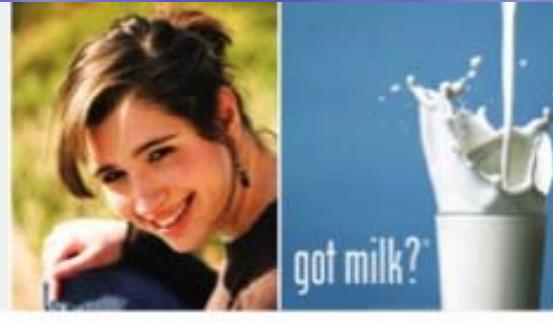


"got milk?"

From Memorable to Motivational

*How research helped re-focus one of America's
most visible advertising campaigns*



Generic Advertising

got milk?

Daphne Ng

Mike Ray

Xiao-yang Yang

Daniel Yan

Generic Advertising

- **generic advertising**

An approach to preparing advertising messages that concentrates on the customer benefits that apply to all brands in a product category, as opposed to benefits that are unique to specific brands.

- All advertising is designed to increase the demand for a firms product whether facts are used or merely smoke and mirrors. --- Carlton & Perloff

The perception of milk

- Historically, dairy advertising and public relations efforts, along with government programs, had helped to build the widely held belief that drinking milk linked the consumer to the dairy farms out in the rural countryside, a space implied to be healthier, both morally and hygienically.
- Later the Whole theme was expanded to include the notion that milk was nutritious.
- Beginning in earnest after World War II, the US government, school, and doctors had all promoted milk as a nutritious drink, a necessary components of a healthy diet.
- By the 1950s, milk had assumed an important role in what people thought was a normal, nutritious lifestyle. In the United states then, milk had been a family staple.

The formation of got milk? campaign

- Beginning in the 1960s, Pepsi and following by every other soda-beverage makers began to associate their carbonated drinks with youthful lifestyles.
- By the 1970s, soda makers aggressive marketing was helping to wear away milks place in consumers diets, stealing share of stomach. People were drinking less milk, substituting soft drinks, even when they were at home.
- Goodby – the San Francisco ad agency, and his team used the consumer insight as the spark for what came to be called the deprivation strategy: rather than selling milk as a complement to certain foods, instead the strategy became to remind milk drinkers of the anxiety and disappointment that came when milk wasn't available at crucial moments.

The Got Milk Advertising

- CMPB the California milk processor board created in 1993 was responsible for the change in financial destiny of California Milk processors after 20 years of decrease in the States milk consumption.
- The processors agreed to finance the California Milk Processor Board by contributing three cents for every gallon of milk they processed. This assessment allowed for a \$23 million/year marketing budget.
- The tagline "got milk?" was created for the California Milk Processor Board by Goodby Silverstein & Partners and is licensed by the national milk processor and dairy producer groups.

