



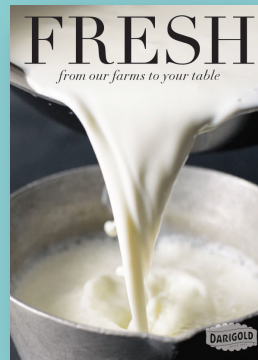
The MARKETING Awards – Direct Marketing – Print Ad Darigold FRESH V5 and Mini Recipe Booklets

It's **FARM**alicious



The MARKETING Awards – Integrated Campaign

Darigold FRESH V5 and Mini Recipe Booklets



Forward from Overview:

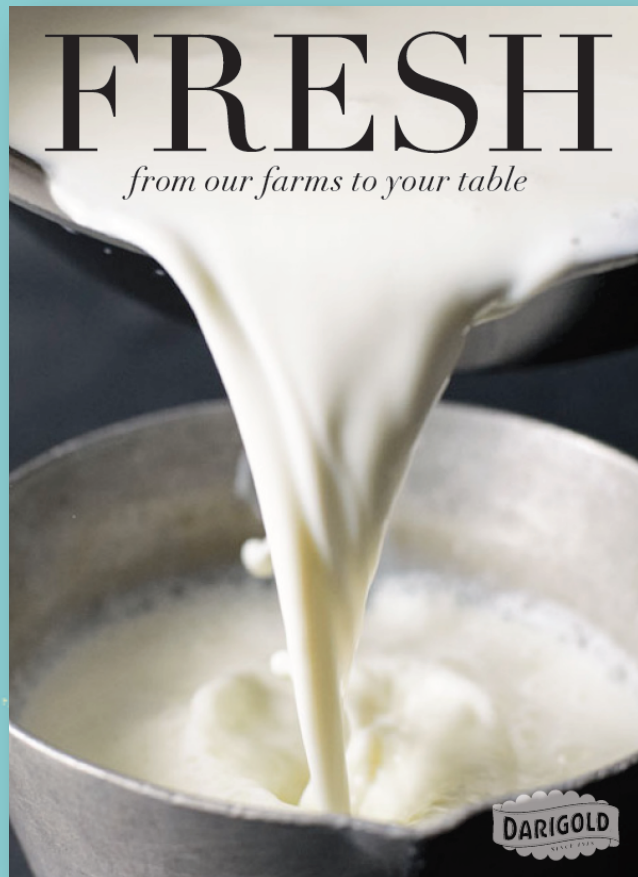
Darigold is a farmer-owned cooperative which began in 1918. Darigold's mission is to nourish people around the world and inspire them to create their best with our best. With this mission we invite everyone to make Darigold their own through the wonderful art of cooking, baking and preparing food. On our end, our dairy farmers produce some of the best milk in the world which then makes Darigold one of the greatest compliments to any culinary kitchen whether it's at home or in a five-star restaurant. We are one of the nation's largest agricultural cooperatives. Darigold is the brand under which we produce a full line of dairy products for wholesale, retail, and foodservice customers.

The enclosed materials support the "WHY" we do what we do. Come join us on our passionate journey to inspire, from our farms to tables across the world.

Marketing and PR

FRESH Campaign 2012

FRESH Outreach Vehicles



V5 Magazine



Mini Recipe Booklet
Butter & Sour Cream



Key Objectives



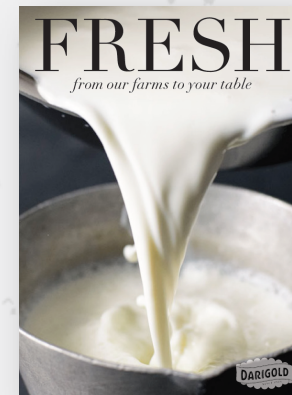
Darigold FRESH magazine builds overall Darigold brand awareness and engages people.

- Meet the Farmer-Owners in the Darigold cooperative
- Learn about Darigold products and processing
- Meet the culinary professionals who use Darigold products
- Be inspired to create and enjoy delicious recipes made with Darigold products

FRESH Magazine Background:

In 2008 Darigold published the first volume of FRESH magazine. We thought we wanted to produce another cookbook, after all, we're a food company and food companies make cookbooks! But when we started brainstorming and looking at the concepts that would become FRESH Magazine, the Darigold Brand really came to life and inspired us all even as we worked together to create it. In FRESH Magazine, we highlight our local farmers, with a focus on Darigold products and what any of them can soon become...with a little love and finesse in the kitchen. The acceptance and praise of FRESH magazine has been phenomenal and we are grateful for the incredible following that it has created.

FRESH Foodservice



V5 Magazine

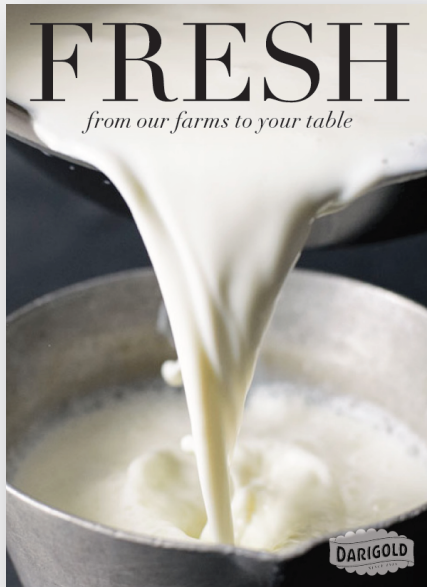


- Given to attendees of 70+ foodservice shows in 17 states
- Estimated to reach over 20,000 food professionals and culinary enthusiasts
- Exhibit décor features visuals from the magazine and campaign
- Gourmet food is prepared on site from recipes featured in FRESH Magazine

