

## **INTRODUCTION**

As members of the dairy community, we know just how great dairy is. That said, we know many consumers are confused by all the conflicting information out there. So, we're drawing a line in the sand to proactively and proudly tell dairy's story. This effort will bring the industry together, and help rekindle consumers' love and trust for dairy. And it all begins with the introduction of one simple rally cry. One that reminds us that everything—from grilled cheese sandwiches and yogurt to renewable energy and water conservation—is Undeniably Dairy.

This multi-year campaign is prideful, memorable, and fun, and will build trust and relevance with consumers over time. We'll be reminding people of dairy's presence in all the things they love, and reshaping perceptions by turning up in unexpected ways and places.

We will introduce Undeniably Dairy through a brand mark, a unique brand voice, videos, and influential partnerships. While our campaign will last over the next several years, our platform will continue to evolve over time.

Throughout our campaign we will be voicing our commitment to being nutrient rich, locally driven, and responsibly produced. So the next time someone passes a dairy farm, sprinkles parmesan on their pasta, or reaches for their extra-foam latte, they know for a fact it's...

**UNDENIABLY DAIRY.**