



MILK
FOR HEALTH
on the Niagara Frontier Inc.

Milk For Health
2020 Budget Proposal

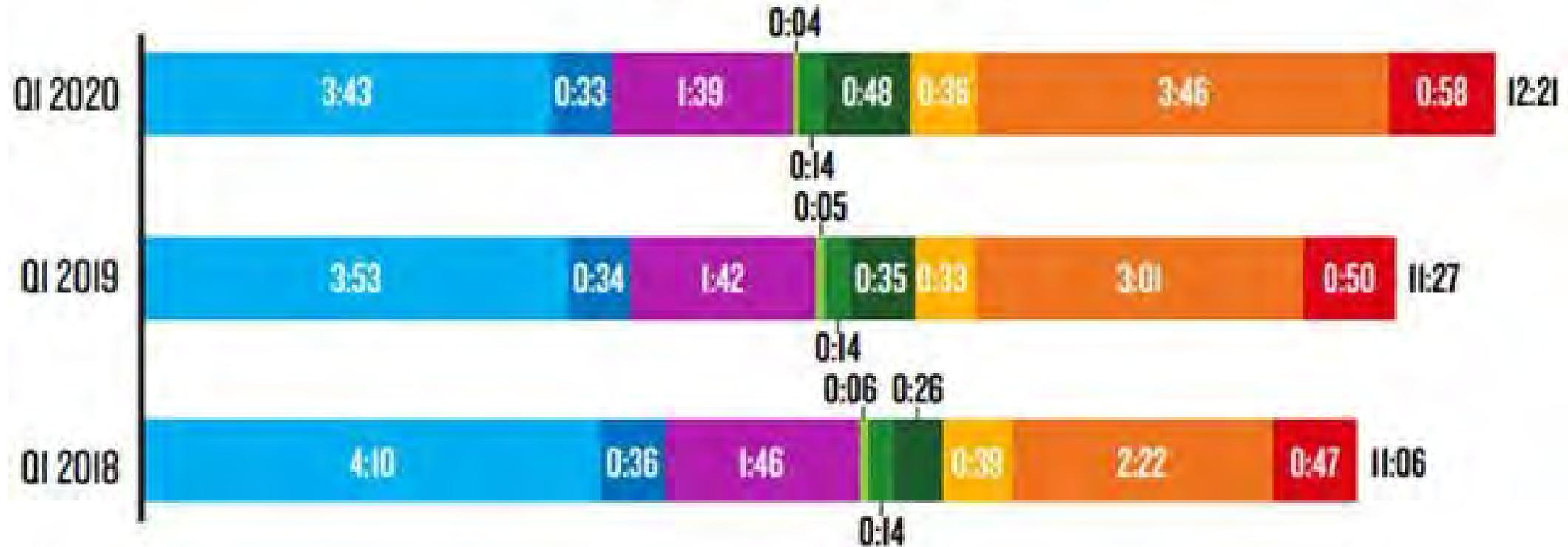


Television Streaming & Traditional

- COVID-19 = TV Consumption increase
- “New Normal”

