

MOMENT got milk?[®] MARKETING

CASE STUDY

PROGRAM OBJECTIVE

The California Milk Processor Board (CMPB), the iconic creators behind Got Milk?, have enlisted Talent Resources to secure influencers and talent in order to promote a wide range of programs ranging from charitable relief efforts during the height of the Covid-19 pandemic, to highlighting the creative genius of children stuck at home during some of the most trying times modern society has seen.

Talent Resources in association with the CMPB has led the charge in reminding people of the benefits of drinking real milk with the help of a diverse array of celebrities and influencers including Marsai Martin, Matt Bomer, Jaime Camil, Mario Lopez, Kyle Kuzma, Alejandra Espinoza, Brian Baumgartner, Julissa Calderon, Tori Spelling, Christina Milian, and many more!

2020



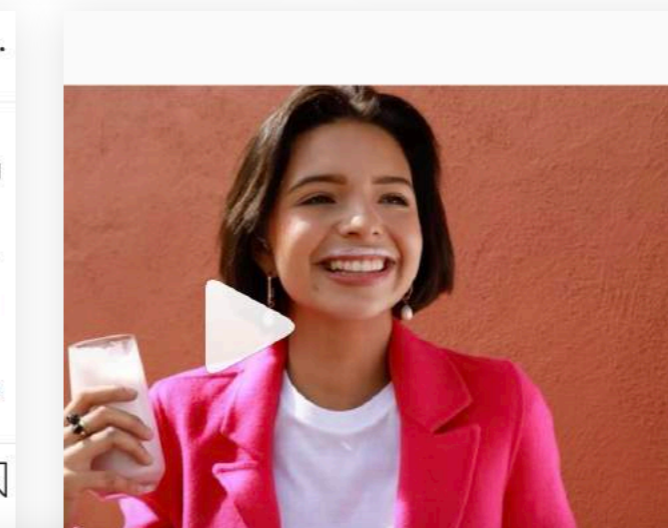
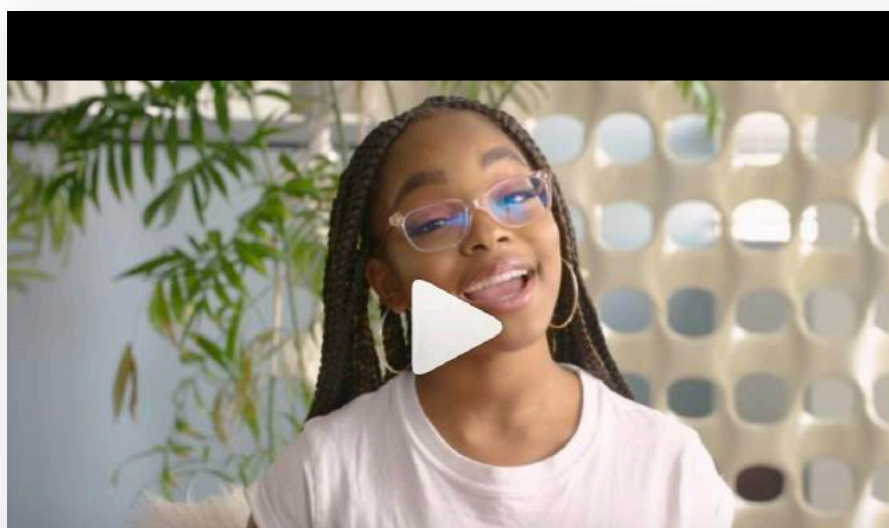
Kyle Kuzma April 2020
#HealthyAtHome Campaign



Alejandra Espinoza April 2020
Stay At Home Campaign



Matt Bomer August 2020
#FoodForThought Campaign



Marsai Martin & Angela Aguilar September 2020
Glass Half Full New Campaign

December 2020
#SantasJournal Holiday Campaign



craftychica • Follow
Paid partnership with tomaleche
Phoenix, Arizona

craftychica Edible glitter! Aw, ya! I found a flan recipe by Mrs. Claus on the @Tomaleche feed and decided to level it up! I added holographic edible glitter, as well as a chunkier sugar version to create a Santa treat that will make his soul sparkle. And of course I added a tall glass of cold milk for him to wash it down with! Santa will be so impressed, he's likely to add you to his VIP list!