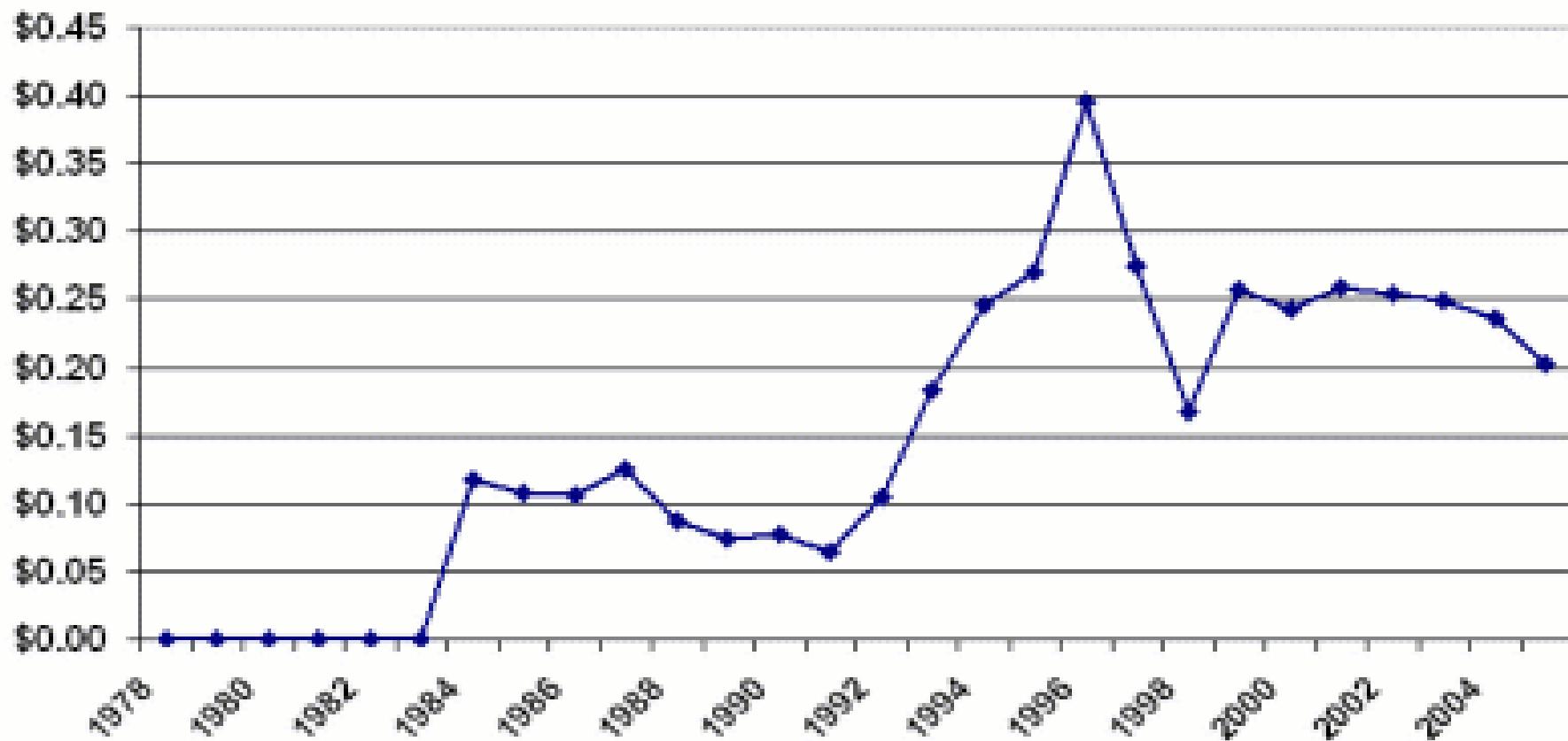
History Continued...

- The purpose was to recover the milk consumption decline due to massive consumption on soft drinks such as, coca-cola and bottle water and energy drinks.
- Established its first advertising commercial on television in 1993. Aaron Burr featured an odd and seemingly irrelevant situation for milk deprivation was a big success.
(<http://www.spike.com/video/got-milk-commercial/2423866>)
- In 1994, California's milk sales increased for the first time in over a decade, to 755 million gallons from the previous year's 740 million.