AVERAGE TIME SPENT PER ADULT 18+ PER DAY

BASED ON TOTAL U.S. POPULATION

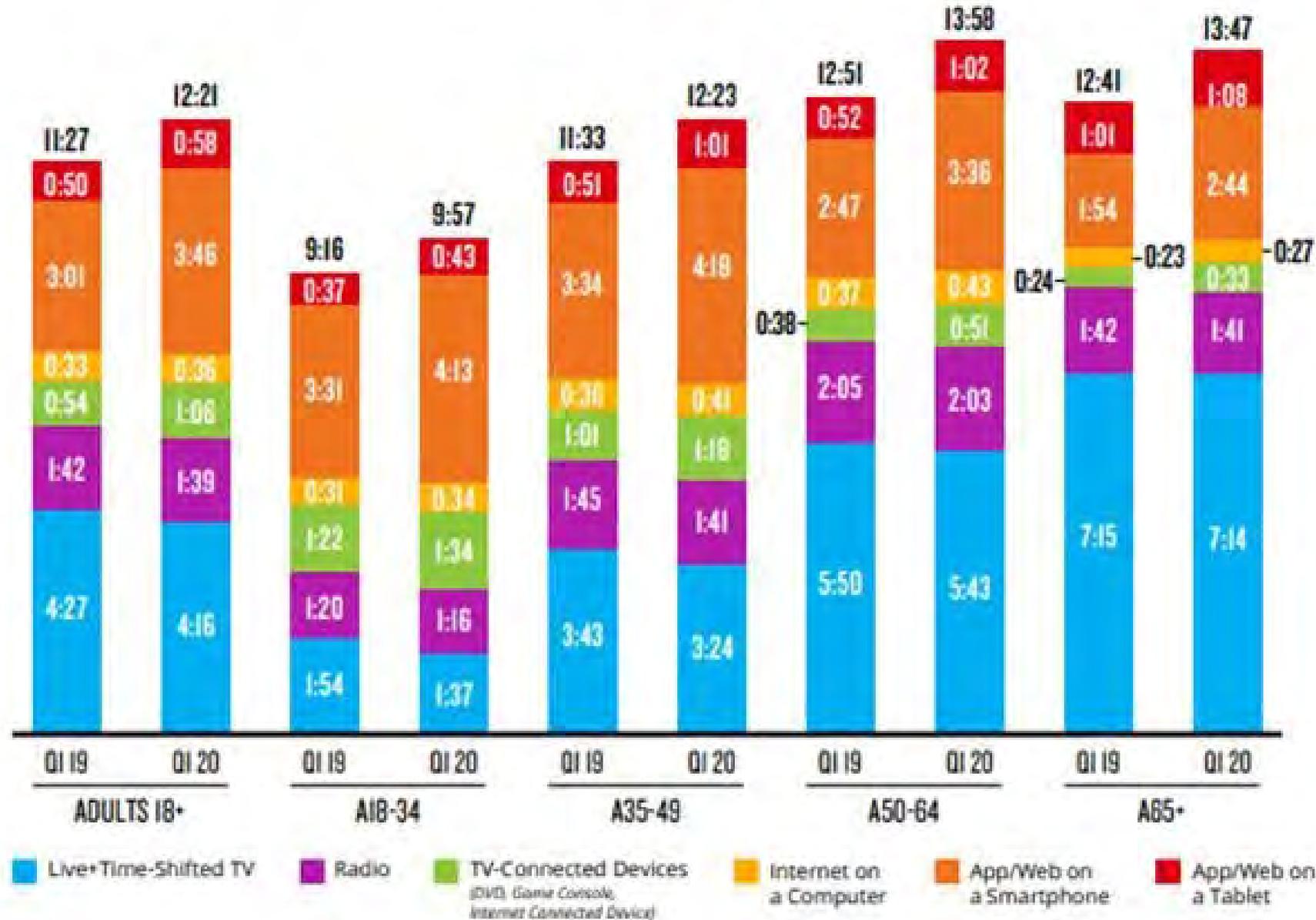


- Live TV
- Time-Shifted TV
- Radio
- DVD/Blu-ray Device
- Game Console
- Internet Connected Device
- Internet on a Computer
- App/Web on a Smartphone
- App/Web on a Tablet

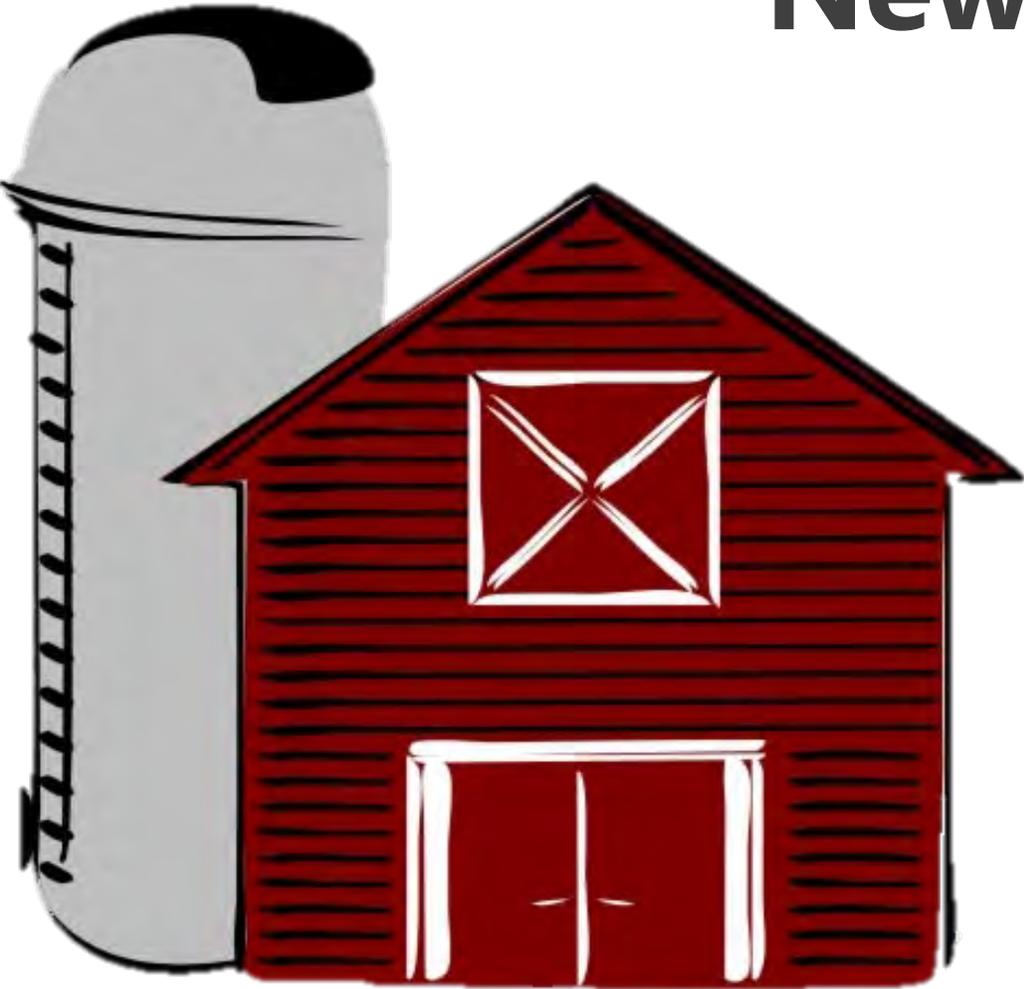
Note: Some amount of simultaneous usage may occur across devices. Internet Connected Device is inclusive of Smart TV app usage. Measurement enhancements to the mobile panel in the past year contributed to increases in usage levels beyond pure organic growth.

