

Milk Chug® Ricky Craven Promotion

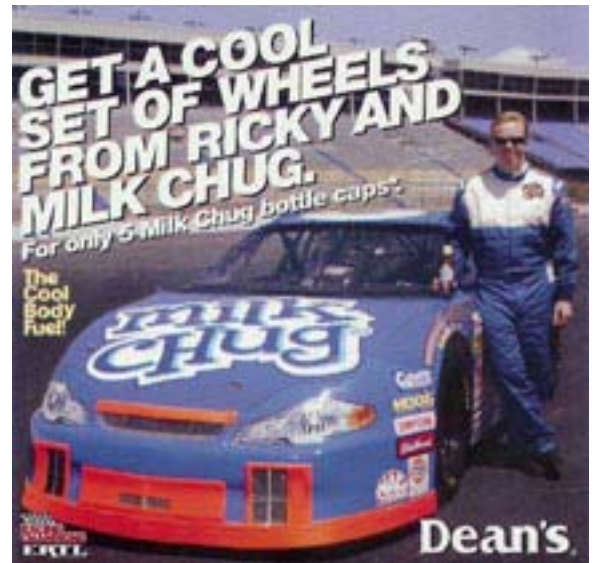
Milk Chug Ricky Craven Promotion Regional Promotion

Locally, the Dean Foods sales teams were given the opportunity to bring an innovative program to their key customers that was turn key for the retailers, but also had strong impact on sales and offered a truly unique experience for their customers. Each store was provided with brilliant four color shelf wobblers and static clings; and black and white adhesive tear pads featuring a combination Milk Chug® coupon and order form for a Milk Chug Ricky Craven die cast car. In regions where the local dairy branded their Milk Chug products, the POS materials were also branded. The miniature cars being offered were replicas of the full-size showcar which visited key retailers in three dairy regions as selected by the local sales teams. These stores were also provided with signage to advertise the showcar appearance.

Tear Pad



Static Cling



Shelf Wobbler



Showcar Appearance Signs