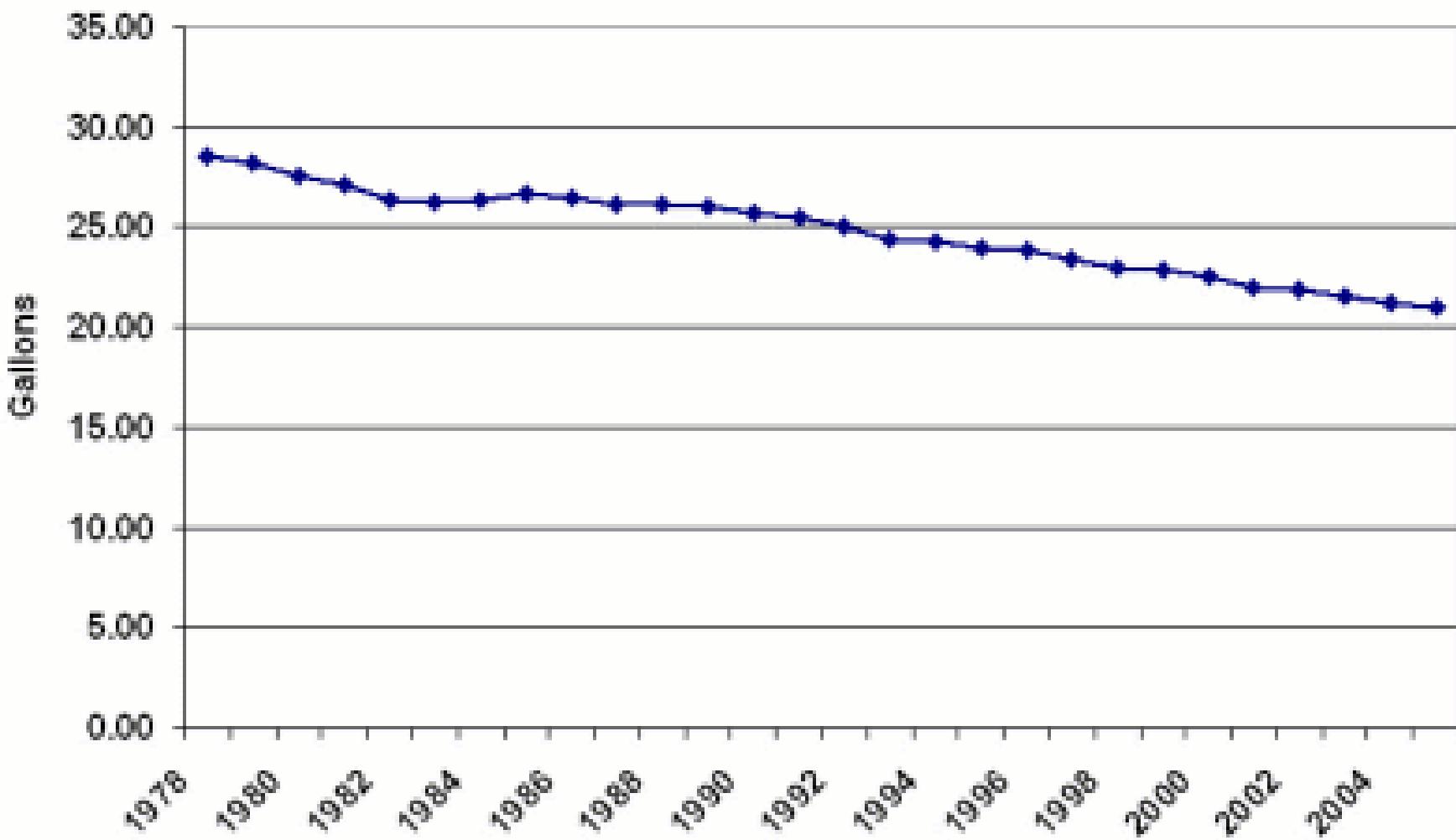
History- 21 Century

- From 1994-1995, fluid milk sales in the 12 regions totaled 23.3 billion pounds, and increased advertising expenditures amounted to \$37.9 million.
- In 2006, the campaign went after a new demographic with a series of Spanish-language *Toma Leche?* (Do you take/drink milk?) ads, in which milk is touted as a "wonder tonic" with muscle and hair building qualities.
- In 2008, The campaign capitalized on the poor economic condition of Americans and used financial adviser and talk show host, Suze Orman, in an effort to advertise milk as smart and nutritious commodity to purchase

