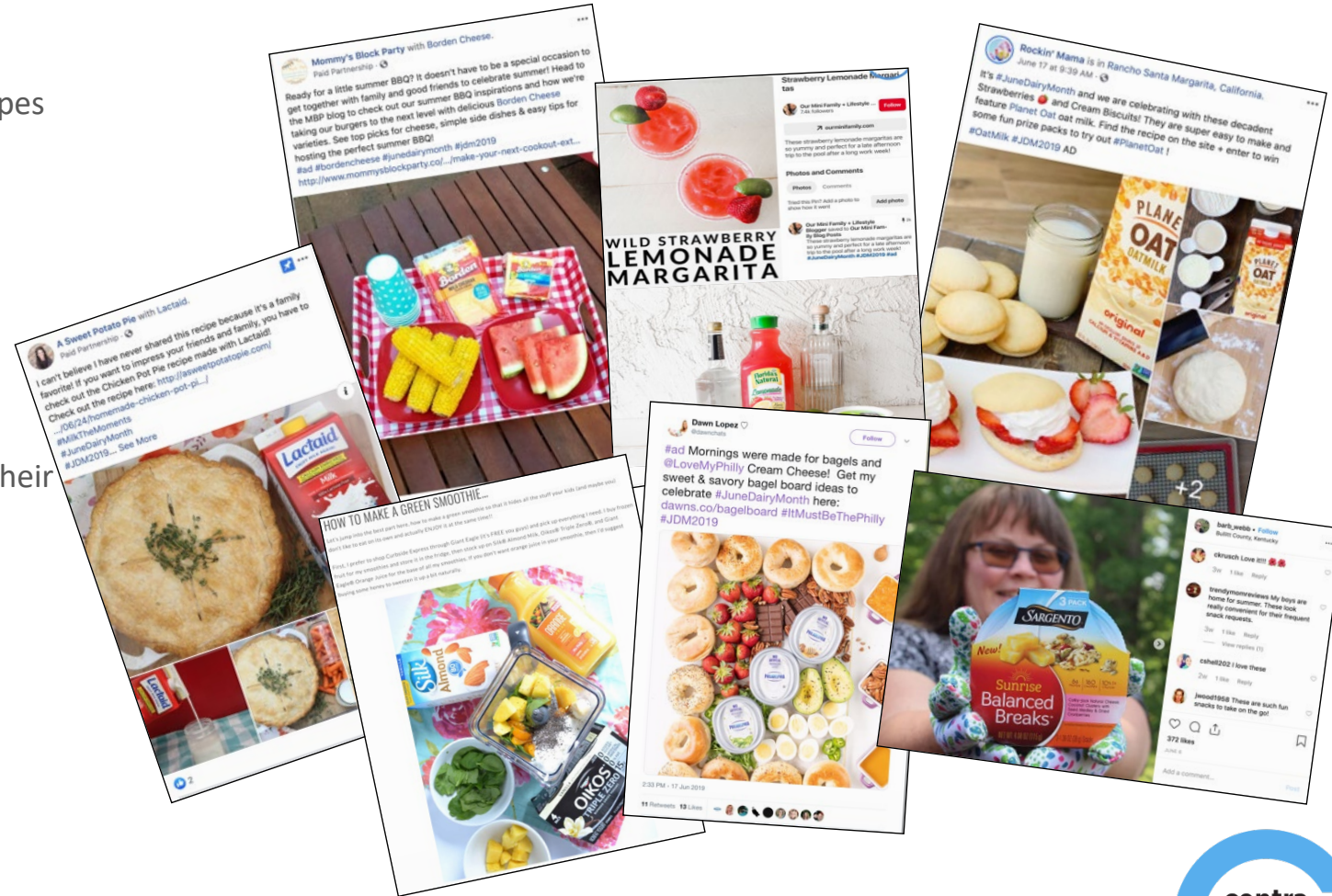
- ✓ Opt-In File
- ✓ Access to Sweepstakes logo and link to cross-promote

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”**





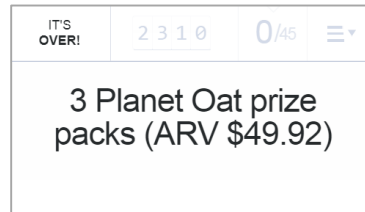
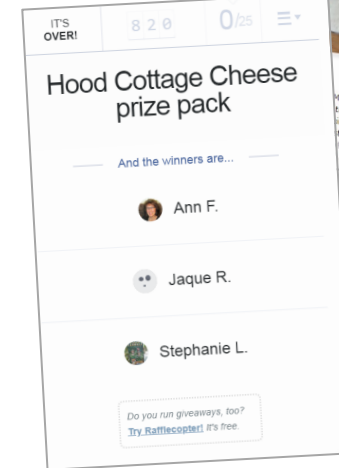
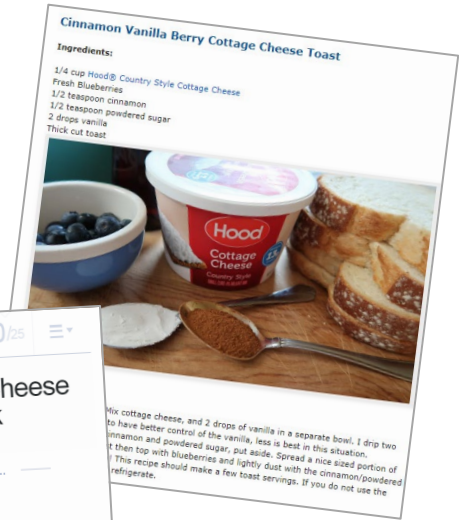
Influencers will host a “Micro-Sweeps” giveaway to engage audience and incentivize sharing

- 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!

