



# ACTION FACTS

## DFC MARKETING & NUTRITION NEWS

### FEBRUARY 2014

- *Recharge With Milk*
- *New AYNIC magazine and in-store promotion*
- *AYNIC Events*
- *New DFC marketing & nutrition bulletin*
- *Spinning for cancer research*
- *Congratulations to the Canadian subsidiary of BEL Group*

### *Chocolate Milk: The Original Recovery Drink*

The Recharge with Milk (RWM) campaign continues to run in Ontario and the Maritimes for the sixth year! March 2014 will mark the launch of a new television commercial titled "REpeat". It will show a series of athletes performing at their hardest and link their performance to the *Rehydrate, Refuel and Recharge* tagline. The goal is to highlight the fact that chocolate milk provides athletes the necessary benefits to recover and perform even better the next time. New print ads were also developed and will be published in partner's newsletters, eblasts and various other communications throughout the year.

Online has always been a big part of the RWM campaign and 2014 is no different. Pre-roll advertisements (ads that play before online videos) will be used during periods when the TV commercial is off-air. Social media advertising is also part of the plan, allowing us to acquire new fans for our ever-growing Facebook community. Online activities will run throughout the year and should garner over 70 million online media impressions!

A new contest titled *Recharge Rewards* will be launched at the end of the month to encourage athletes to share their post-workout routine in social media (on Instagram and Twitter) for a chance to win the ultimate marathon experience, including an all expense paid trip for two to the Blue Nose Marathon or the Mississauga Marathon, the services of a personal trainer, new running gear, a chocolate milk supply to help with their training recovery and more. In addition, a number of weekly prizes such as marathon entry fees will be awarded.

The *Recharge Rewards* contest will be promoted thanks to 15 second TV spots on Sportsnet, ads in gyms, outdoor ads near athletic facilities and stores, online banners, and publicity in grocery stores. From the

end of March to April, ads will be displayed in 80 Sobeys stores in the Maritimes and 147 Metro stores in Ontario. In addition to rebates on chocolate milk and in-store visibility for the contest, samplings will be held in select stores and information booklets about the contest and the benefits of chocolate milk as a recovery beverage will be distributed.

### Objectives

Increase sales of chocolate milk and highlight its benefits as a sports recovery beverage.

### Overview

- Period:
  - March to December 2014
  - Recharge Rewards Contest from March 24<sup>th</sup> to May 25<sup>th</sup>, 2014
- Market: Ontario and the Maritimes
- Target: Active Canadians

RECHARGE REWARDS *with MILK*  
THE ORIGINAL RECOVERY DRINK

OVER \$20,000 IN PRIZES TO BE WON!

LIVE THE ULTIMATE  
**MARATHON EXPERIENCE!**

SHARE YOUR POST-WORKOUT ROUTINE AT RECHARGEWITHMILK.CA FOR YOUR CHANCE TO WIN

**AN ALL-EXPENSE-PAID TRIP FOR 2 TO A MAJOR CANADIAN MARATHON!**

- TRAIN WITH A PROFESSIONAL COACH • RUNNING GEAR
- PLUS MANY WEEKLY PRIZES TO BE WON

FOR ENHANCED PERFORMANCE, MAKE CHOCOLATE MILK A REGULAR PART OF YOUR WORKOUT ROUTINE.

100% CANADIAN MILK



## Savouring Spring with Fun, Fresh Flavours

The first AYNIC magazine of the year will kick-start the warmer season with a full-on fiesta theme. This issue focuses on creating an overall experience that is casual, bright, luminous and warming. We invite readers to celebrate spring by using the fresh flavours of Canadian cheese to create small dishes that are meant to be shared. It will be published March 3<sup>rd</sup>.

The first in-store promotion of the year for cheese will also celebrate the return of spring, calling out to consumers to spend much appreciated time with family and friends during brunch. Growing in popularity, this meal is a perfect opportunity to highlight Canadian cheese as a source of pleasure. By proposing creative, simple and fun recipes, DFC aims to bring about new ways to include Canadian cheese at brunch time and highlight its versatility.

From February 24<sup>th</sup> to March 23<sup>rd</sup>, DFC will partner with Ontario Metro and Western Coop stores to incite shoppers to purchase Canadian cheeses bearing the 100% Canadian Milk symbol. This promotion will be advertised on the back cover of the AYNIC magazine, on DFC's Facebook and Twitter pages, in Metro and Coop flyers during the weeks of March 14<sup>th</sup> and 20<sup>th</sup>, and online. In-store publicity will also be displayed in 156 Ontario Metro stores and 94 Federated Coop stores, where recipe booklets will be distributed. Flyer ads displaying the 100% Canadian Milk symbol will be affixed to participating products; coupons will be

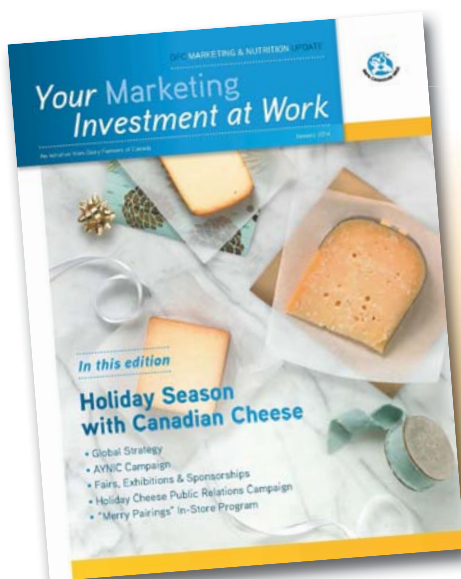
distributed by DFC representatives during in-store demonstrations the weekend of March 15<sup>th</sup>.