DAILY HOURS:MINS OF USAGE

BASED ON TOTAL U.S. POPULATION



New Commercial





g sim



hulu



prime video

Google Ads | All campaigns

All campaigns

Enabled and Paused

Video Campaign # 1597961213437

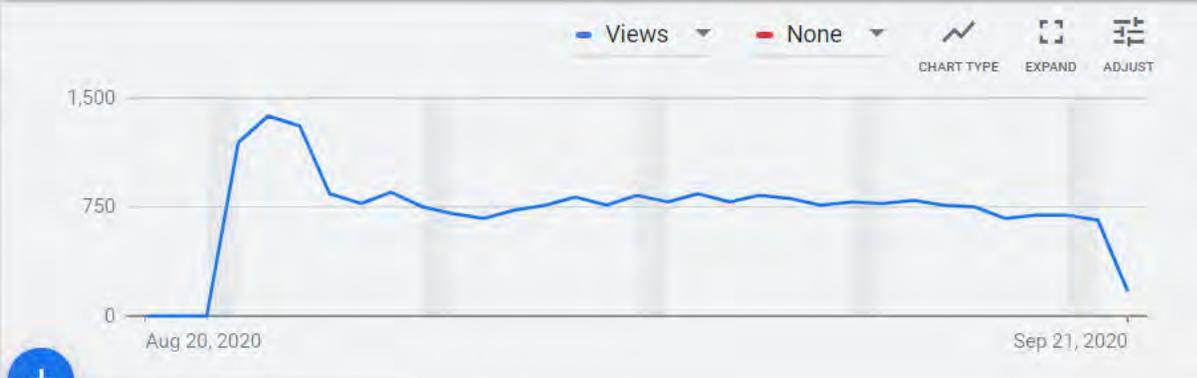
Removed campaigns are hidden

- Overview
- Recommendations
- Campaigns**
- Ad groups
- Ads & extensions
- Videos
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements
- Settings
- More

Campaigns

All time Aug 20 - Sep 21, 2020

You earned a credit Link 1 YouTube channel x



Raise your budgets

Your ads stopped running on your busiest days. Fixing your limited budget can help.

See why this is recommended for you

[VIEW RECOMMENDATION](#) [APPLY](#)

Campaign status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Impr.	Views	View rate	Avg. CPV	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Video Campaign # 1597961213437	\$15.00/d...	Eligible	Video	49,999	23,895	47.79%	\$0.02	\$490.48
Total: All but removed campaigns						49,999	23,895	47.79%	\$0.02	\$490.48
Total: Account						49,999	23,895	47.79%	\$0.02	\$490.48

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)

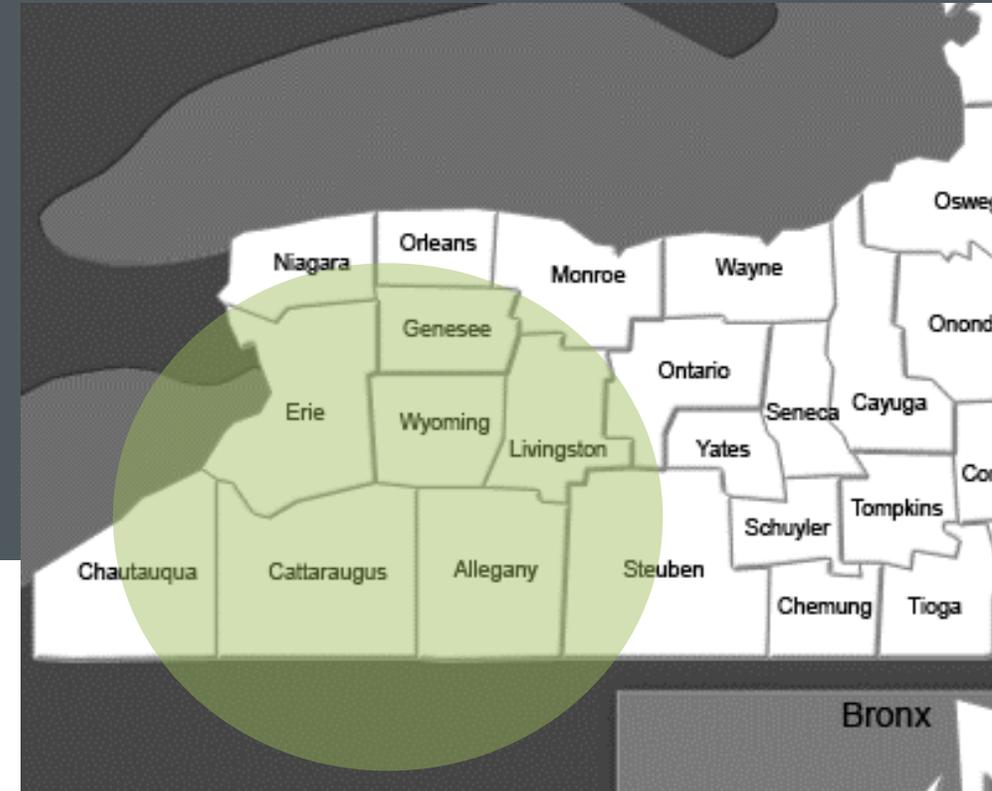
Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2020.