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DARIGOLD
SINCE 1918

Fresh Mailings



FRESH Volume 5 Mailer: Tactical Highlights

- Procured targeted mailing list of more than 5,000 relevant women-focused businesses with lobby areas
- Targeted all key cities within Darigold's brand footprint, including Seattle, Portland, Salt Lake City, Bozeman and Boise
- Created media and blogger list to receive complimentary copies of FRESH in all five markets
- Developed tailored cover letters introducing FRESH, which shipped with all mailers
- Worked with Darigold's fulfillment center to produce and distribute mailers for shipment early October 2012

FRESH Mailer: Feedback Snapshot

Consumer Notes:

I was just recently at my dentists office and picked up a magazine sponsored by Darigold...There were a few recipes that sounded very tasty! Is it possible to obtain a copy of this magazine? I would have liked to read more of the issue, but I was called into the dentists office!

This morning while waiting for an appointment, I spent half an hour reading a glossy Darigold magazine. It started with an article about dairy cows and dairy farmers. Then it changed to great photos and delicious sounding recipes. I wanted to bring the whole thing home with me, but unfortunately, my girlfriend asked for, and got it first! I'm hoping you will be able to tell me where I can possibly obtain a copy.

I was lucky enough to see a copy of the Darigold magazine - I would like to get a copy because it has some fabulous recipes!

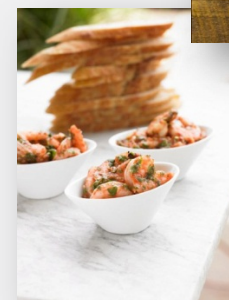
I saw a copy of FRESH, Vol. 5 at my nail salon. What a fabulous magazine/cookbook! I have always been a Darigold fan and would love to know how to get a copy of FRESH, Vol. 5.

Business Notes:

We received a copy of your food magazine but we have two (2) doctors here and they are fighting over who gets the magazine for their reception area. Would you please be so kind as to send us a second copy? ...Thanks - looks yummy, can't wait to try (and eat) stuff. Go, Darigold!

We just received a copy of your "FRESH" volume 5 magazine. I have to tell you, it is done so beautiful. Everything about it is wonderful – recipes, pictures, etc. The only problem is there are 2 of us that work here.. We we're wondering if you could send another copy. So, We don't have to wrestle over it :) :)

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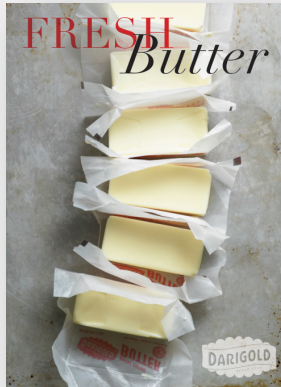
DARIGOLD
SINCE 1918

FRESH Mailer: Results Summary

- FRESH mailings have proved a very successful grassroots tactic and will be replicated for future editions to continue the positive momentum
- Inaugural mailing prompted a number of reactive responses from consumers and businesses, and led to a spike in online orders
 - Darigold fielded 26 consumer calls, 33 inbound emails and received 35 paper order forms through December
 - Darigold sent out several additional FRESH V5 copies to businesses upon request
 - Darigold sold 51 FRESH magazines in October, 61 in November and 74 in December compared to 20/month historically
- Received interest to cover Darigold products or incorporate its recipes into future content from: *Seattle Magazine*, KSL-TV (NBC, Salt Lake City), *Zone 4* (Bozeman-based culinary and gardening magazine) and FusionNW-TV

FRESH Retail Recipe Booklet

A mini version of FRESH Magazine loaded with beautiful food photography and recipes to inspire.



- IGA – Holiday butter promotion – 200 copies
- URM – Holiday butter promotion – 300 copies
- Fred Meyer – Butter-Up the Holidays recipe contest entrants – 800 copies
- Unified Grocers – Holiday Open Houses – 500 copies
- Cash & Carry – available for customers at check out – 15,000 copies



- Safeway – Direct Mailing to 123,000 loyalty card holders who consume sour cream

Actual Size
8.25" x 6"

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FRESH Retail Recipe Booklet Feedback

Consumer Notes:

You sent to me a "fresh sour cream" recipe booklet. Is there a way for you to send me another one? My girlfriend saw it and would love to have one for Xmas.

We just received a copy of your beautiful Fresh mini magazine in the mail through the courtesy, I think, of our local Safeway. Please accept my compliments; the photos are gorgeous and I can't wait to enjoy the food prepared from your concise and uncomplicated recipes.

Just received Darigold "fresh sour cream" recipe book/ad. So nicely done had to tell you. Bravo to the creators!

I just received the recipe book from Safeway via the mail and I love it. Thank you very much for such a nice recipe book in time for the holidays!!! Awesome!!!

I picked up your publication FRESH at Cash & Carry the other day. What a wonderful book with such beautiful photographs.

Business Notes:

Thank you for the tremendous "Fresh Butter" booklet by Darigold and Cash & Carry. The recipes are contemporary, interesting and not the usual. They are useful, imaginative and truly a great "keeper" for recipes.



FRESH eBook

January 2013 launch

Available through:
Apple App Store
Google Play
Amazon Kindle Store



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Thank You!

We hope you enjoyed our FRESH campaign and magazine as much as we enjoyed creating it, sharing it, and using it (we still do everyday).