For more holiday activities, visit @GotMilk and/or @TomaLeche @gotmilk to find other holiday activities #SantasJournal #gotmilk AD

1d

jellybeanz76 Beautiful presentation 🍪❤️

Liked by mattyktalent and 320 others

1 DAY AGO



fancytreeshouse • Follow
Paid partnership with gotmilk

fancytreeshouse Breaking Christmas news! Somehow an elf is responsible for @gotmilk getting a hold of #SantasJournal and we're finding out things we didn't know about the jolly ole guy! One is that he loves Karaoke and you know we do too! We're singing in his honor and you can check out @gotmilk for more insight. It's almost the big day! 🎄🎶 AD

2w

opinionatedjacqueline You're so magical!! Just adore all your posts!! Hope you and your family have a beautiful Christmas! ❤️❤️

2w 1 like Reply

1,448 likes

DECEMBER 23, 2020



ministylehacker • Follow
Paid partnership with gotmilk

ministylehacker There's a mole in the North Pole! One of Santa's elves posted his private journal on @gotmilk's Instagram page. We got a hold of Santa's workout routine so, we're trying out each exercise and crossing our fingers that we don't end up on the naughty list. 🤪 #ad #santasjournal

21h

aprilmcleodenriquezfitnerd Love it 🍪

20h Reply

3,370 likes

21 HOURS AGO



momentsofmusing • Follow
Paid partnership with tomaleche
Long Island, NY

momentsofmusing My two milk-loving cookie monsters helped taste test Santa's snack recently. 🍪🥛 AD It's actually the big jolly guy's *favorite* snack, according to his journal that @tomaleche got its hands on!

We're practicing to get everything ready on Christmas Eve, which has always been the traditionally bigger celebratory day in my Puerto Rican family.

We wish you all a healthy and happy holiday season. ¡Feliz Navidad! ❤️ #tomaleche

10h

mattyktalent Love how cute this is

Liked by mattyktalent and 412 others

10 HOURS AGO



xo.rachelpitzel • Follow
Paid partnership with gotmilk
Carlsbad, California

xo.rachelpitzel Guess what?! We found out that Santa LOVES karaoke! So we decided to do our favorite holiday dance 🎶... the Santa Shuffle 🎅🎄

You can check out all of Santa's favorites too on @gotmilk

You see... Santa accidentally gave his journal to an Elf who posted it on @gotmilk 🥛

We learned that Santa loves Holiday

Liked by mattyktalent and 18,807 others

21 HOURS AGO



samanthachiu • Follow
Paid partnership with gotmilk

samanthachiu I found a copy of Mrs. Claus' chocolate chip cookie recipe and turned them into 🍪.

Find the recipe and other holiday activities at @gotmilk #SantasJournal #gotmilk

1d

mattyktalent That looks delicious

22h Reply

craft_crumb Love these yum yum

1d 1 like Reply

View replies (1)

Liked by mattyktalent and 4,701 others

1 DAY AGO



torispelling • Follow
Paid partnership with gotmilk

torispelling So grateful to have #SantasJournal from @gotmilk to add a little extra magic in our holiday season! Check out @gotmilk's page to see secrets from the journal and celebrate the holidays North Pole style! #gotmilk #partner

2d

amanda.irene.75 I cant believe how grown they are, I still think of them as babies. Beautiful pictures.

1d Reply

Liked by mattyktalent and 7,097 others

2 DAYS AGO

Add a comment... Post



wolfgangchels_ • Follow
Paid partnership with tomaleche
Rancho Cucamonga, California

wolfgangchels_ Hot cocoa bombs are our new favorite holiday tradition! They love watching these explode into chocolaty milk goodness and can't get enough of them.

Got Milk? got ahold of Santa's journal and is sharing more fun holiday inspiration on @tomaleche that you can do together at home right now!

Liked by mattyktalent and 996 others

1 DAY AGO

Add a comment... Post

Christina Milian @ChristinaMilian · Jan 5
Next Monday, I'm teaming up with @gotmilk for #NationalMilkDay as a milk messenger, delivering positivity and good vibes all day! Comment below and you may find a Milk Gram on your feed next week!



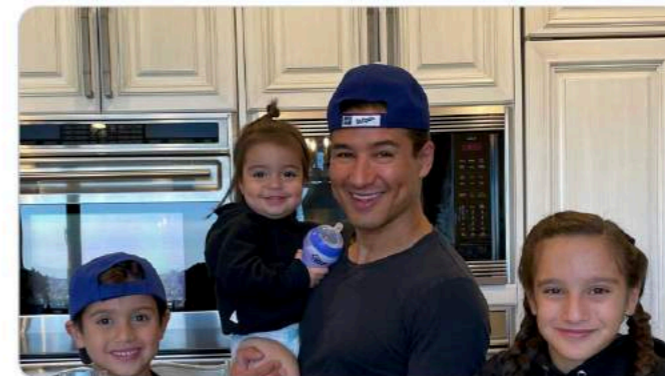
Christina Milian @ChristinaMilian · 23h
This house is celebrating #NationalMilkDay today, are you? Comment for a chance to get a personal Milk Gram from @gotmilk today!