1 - 1 of 1

Television 2021



Goals

Traditional TV

- 10,000,000 Impressions
- 2,500 Spots

Streaming TV

- 5,000,000 Impressions
- 3 Platforms

Radio

- Change with season
- Promote local events
- No-Cost Spots



Goals

- 500,000 Impressions
- 600 Spots
- 4 Stations



explore & more

THE RALPH C. WILSON, JR.
CHILDREN'S MUSEUM






**UPSTATE NIAGARA
COOPERATIVE, INC.**
FARMER OWNED

**MILK
FOR HEALTH**
on the Niagara Frontier Inc.

explore & more
TOUCH
 truck



happy national farmer's day!

Saturday Oct. 12

- Farm fresh treats
- Farm activities
- Farm to fork exhibit
- Farm animals (weather permitting)

bite size buffalo SUPER SUNDAY

11am-5pm
 Sunday
 September 15th
 \$15/\$4 Members

Taste your way through everything you love about Buffalo!

presented by **Wegmans**

supported by **HSBC Bank**

expl



HONK
 for
HEROES

presented by **BANK OF AMERICA** and **GEICO**

BROUGHT TO YOU BY



Explore & More - The Ralph C. Wilson, Jr. Children's Museum posted a video to playlist Storytime. June 17 · 🌐

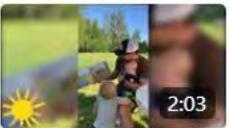
Storytime: Milk for Health* Farmer Mike reads Click, Clack, Moo Co...

Storytime: Milk for Health Farmer Mike reads Click, Clack, Moo Cows That Type - National Dairy Month...
[See More](#)

👍❤️ 10 1 Comment

🔥 Love 💬 Comment ➦ Share

Up Next

-  Storytime - Clay Moden reads Little...
Explore & More - The Ral...
13 weeks ago · 173 Views
-  Storytime - Our friends at Geico read...
Explore & More - The Ral...
13 weeks ago · 190 Views

Comments

[See All](#)

 Write a comment... 🗨️ 📷 🧠 🗑️



Explore & More Children's Museum

Explore
& More
\$15,000

Highlights-

- Children 2-12 and their families
- Each Kindergarten class from BCS
- Over 200,000 visitors yearly
- Various platforms of interaction

Goals

- 250,000 Visitors
- 10 Workshops/Events
- 10 Magic Shows



THE RALPH C. WILSON, JR.
CHILDREN'S MUSEUM



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Magician Performances

- **Magician Rob Allen**
- **Over 40 years of partnership**
- **Rave Reviews from students, teachers, & parents**
- **Asked to come back to schools year after year**
- **20 schools annually since year 1, 1977**



School Assemblies



Olcott Carousel Park

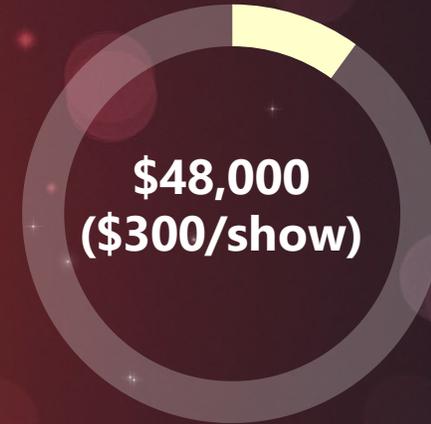
2019 – 10,000 visitors



A colorful sign for 'Explore New York' featuring a carousel horse and a magic show. Text includes 'THE GREATER WESTERN NEW YORK TRAVELER'S COMPANION', 'Explore New York', 'FREE MAY 15-JULY 2019', 'OLCOTT BEACH CAROUSEL PARK', 'ALL RIDES 25 CENTS', and 'Rob & Carol Allen's Magic Show, 2pm Daily Presented by the WNY Dairy Farmers'. The website 'www.exploreny.net' is at the bottom.



