



Print Ads



CHALLENGE

In response to efforts to ban chocolate milk from schools, the United Dairy Industry of Michigan asked Pace & Partners to create an informational campaign targeting Michigan moms of elementary and middle school students. The goal: to let moms know that chocolate milk has the same nine essential nutrients as white milk.

SOLUTION

Based on research that shows most moms are online an hour or more a day seeking information and advice from experts and their inner circle of confidantes, Pace & Partners developed a strategy to reach moms with engaging creative executions that show chocolate milk as a good choice for their kids – especially in light of all the potential “not-so-good” choices. The “Choose Chocolate Milk” campaign is targeted to Michigan women in the 25–54 age group and includes such tactics as print ads placed in parenting magazines, mobile banner ads, web ads placed on mom-specific sites, and Pandora radio.

RESULTS

In the first few weeks of the campaign, the Choose Chocolate Milk microsite received nearly 15,000 unique visitors. Upon launching the campaign, we quickly received dozens of contest entries and developed a strong Facebook following.

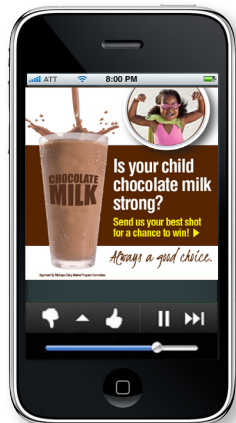
Website



Facebook Page



Window Shade Event Banners



Mobile/Web ads

COMMUNICATIONS