Milk advertising expenditures per person, 1978-2005

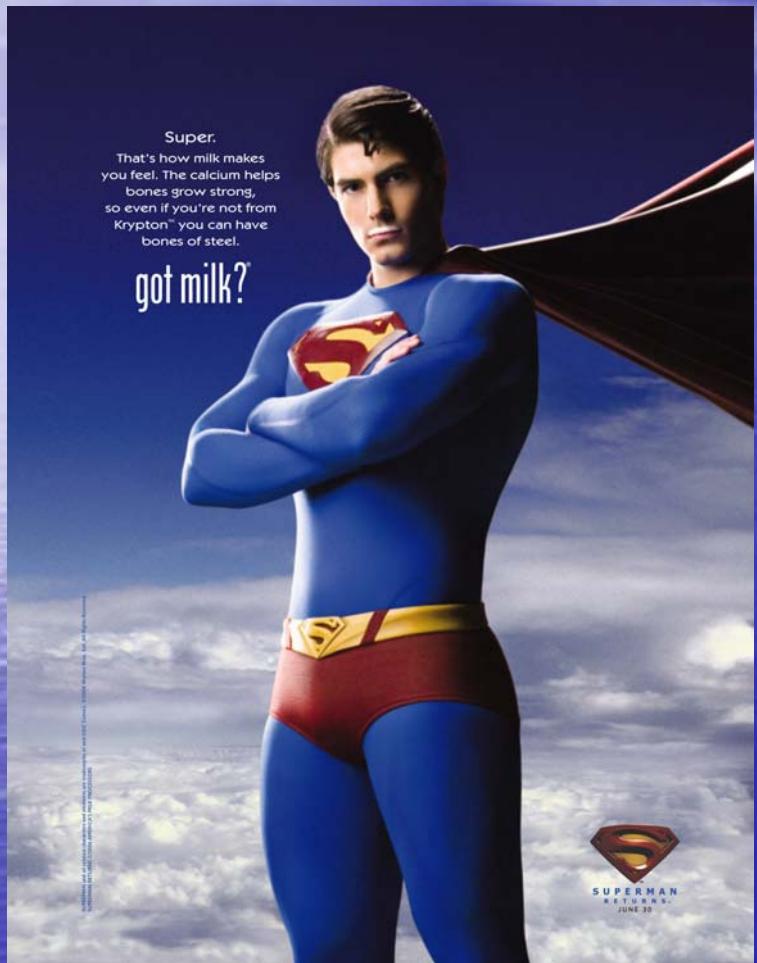


Milk consumption per person, 1978-2005



III. Chart: Total Milk Consumption, Milk Ad Expenditures, and U.S. Population, 1978-2005

Year	Total Milk Consumption (gallons)	% change	Total Milk Advertising Expenditures (dollars)	% change	U.S. Population (persons)	% change
<i>in millions -</i>						
1978	6,343,329	n/a	0.000	n/a	222,095	n/a
1979	6,323,785	0.00	0.000	0.00	224,567	0.01
1980	6,262,756	0.00	0.000	0.00	227,225	0.01
1981	6,220,080	0.00	0.000	0.00	229,466	0.01
1982	6,107,682	0.00	0.000	0.00	231,664	0.01
1983	6,146,269	0.00	0.000	0.00	233,792	0.01
1984	6,220,246	0.01	27,554	1.00	235,825	0.01
1985	6,341,924	0.02	25,659	-0.07	237,924	0.01
1986	6,370,312	0.01	25,282	-0.01	240,133	0.01
1987	6,332,586	0.00	30,196	0.16	242,289	0.01
1988	6,375,139	0.01	21,103	-0.43	244,499	0.01
1989	6,429,445	0.01	18,156	-0.16	246,819	0.01
1990	6,411,811	0.00	19,132	0.05	249,400	0.01
1991	6,442,144	0.01	16,116	-0.19	252,124	0.01
1992	6,433,335	0.00	26,726	0.40	255,002	0.01
1993	6,353,526	-0.01	47,422	0.44	257,752	0.01
1994	6,385,686	0.01	64,857	0.27	260,292	0.01
1995	6,368,434	0.00	71,846	0.10	262,761	0.01
1996	6,414,565	0.01	106,522	0.33	265,179	0.01
1997	6,380,948	-0.01	75,140	-0.42	267,636	0.01
1998	6,347,551	0.00	46,289	-0.62	270,249	0.01
1999	6,391,195	0.01	71,607	0.35	272,691	0.01
2000	6,340,520	-0.01	68,287	-0.05	282,225	0.03
2001	6,278,394	-0.01	73,943	0.08	285,318	0.01
2002	6,304,118	0.01	73,275	-0.01	288,369	0.01
2003	6,268,881	0.00	72,322	-0.01	290,810	0.01
2004	6,233,747	0.00	69,508	-0.04	293,657	0.01
2005	6,218,332	-0.01	59,949	-0.16	296,411	0.01
28 Year Total	177,046.740	n/a	1,110.891	n/a	n/a	n/a



Super.
That's how milk makes
you feel. The calcium helps
bones grow strong,
so even if you're not from
Krypton™ you can have
bones of steel.

got milk?

The slogan "got milk?" was also used on their celebrity print ads, which since 1995, included celebrities from the fields of sports, media and entertainment.

As well as for fictional characters from TV and film such as The Simpsons and Batman, posing in print advertisements sporting a "milk moustache", employing the slogan, "Where's *your* mustache?"

The use of a dual strategy

- Idea was to sell milk by associating it with food, celebrities and eating occasions.
- Besides using the idea of Milk Deprivation, which is to stimulating people to drink milk when they ate complementary foods.
- The second round of ads would push milks image from boring and old fashioned drinks to one that is cool and interesting
- Goal was to increase sales not by getting more people to drink milk, but to get the people who do drink milk to drink more of it.
Increase consumption → increase sales.

Old Ads vs. New Ads

- Jeff Manning, Executive Director of CMPB, wanted to abandon the nutrition theme of old ads.
- Old ads: post WWII, U.S. government, schools, and doctors promoted milk as a nutritious drink, necessary component of a healthy diet.
 - Image associated with domesticity.
- NEW strategy: the deprivation strategy to remind milk drinkers of the anxiety and disappointment that came when milk wasn't available at crucial moments.

