

Milk Your Moments

How farmers can support the dairy marketing campaign

Campaign overview

The dairy industry has come together with a new £1m campaign to celebrate and inspire the moments of connection that bring people together whilst physically apart due to coronavirus.

Milk and dairy has always featured in situations we took for granted before the lockdown – a catch up with a colleague over coffee (or at the market), tea with your mum or grandma reading a bedtime story with a glass of milk.

The campaign celebrates those moments - hence 'Milk Your Moments' - in order to drive positive sentiment towards dairy and drive in home consumption and dairy occasions.

We've also teamed up with mental health charity Mind to highlight the importance of human connections and encourage open conversations with others to make a positive impact on people's mental health.

We're encouraging consumers (and you) to record their own 'moments' to share with their friends on social media, and the campaign will also include advertising on social media, billboards near supermarkets, radio and television.

Find out more about the campaign here: ahdb.org.uk/milk-your-moments

How consumers will get involved:

1. **Visit** - milkyourmoments.co.uk – which will generate a random 'moment' of inspiration' and at the same time make a £1 donation to Mind as well as giving them an opportunity to win a prize
2. **Capture** their moment or create one of their own as a photo or video
3. **Share** it on their preferred social media platform e.g. Facebook, Twitter, Instagram, Tik Tok using the campaign handle and hashtag and tagging #MilkYourMoments

PTO for how farmers can get involved...

How farmers can get involved and help to make the campaign a success:

There are several ways farmers can support the campaign.

1. Share the campaign graphics via your own social media accounts

Visit ahdb.org.uk/milk-your-moments where you can download from a choice of images along with an example wording for your post, or like and share the posts on the @MilkYourMoment handles on Facebook, Instagram or Twitter.

2. Create and share your own moment on social media

- a. **Create** your own moment to share using the farm, the cows or the countryside as your inspiration – see examples below or visit www.milkyourmoments.co.uk
- b. **Share** it on social media and encourage others to share your post with wording such as *'If my post makes you smile, please LIKE and SHARE it to spread joy throughout the nation and get involved with #MilkYourMoments @MindCharity'*
- c. **Nominate** other farmers on social media to create their own moment to help support the campaign

3. Download posters to use if you have consumer facing areas

Visit ahdb.org.uk/milk-your-moments to download printable posters



Top tips when capturing your moment

- 'Moments' set on your farm will help connect consumers with dairy farming and enhance our reputation
- Consider your content through a consumers' eyes – do your cows look healthy & clean? Is the background clean and tidy? Do the cows have two ear tags? Think about your appearance too.
- Remember - the public don't know that many farmers live and work with extended family so will be expecting you to follow Government guidance on 2 metre social distancing
- This is not a milk drinking challenge – the aim is to capture you connecting with other people (in person, virtually or remotely) since this is at the heart of the campaign. Please bear this in mind when creating your moment
- Please only use the hashtag #MilkYourMoments
- Be sensitive to the link with a mental health charity in your posts

Inspiration to get you started

We want to see how creative you can be, but here are a few ideas to get you going:

- Enjoy a cup of coffee and a chat over the farm boundary with a neighbouring farmer
- Sharing a flask of tea/coffee and cream cake with your farming family whilst checking the cows in the field
- Treat the farm team to tea and cakes (at 2m social distance)

- Drop off a bottle of milk to a neighbour and leave a note to organise a virtual cuppa
- Making a short Tik Tok video with the cows in the background

Example posts on social media



Star in the TV advert

The very best moments shared using the hashtag #MilkYourMoments will be featured in the TV advert in June. We would love some farmer moments to make the cut – so get creative!

Social media guidance & questions

Please email dairy.comms@ahdb.org.uk if you would like a copy of our guidance about social media or any other questions about the campaign.