Magician Performances



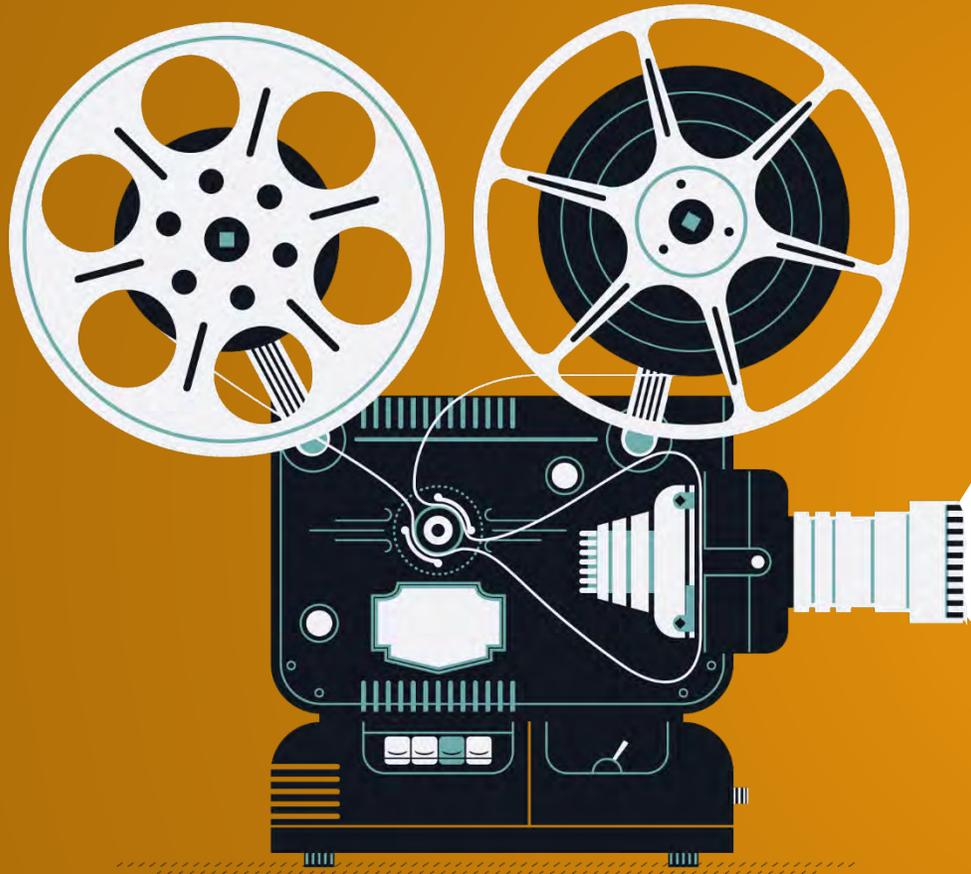
Goals

School Assemblies

- 100 Schools

Olcott Park

- 60 Performances
- 10,000 guests



Movie Theaters

Continued from 2020

:30 second “ *Milk Is Amazing*” Commercial

9 Theaters

Within 2 minutes of the movie start time

**32 screens and 200 movie showings each
day**

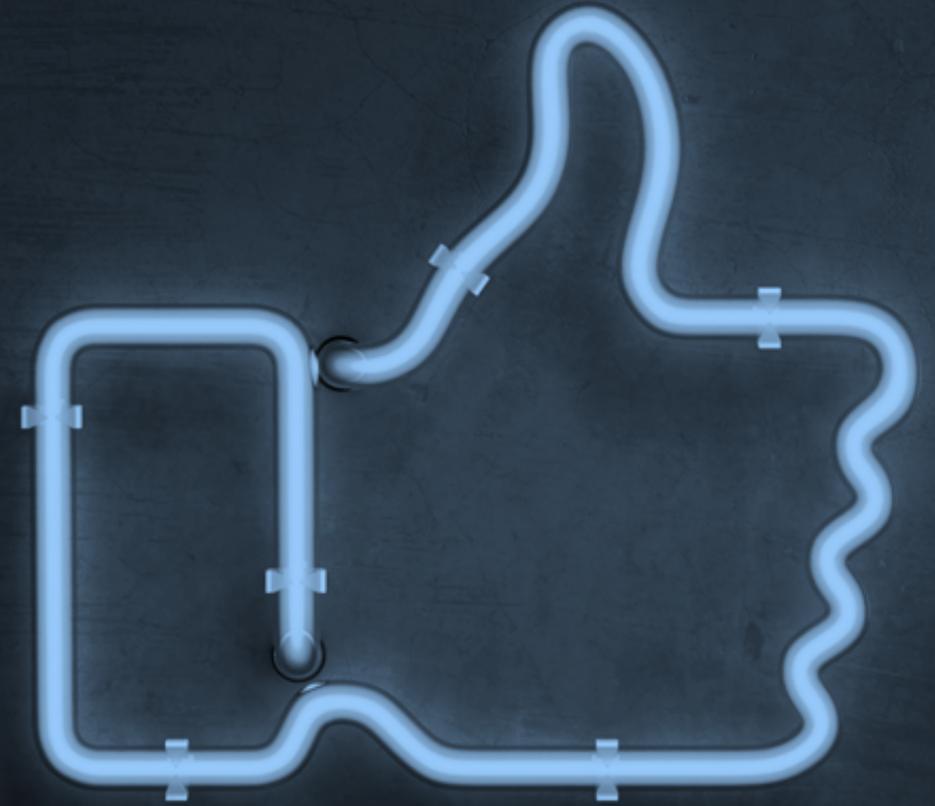
1,450,000 viewers

Social Media

Facebook

September

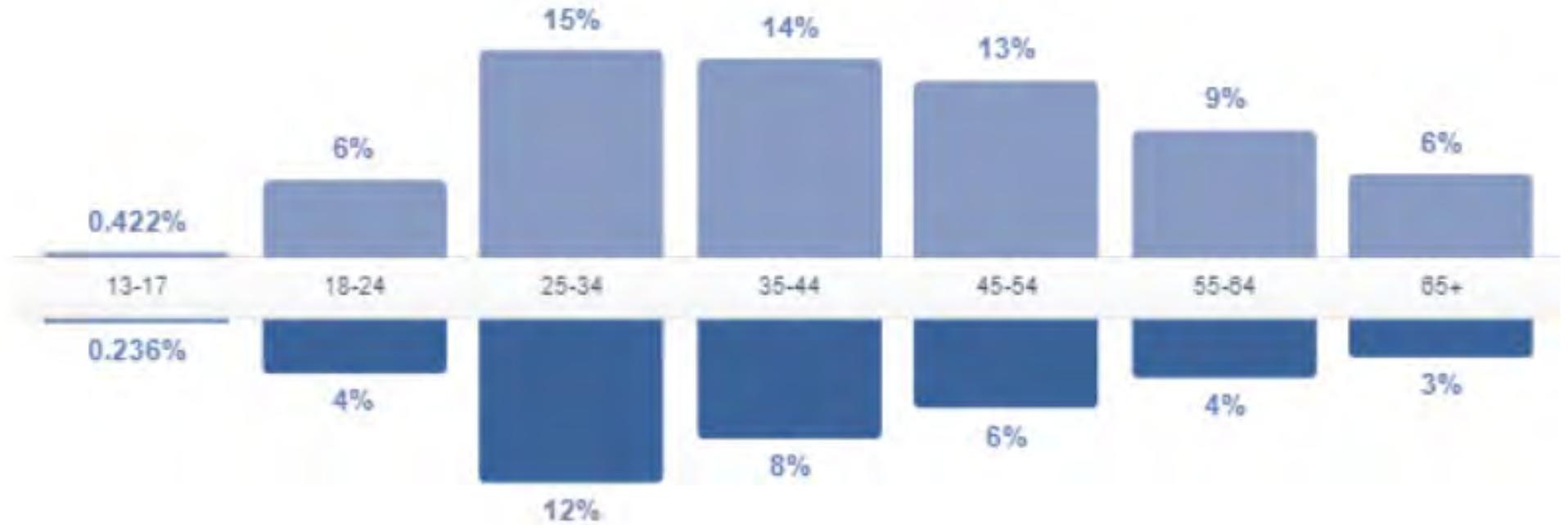
- **>6,000 followers**
- **103,000 people reached**
- **7,000 post engagements**
- **Page Likes ↑ 14%**



Facebook

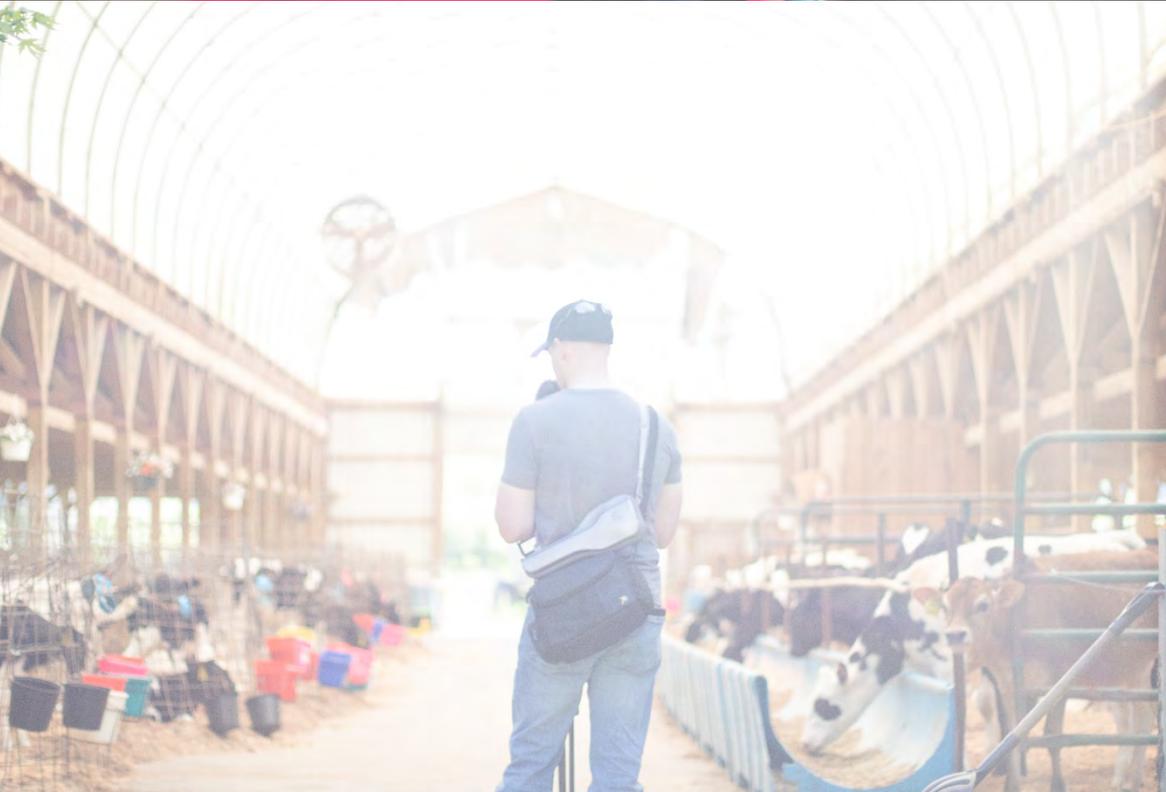
Women

■ **62%**
Your
Followers



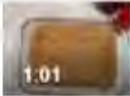
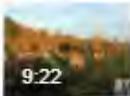
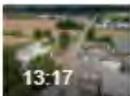
Men

■ **37%**
Your
Followers



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Facebook Videos

Video	Published	Minutes...	3s Video Views
 9:58	Country Ayre Farms	07/02/20 6:30 AM	11.3K 10.1K
 1:01	This one takes a bit of prep but it's soooooo worth it! 🍂 Pumpkin Cheeseca...	09/09/20 4:10 PM	10.5K 23.6K
 1:20	Pumpkin Spice Coffee Creamer	08/19/20 5:39 PM	7.5K 12.5K
 7:15	Perry-Dice Farms 2020	07/23/20 9:26 AM	3.9K 4.5K
 9:22	Rebecca's Story	09/23/20 5:28 PM	2.3K 1.9K
 1:08	It's no secret that Western New York weather can be a rollercoaster, to say th...	09/01/20 12:11 PM	2.2K 7.8K
 13:17	Meet Natasha Sutherland and take a tour of Stein Farms in LeRoy, New York!...	06/24/20 11:38 AM	966 786
 1:20	Tiffany's Story	09/22/20 6:14 AM	654 1.3K



MILK IS
amazing.

