

MilkPEP Supports Female Marathoners

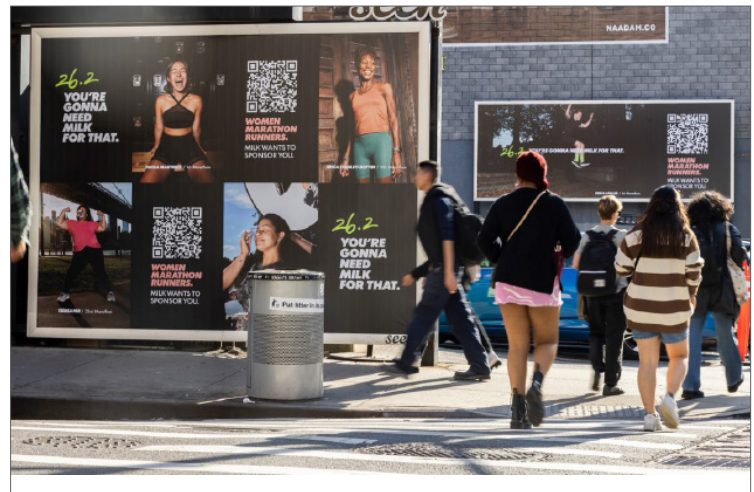
Background

The Milk Processor Education Program (MilkPEP) is a D.C.-based organization that exists to increase dairy milk awareness and drive milk consumption to benefit all processors and the entire industry. They identify meaningful consumer and shopper insights regarding the nutritional benefits of milk – like hydration, muscle building, and wellness – and amplify them to consumers through creative marketing and educational initiatives. In fact, you may know them for their “Got Milk?” campaign or more recent groundbreaking programs like “You’re Gonna Need Milk for That.” In the Fall of 2022, MilkPEP sought to cultivate an even stronger brand presence tied to wellness and effectively engage consumers.



Objective

In a world where male athletes take center stage, MilkPEP chose to redirect the spotlight to women with the launch of “Milk 26.2.” Via a powerful out of home (OOH) campaign, MilkPEP committed to sponsoring female and female-identifying runners who were participating in the 2022 New York City Marathon, while simultaneously supporting the next generation of female runners in partnership with Girls on the Run, an organization dedicated to empowering young girls through running.



Launching a national open casting call, MilkPEP invited any woman running the New York City Marathon to sign up for “Team Milk” to be sponsored no matter their pace or experience level. In addition to providing these athletes with inspirational guidance from Peloton experts, essential running gear, educational resources, and a network of support, MilkPEP matched every Team Milk member’s registration fee (up to \$600K) in a pledge towards Girls on the Run.

Understanding that while the distance is the same, the road to the finish line is that much further for women, MilkPEP highlighted the journeys of these inspirational ladies. From single moms to first time runners, MilkPEP redefined what it means to be a sponsored athlete, celebrating the power and perseverance of all females.

Strategy

MilkPEP and its creative agency, GALE, tapped Talon to lead the OOH campaign, developing a targeted four-part media strategy around the brand, its mission of repositioning milk as a performance drink, and its effort to create a more equitable athletic world. The campaign included a combination of OOH formats: digital bulletins, digital spectaculars, 3D digital creative, wild postings, urban panels, and transit media.

For Part 1 (9/19/22 – 11/2/22), Talon leveraged highly effective digital OOH media placements across New York City’s most popular running routes to reach MilkPEP’s target audience of female and female-identifying marathon runners of all ages and backgrounds.

Timed to the launch of the OOH call-to-action campaign, MilkPEP launched a website – GonnaNeedMilk.com/26.2 – for the female marathon runners. The site served as a platform to highlight the benefits of milk, its nutritional value, how it stacks up against other beverages, facts about milk to debunk common misconceptions, recipes using milk to fuel up, fun Milk TV videos, and more. And, most importantly, the site served as the main hub to register Team Milk female runners.

The open call then continued into Part 2 (11/3/22 – 11/5/22) as the campaign shifted to geotargeted delivery at the New York City Marathon Expo at the Jacob K. Javits Convention Center in the three days leading up to the marathon. To generate awareness and encourage runners to join Team Milk, expo attendees were invited to use the Milk photobooth at the Javits Center, which turned their images into dynamic creative for use on interactive digital screens throughout the city.

For Part 3 (11/6/22 – 11/7/22), geotargeting was leveraged to serve ads to runners and spectators of the marathon on race day, generating awareness of Milk and Milk’s involvement in the marathon.

Post-race – Part 4 (11/7/22 – 11/13/22), Talon used location-based ad technologies again so that MilkPEP could show appreciation to Team Milk runners with congratulatory messaging along the marathon route.



Plan Details

Markets: New York, NY

Flight Dates: 9/19/2022 - 11/6/2022

OOH Formats Used:

Digital Bulletins, Digital Spectaculars, 3D Digital Creative, Wild Postings, Urban Panels, and Transit Media

Budget: \$1,003,928.93 total (comes from two campaigns but both used Marathon creative: DMI - \$162,500, Marathon - \$841,428.93)

Target Audience TRPs: 160.7

Target Audience Reach: 12.6%

Target Audience Frequency: 12.8

Results

All told, 3,543 Team Milk sponsored women ran the marathon in NYC, and OOH played a pivotal role in reaching overall consumers. Over half of those exposed to the campaign recalled seeing an ad for Milk around the city. Exposure to the OOH campaign drove a 5 percentage point (p.p.) increase in ad recall. In fact, when unprompted, 22% of those exposed recalled seeing Milk OOH ads compared to several official sponsors. There was a 0.9 p.p. increase amongst audiences exposed that associated the campaign’s message (supporting female marathon runners) with Milk, suggesting that continued exposure is highly likely to further increase that association.

The medium helped spread large-scale brand awareness among MilkPEP’s target demographic and led the charge on driving the call-to-action to join Team Milk. OOH also propelled the messaging to the right place and at the right time – without being intrusive, like other forms of advertising. And the use of DOOH formats allowed for greater flexibility, interactivity, and innovation – especially with the immersive, hyper-realistic 3D display. OOH elevated MilkPEP’s mission to power equity in athletics via a sophisticated marketing campaign that combined powerful storytelling with creative, experiential elements – like only OOH can.