

Consumer Research: Dairy Farmers of Canada

Dairy Farmers of Canada launched a refreshing new campaign that encourages consumers to grab a cold glass of milk. The campaign makes a clever parody of beer advertising and includes OOH, digital and even a TV spot that features friends playing hockey, followed by them enjoying a tall, cold glass of milk.



Media Agency: Initiative
Creative Agency: DDB
Toronto Year: 2017



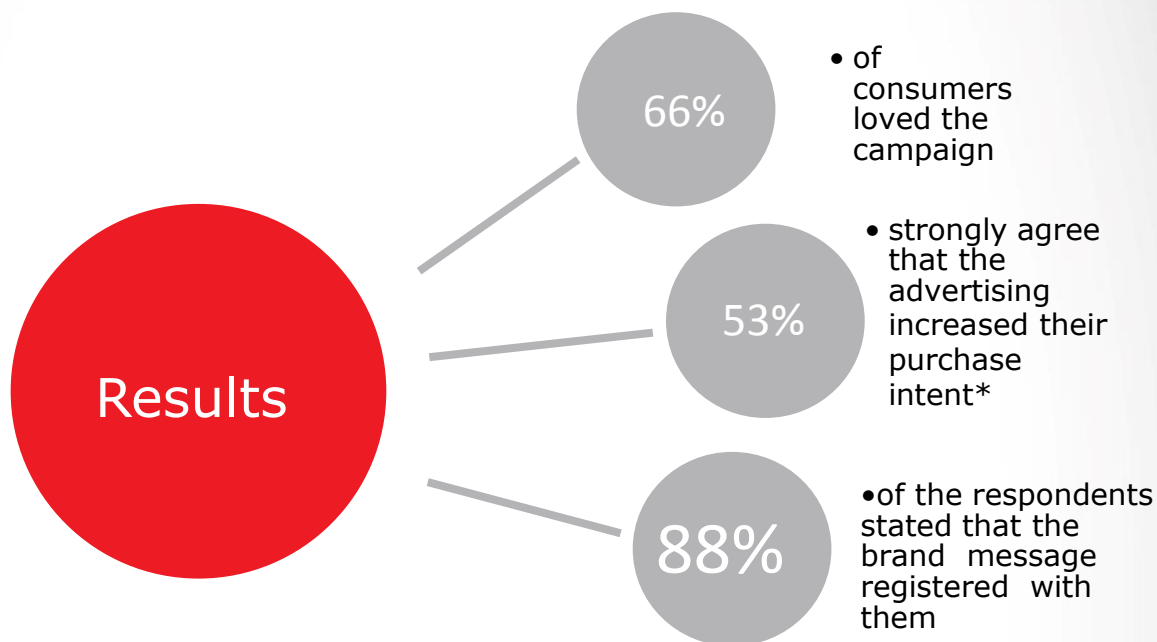
Research Sample

- 400 Adults 25-54*
- Purchased milk in last 3 months
- Market: Toronto

* 127 adults 25-54 with children

Main Message Key Feedback

- Clear simple message pushed the Dairy Farmers milk ad to the top. It also echoed the Coors Light ads for many in a playful way.



* There was stronger agreement among adults with kids – 57%

▶ Consumer Comments on Main Message

"Milk is good when cold"

"Drink a refreshing glass of milk"

"Cold milk is good and as fresh as the mountain snow"

"Pour a tall cool one"

Source: BrandSpark Consumer Panel 2017