▶ WATCH COMMERCIAL



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Social Media & Web



Goals

- 200 Posts
- 30 new recipes on pages and website
- 40 videos
- 15,000 Facebook Followers
- 5,000 Instagram Followers

Cooking Classes

Goals

- 30 classes
- 750 7-8th graders



\$4,500





Chat –n- Chew



Goals

- 60 attendees
- 2 luncheons

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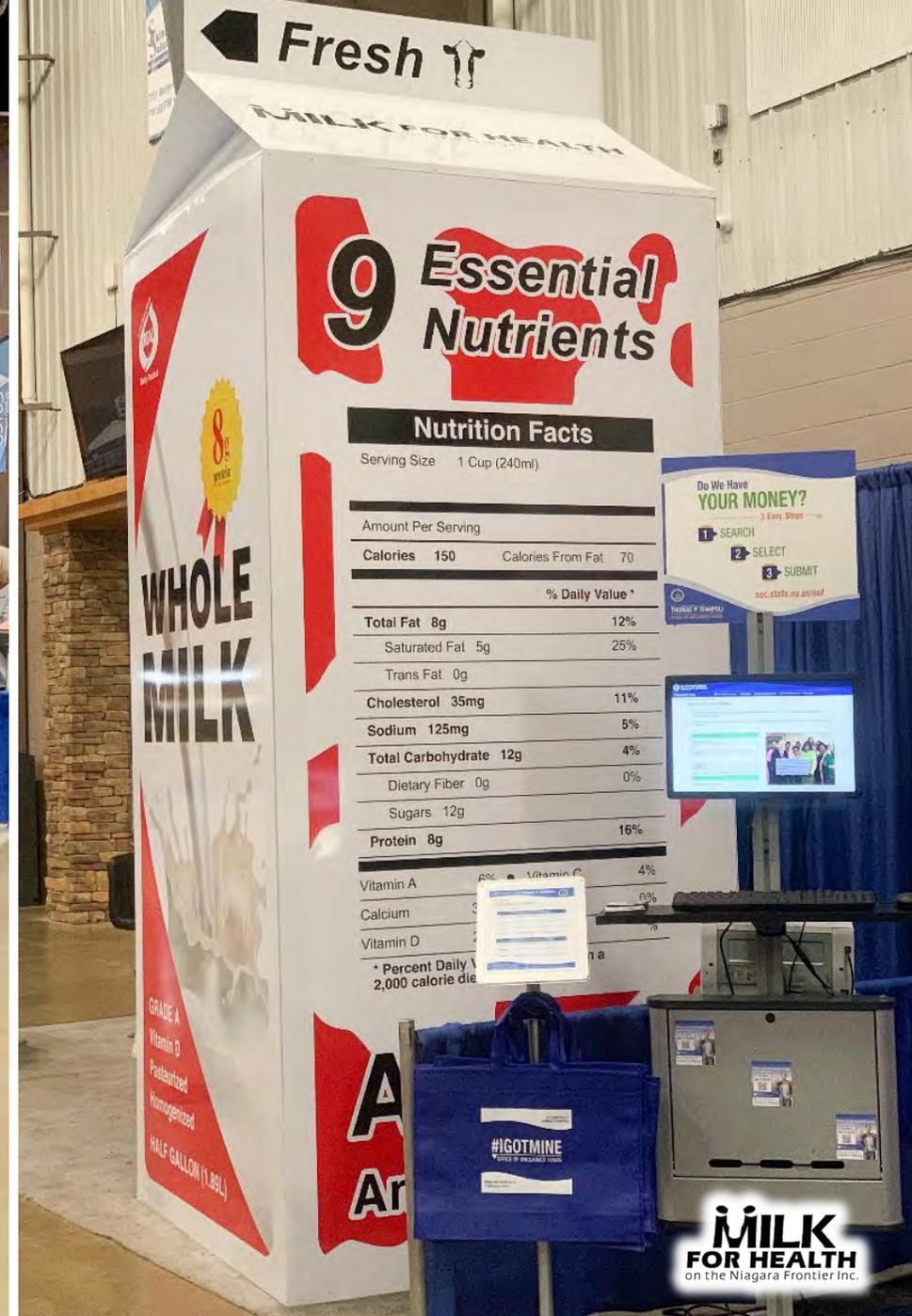


