

# Covid-19 Update – Dairy promotional campaign goes live

Information correct as at 15.00 on 15.05.2020



- Dairy promotion campaign is now live
- Campaign encourages consumers to 'MilkYourMoments'
- Kite Consulting are a key sponsor

## Dairy campaign

The AHDB and Dairy UK promotion campaign is now live. It is designed to drive the consumption of milk and other dairy products by encouraging, inspiring and celebrating moments of connection. These moments, such as catching up for a chat over a cuppa and cake or sharing an ice cream with the children, often include dairy and were things that we and the general public took for granted before lockdown

Whilst the nation is physically apart due to Coronavirus, the campaign aims to bring people together (virtually) in the same way, enjoying dairy as they connect and to celebrate these moments of connection hence 'Milk Your Moments'

It is important for the campaign to acknowledge, address and support the general public during this difficult time by encouraging these moments of (dairy fuelled) connection and through a direct partnership with Mind, a mental health charity. Mind (England and Wales) will work in partnership with SAMH (Scottish Association for Mental Health) in Scotland and Inspire in Northern Ireland to deliver the partnership, to cover all four nations of the UK.

The campaign has already been shown to a small panel of consumers and they reacted overwhelmingly positively, so the campaign has great potential over the next 12 weeks.

Kite Consulting are delighted to be a key sponsor and to proactively support the campaign through direct involvement, for the benefit of **our** industry.

Further details about the campaign and can be found here:

<https://ahdb.org.uk/milk-your-moments>

## How it works

Consumers will be prompted to visit the Milk Your Moments website which will generate a random 'moment of inspiration', give them an opportunity to win a prize, send a £1 donation to Mind and encourage them to record their 'moment' and to share with their friends on social media.

As well as increasing in-home consumption and the frequency with which people enjoy dairy products, the campaign hopes to drive a positive sentiment towards dairy and enhance the industry's reputation. It will be supported by advertising on social media, billboards near supermarkets, on radio and television.

## What you can do to support the campaign

It is critical that this campaign gains consumer acceptance and support and that in the initial stages, the content created and posted using the #milkyourmoments hashtag comes directly from consumers.

We know that you, like us, will want to do everything you can to support the campaign and you will be asked to use the hashtag and create your own moments - **but not just yet!**

We will share information next week with further details of the various ways you can get involved and support the campaign.

In the meantime, if you have any questions, please contact Becki Leach on [becki.leach@kiteconsulting.com](mailto:becki.leach@kiteconsulting.com) or 07595 415756.

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For further discussion or to help with any questions that you may have, please contact Consultant Support on [consultantsupport@kiteconsulting.com](mailto:consultantsupport@kiteconsulting.com) or 01902 851007 / 07542 403225

The logo for 'Kite' is rendered in a light blue, cursive script. The letter 'K' is particularly stylized, with a long, sweeping tail that extends downwards and to the left. The word 'Kite' is written in a fluid, handwritten style.