### Objective

Increase sales of cheeses made from 100% Canadian milk.

### Overview

- Period:
  - Magazine launch March 3<sup>rd</sup>
  - In-store promotion February 24<sup>th</sup> to March 23<sup>rd</sup>
- Market: National (excluding Quebec)
- Target: Consumers



As some of you may know, we have recently begun reviewing our communications in order to provide farmers with more frequent updates and background on our various activities.

A new bulletin highlighting recent DFC marketing activities is now available in the [Document Library](#) on [dairyfarmers.ca](#). As you will see, this bulletin is specific to last year's holiday AYNIC activities. We will be publishing more issues as we continue to put together the best strategy to inform farmers of the activities we hold on their behalf.

Please don't hesitate to share this bulletin with your fellow farmers or colleagues!

## All You Need Is Cheese Events

Want to see DFC's All You Need is Cheese team in action? Visit [AllYouNeedisCheese.ca/Events](http://AllYouNeedisCheese.ca/Events) to find out where they will be next. DFC will be introducing consumers to cheeses made from 100% Canadian Milk at events all year. Here are a few highlights from this January:



DFC was a major sponsor of the **Niagara Icewine Festival** (Ontario), from January 10<sup>th</sup> to 26<sup>th</sup>. During the festival, the AYNIC team presented at several events to promote and educate attendees about cheeses made from 100% Canadian milk. Once again DFC hosted a cheese tasting station at the

Icewine Xerox Gala, held on opening night, as well as six cheese seminars at various wineries in the Niagara region which were all sold out. Two of the educational cheese seminars had themes such as chocolate and cheese or grilled cheeses.

Also during this period, DFC's AYNIC team participated in the **Okanagan Winter Wine Festival** (British Columbia), which included Comforts of Grilled Cheese, Taste of the Thompson, port chocolate and cheese pairing, as well as wine and cheese seminars highlighting BC cheese and wine pairings. The grilled cheese event, which was branded AYNIC, was a first for the festival and was particularly successful — it even resulted in new cheese listings for some of the participating cheese makers!

On January 17<sup>th</sup>, DFC's AYNIC team hosted a cheese tasting station during the Plated & Paired event of the **Dine Out Vancouver Festival**. Held in Granville

Island Public Market, Plated & Paired is the opening event of the festival. DFC's station was extremely popular with the 300 attendees, many of which asked where they could purchase the cheeses they tasted and were pleased to find out that they were available at the market.

Finally, DFC was the co-host of the **All Yew Need Is Cheese Dinner**, held at the Yew Restaurant on January 27<sup>th</sup> during the Dine Out Vancouver Festival. Chef Ned Bell incorporated 100% Canadian cheeses in five menu items created for the occasion and presented each cheese in its natural state for attendees to sample. This event also had a great turn out from Vancouver media — with CTV Morning Live hosts and many Vancouver event and food bloggers in attendance.



DFC's AYNIC team at the Icewine Xerox Gala.



DFC's cheese tasting station during the Plated & Paired event in Vancouver.

## The Dairy Farmers of Canada Annual Spinning Event

The fifth edition of the *Grand Spin Don des Producteurs laitiers du Canada*, benefitting the Canadian Cancer Society, was held February 23<sup>rd</sup>. DFC has been the main sponsor of this fundraising event since its inauguration. This year, the event raised over \$58,000, surpassing its goal of \$55,555.

A total of 160 participants took up the challenge to ride a minimum of one hour to raise funds. Marie-Ève Croteau, world champion in para-cycling, also participated in the event for the third year to help raise its visibility. Several other Quebec celebrities also attended the affair, including Eve-Marie Lortie, talk-show host on TVA station and provincial spokesperson for the event.

### Objective

Remind consumers that staying active and healthy eating, including milk products, is the recipe to stay in shape.

### Overview

- Period: February 23<sup>rd</sup>, 2014
- Market: Quebec
- Target: Consumers



*From left to right: Pierre Richard, organizing committee; Cora Kunderlik, trainer; Alex Blackburn, trainer; Nathalie Clark, Host on TVA station; Serge Jacques, owner of the Club Avantage Multi-Sports; Simon Vézina, organizing committee; Christian Talbot, class manager at Club Avantage; Eve-Marie Lortie, Host on TVA station and event spokesperson; Gilles Wiseman, trainer; Anabelle Déry, organizing committee; Michèle Martin, Canadian Cancer Society; and Marcel Bouchard, journalist for TVA.*

## Congratulations to the Canadian division of Bel Group



The Canadian subsidiary of BEL Group recently won an internal award called “The Oscows”, competing against other BEL subsidiaries around the world.

Their business case, which won the judges and will soon be presented to 150 top BEL executives from several countries, highlighted their work with Dairy Farmers of Canada as “a very efficient and inspiring partnership”.

Since 2011, Boursin cheeses are made in Canada through a manufacturing and distribution agreement with Agropur. DFC partnered with BEL to support the Boursin line of cheeses that proudly bear the 100% Canadian Milk symbol. As a result of their aggressive marketing plans, a better product, an excellent distribution and DFC’s promotion in the AYNIC magazines (including coupons, in-store events and consumer shows), BEL has seen double-digit sales increases of Boursin across Canada and has more than doubled their volume in just 3 years.



Send us your comments and suggestions!

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