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Give the Gift of Goodness *Holiday Treats Made With REAL Butter*

The holiday season is the perfect time of year for entertaining and celebrating with good food, family, friends and fresh-baked cookies. These home-made holiday goodies, when made with REAL dairy ingredients, create memories that last all year long. This is also the perfect time of year to remind everyone that using REAL dairy products really does make a difference when preparing your favorite holiday recipes.

The Wisconsin Milk Marketing Board (WMMB) and Dairy Management, Inc. (DMI) are working together again this holiday season on a national promotion to urge consumers to purchase and use REAL butter for all their holiday baking and cooking needs. The promotion falls during the heaviest butter usage period of the year—thirty-five percent of butter purchases occur in October through December.

This year's promotion uses print advertising, in-store promotions and online advertising with banner ads delivering the "Give the Gift of Goodness" campaign message, while reminding consumers that REAL butter is the best choice for delicious flavor.

During the holiday season, a REAL butter print advertisement appears in nine national magazines, creating more than 32 million household impressions. The magazines include food publications such as *Christmas*

Cookies and Cooking Light; women's service magazines like *Better Homes and Gardens* and lifestyle-oriented publications such as *Good Housekeeping*.

This year's butter promotion also incorporates online advertising with banner ads appearing on six popular recipe websites:

www.cookinglight.com
www.myrecipes.com
www.southernliving.com
www.BHG.com

FoodBuzz Network
Facebook

for more than 49 million consumer impressions. All messaging will entice viewers to access recipes and sign up for the butter e-newsletter at www.butterisbest.com, a comprehensive resource for recipes and information about cooking and baking with REAL butter.

Along with strong advertising support, the campaign also includes public relations activities directed at print and online media. The campaign will be implemented featuring the new holiday recipes and the butter e-newsletter which will provide recipes and baking tips to subscribers daily between November 22 and December 25.

A focal point of the 2010 Holiday Butter Promotion is a new recipe booklet that includes eight magical



Byline: Vivian and her husband, Steven, own and operate their dairy operation in Cadott. She is actively involved with the Wisconsin Holstein Association, along with volunteering for the Drywood Dodgers 4-H Club and the Chippewa County Jr. Holsteins.

recipes that blend the natural flavor of real butter with fresh ingredients. Each one starts with REAL butter and then adds a dash of festive flavor from an unexpected ingredient. So rich, so delicious, these inventive treats are sure to have everyone asking "How did you do that?" The free brochure is offered to consumers through editorial stories in newspapers and to download at the www.butterisbest.com website. For butter usage tips and a variety of recipes using REAL butter, visit www.butterisbest.com. Let REAL butter put the magic in your holiday season!



Baking and cooking with REAL butter

www.butterisbest.com serves as a comprehensive resource for holiday baking and cooking with real butter. All advertising and public relations activities drive consumers and editors to visit the website for baking and cooking tips, helpful videos and copies of the butter cookie recipe brochure. Highlights on the website include butter demonstration videos, a sign-up for a daily e-newsletter featuring recipes and baking tips, and a "Baking with Butter" blog.