MADE IN CANADA
John Deere
EQUIPMENT
1837

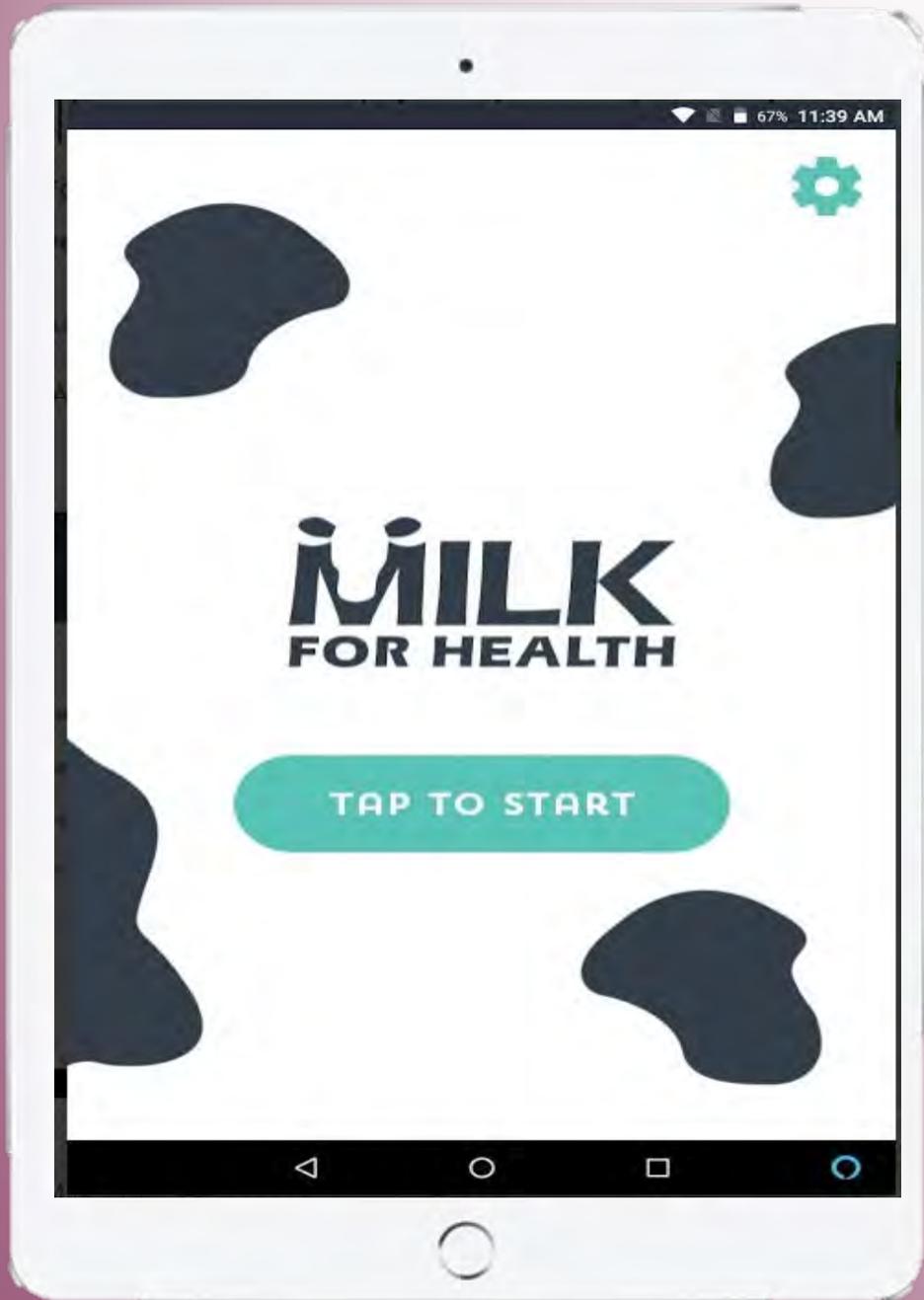


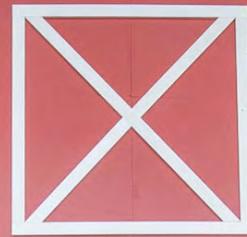
12 Days!
1,238,456
Visitors in 2019





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DAIRY ROW



Dairy Cows
The American Dairy Farm
The American Dairy Farm
The American Dairy Farm



KIDS & CHOCOLATE MILK

9 essential nutrients

2x 4% milkfat

3 servings of dairy a day

higher calcium intake

bone health for life.

MILK FOR HEALTH







Fairs & Events

- County and State Fairs
- Kinderfarmin'
- Livingston County Farm Fest
- Hunt Races
- Events with Wyoming County Chamber of Commerce
- Erie County Festival of Lights
- Farm Days on the A&A

Any Additional requested events

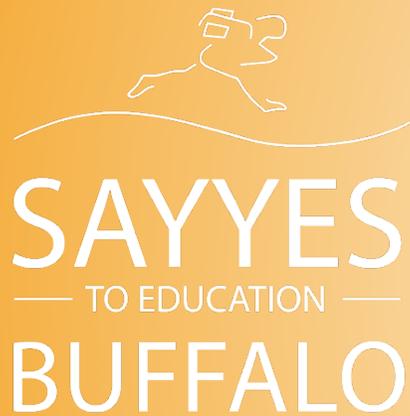
Fairs & Events



Goals

- **15,000 giveaways at Erie County Fair**
- **15 events**
- **65 farmer volunteers**

Buffalo City Schools



18 participating schools
8,000 students



buffaloschools.org/communityschools

Degree of Poverty in the City



Buffalo City Schools

Part-Time Employee

3-4 hour workshops each Saturday

Travel Time

Planning Time

10 hours/week

\$15/hour base

\$10,000 annually



Buffalo City Schools



Goals

- **18 schools attended**

Cooking, nutrition, science workshops

- **10,000 impressions**

Students, parents, families

- **5 live farm tours**



Administration



1 full time employee

20% of salary allocated to administration, health coverage

1 part time employee

-Minimum office costs-

Questions & Comments