Impacts of the got milk? campaign

- The “Got Milk?” campaign did it with humor and suddenly it became cool to drink milk.
 - Focused on increasing awareness of milk’s use in losing weight and staying healthy.
- Not only that, the campaign became immensely popular with consumers and “Got Milk?” became a phrase used in common conversation.
- Items with the “got milk?” logo printed on them became popular: kitchen items (baby bids, aprons, and dish towels)
- Outdoor ads along high-traffic commuter routes, television spots, billboards, bus stops, decals on grocery store floors, etc.
- In 1998 the slogan “Got Milk?” campaign expanded to include the faces, but not the names, of celebrities. By adding the celebrity cachet, awareness of drinking milk has increased 90%. Today the slogan is an international icon and the phrase has been parodied more than any other ad slogan.

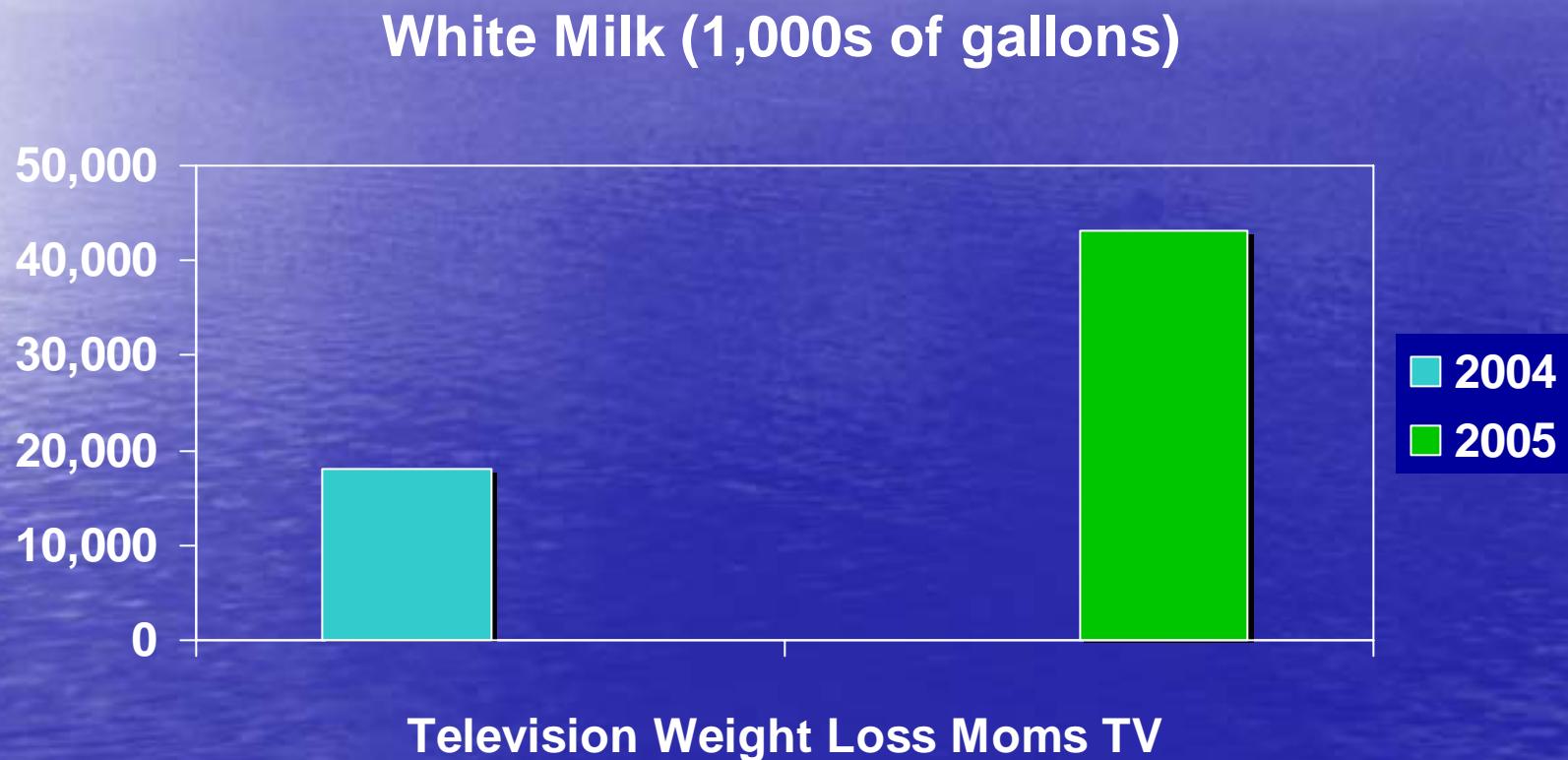
Impacts of the got milk? campaign

1. Recall of the milk and weight loss link among adult females has nearly doubled from 41% in 2004 to 78% in 2006.
2. Among women there was a significant increase in the perception of “weight loss” as a primary attribute for milk. In 2006, 47% of women agreed that milk can be important part of a weight loss diet, compared to 24% in 2004.
3. The industry has seen consumption increase most among its weight loss target audience. Weekly consumption among women age 25-49 rose 9.4% from 2004 to 2005.
4. It was determined in MilkPEP’s advertising tracker conducted by DDW, that the reasons women drank more milk were primarily “Trying to lose weight” and “Trying to be healthier.”

Impacts of the got milk? campaign

- 5. MilkPEP was able to ascertain through marketing mix modeling conducted by Marketing Management Analytics that the volume sales per dollar of TV advertising grew from 1.38 gallons in 2004, to 2.5 gallons per dollar spent in 2005.
- 6. According to MMA, while messages in a variety of media contributed to the success of the weight loss campaign, the television advertising generated the steepest increase in sales volume (25 million gallons) of any single component.
- 7. Among all milk products, the lesser fat milk products have seen the most sales growth as a result of the campaign, while whole milk and flavored milks have not been negatively affected.

Impacts of the got milk? campaign



Impacts

- Lessons learned: when you have a mature product, one that the marketplace is familiar with and fully understands, you need to get consumers to think of using it in a different context to make it new, fresh, and exciting.
- How you position your products, whether they are goods, services or destinations, is the ultimate challenge for establishing and building your brand.
ie. Position the product in the mind of the consumer: when the consumer sees him/herself in the brand, you have secured a place in the consumer's mind.
- Be true to your brand and your place will be secure. It's a lesson you can learn from the best ad campaigns ever created.