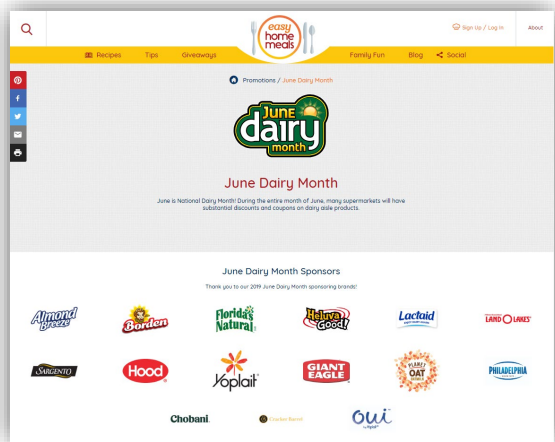


Dairy-Free Strawberries and Cream Biscuits – Giveaway

Win It! THREE of you will win a Planet Oat prize pack (ARV \$49.92) which includes 8 Planet Oat coupons and 1 Planet Oat tote bag. To enter, simply complete the Rafflecopter form and leave me a comment with the variety of Planet Oat Oatmilk you would like to try! Comments will close on July 1, 2019 at 11:59 pm PST.



Logo placement on JDM Promotion Page



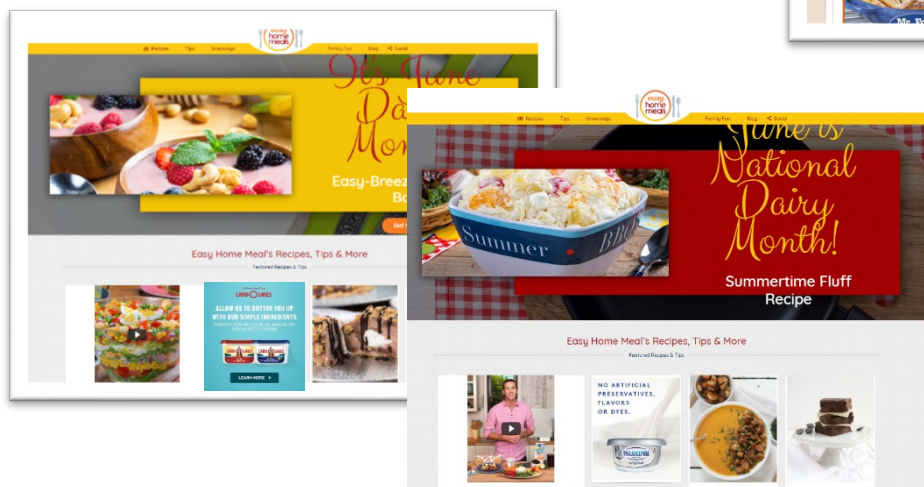
Featured in Easy Home Meals Newsletter



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



	TIER 1	TIER 2
Mix of digital and video platforms offered at various levels	3MM Guaranteed 21.5k+ Engagements	5MM Guaranteed 40.7K+ Engagements
Ability to adjust marketing mix within WWO offering	3.1MM+	3.1MM+
Custom branded content via Influencer campaign	750K	750K
Featured placement / Integration across EasyHomeMeals.com	74MM+	74MM+
Consumer Opt-In File of Sweepstakes Entrants	10K+	10K+
TOTAL ESTIMATED IMPRESSIONS PER BRAND	80.8 MM+	82.8 MM+

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

<p>Agency oversight and account management —Overall campaign planning & development —Daily campaign management over all program touch points December – June</p>	\$13,000.00
<p>All creative development and production —All copywriting including script development, email blast & social copy —All display ads and required versioning —Voice over talent and radio spot production —Converting static assets into dynamic video ads —Email creative design and deployment —Social media video concept and production</p>	\$25,000.00
<p>Sweepstakes administration, management and fulfillment — Includes microsite development and hosting — Administration, management and fulfillment</p>	\$9,500.00
<p>Sweepstakes Prizing</p>	\$10,000.00
<p>OptimAd Digital Media Evaluation —Paid social, video, programmatic display, native media, in-app ads —Social media amplification with DJ personalities —Media planning, buying and real-time campaign optimization —Value add impressions to drive overall promotion —Program customization individualized by Brand / JDM messaging</p>	\$30,000.00
<p>Westwood One Media Evaluation —Media planning and buying —Multi-media integration across on-air, online, streaming, display and email</p>	\$23,000.00
<p>Dedicated Brand Blogger —Includes branded blog post, social shares & optional Micro sweeps</p>	\$3,500.00
<p>Easy Home Meals Promotion —Featured placement on website, Twitter party, social media integration</p>	\$3,000.00
TOTAL PROGRAM SPEND	\$117,000.00
YOUR SPEND	\$36,900.00
YOUR SAVINGS	\$80,100.00

THANK YOU



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