Are milk advertisements that claim links between milk and weight loss misleading? (2007 Case Study)

Yes

- Harms consumers by making false and unsupported health claims, and omitting material facts about the negative health effects associated with consuming dairy products.

-Physicians Committee for Responsible Medicine

- Building trust by using celebrity endorsements but the claims about health cannot be evaluated by consumers.

-Physicians Committee for Responsible Medicine

No

- All messages and elements of campaigns are approved by the U.S. Department of Agriculture.
-National Dairy Council and International Dairy Food Association

- The dairy/weight loss connection is proven by science and is a compelling reason for the public to consume the recommended 3 servings of dairy per day.

-Executive Vice President of Science and Research Development of the NDC

Milk and Weight Loss Case Study Continued...

- Misleading claims will undermine the public's trust in both the industry's ads and the government that oversees them.

-Michael Jacobson, PhD, Executive Director of the Center for Science in the Public Interest

- Ads were supported by thorough scientific and legal review and the guidance of an advisory board composed of doctors and scientists with recognized expertise concerning diet and health matters relating to milk.

-Milk Processor Education Program



Final functional and emotive based weight loss television ad.

Other General Advertising Campaigns

- “Above the Influence” and “Truth” campaigns use comparable techniques to “Got Milk?”



The Truth

- The Truth campaign sets its goal to spread hard facts relating to the tobacco industry that was unknown to the public
- The successful strategy of the Truth campaign is to give teens a more intelligent, hipper and attractive brand to adopt than any cigarette brand



Above The Influence

- The campaign portrays teens who are targeted with real situations interacting with drugs, in particular marijuana
- The website of the campaign presents facts relating to drug use and testimonials of teens who had interacted with teen users



Marijuana

Objectives Overview



- Got Milk? sets its main objective to increase milk consumption.
- Above the Influence and The Truth campaigns want to reduce usage of drugs and cigarettes respectively.
- All 3 campaigns focus on healthier lifestyle.

Comparing Strategies

- Each campaign uses a unique slogan: “Got Milk?” “Above the Influence” “Infect Truth”
- Got Milk uses distinct situations where you would need to drink milk. e.g. when you need to talk with mouthful of PB.
- Above the Influence shows the downside of being under the influence. e.g. the “Whatever” commercial of showing a teen living life for his drugged-out friends.
- The Truth creatively presents facts relating to tobacco contents and how the tobacco industry target its users. e.g. “In 1989, one tobacco company brainstormed selling its product from ice cream trucks.”
- Targeted audience: Got Milk? targets a more general audience, while the Above the Influence and The Truth target audiences of younger age

Thank you !