Mario Lopez @mariolopezviva · Jan 5
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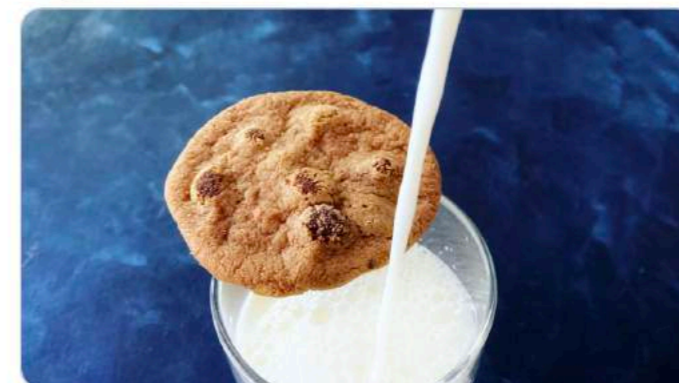
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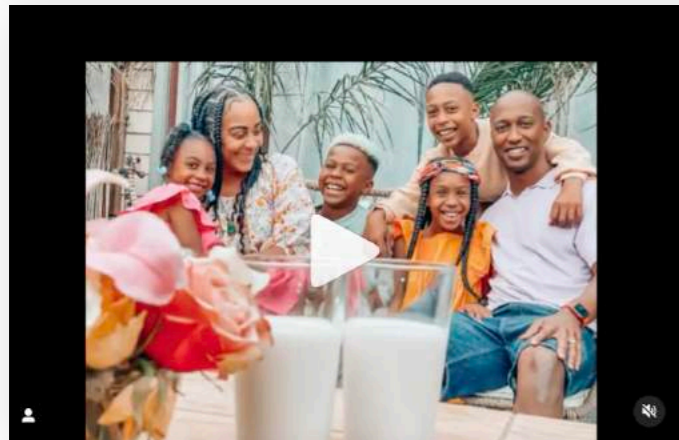
sarah | thedelicious @thedelicious · Jan 5
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sarah | thedelicious @thedelicious · Jan 11
Happy #NationalMilkDay from us and @gotmilk!!! How do you enjoy a cold glass of milk?



May-June 2021
Got Milk x No Kid Hungry Program



thelewis_show
Paid partnership with gotmilk
San Francisco, California

thelewis_show I love finding ways to teach my children how to help others stay strong and use their selflessness and strength to give back to our community. Did you know that 1 in 4 kids in California could face hunger this year? Or that in California over 3.9 million children qualify for free or reduced-price school meals? I couldn't imagine my children hungry and having no food to eat, I would hope and pray that kind selfless individuals would do

6,007 views
5 DAYS AGO



piecesofemerald
Paid partnership with gotmilk
Sacramento, California

piecesofemerald Growing up, I've always heard the phrase "got milk?" I never really understood what it meant until I had children of my own. With the current state of the world and financial crisis, California children are facing hunger and it is absolutely heartbreaking. I remember when schools initially shut down in March 2020 due to the pandemic, my immediate thoughts were "what is going to happen to the children who rely on school meals to feed their roaring tummies? If schools are closed then some of these children may not have their safe escape". I pray and think of those children daily. I am so honored to share that @gotmilk has partnered with @nokidhungry to help provide up to 1 million meals to kids.

316 likes



raisingwolvess_
Paid partnership with tomaleche

raisingwolvess_ As things start to go back to normal, the lasting effects the pandemic is leaving behind is going to take some serious work in order to bounce back. In California alone 27% of kids faced food insecurity with school closures. #ad @gotmilk ? @tomaleche has partnered with No Kid Hungry to celebrate strength, resilience, and adaptability of the human spirit by donating 10 meals for every dollar donated. Every post shared here on social with the tag #StayStrongTogether can help connect a child with the healthy food they need so snap a selfie and join in on this important cause. You can learn more about ways to donate/help @nokidhungry by visiting gotmilk.com or giving them a follow on Instagram and Twitter!

912 likes
6 DAYS AGO



zoeyinthecity
Paid partnership with gotmilk

zoeyinthecity In an effort to spread social goodness and positivity, we've partnered with @gotmilk and @nokidhungry to share how YOU and the #staystrongtogether campaign can help provide up to 1 million meals to kids in need. It's been a year since the pandemic started and millions of children and their families are facing poverty and hunger. Traditionally, many kids have relied on the meals they get at school but with schools being closed, too many children are missing the meals they need to thrive. Your simple social share can connect a child with up to 10 healthy meals, fueling their lives, their learning and their dreams.

All you have to do is share a post on



mamabirdandtribe
Los Angeles, California

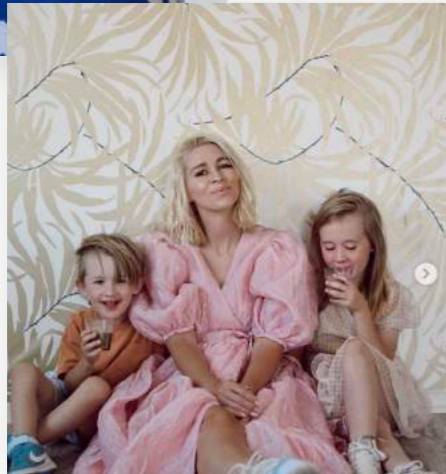
mamabirdandtribe [ad] Do you ever wonder if superheroes drink milk to stay strong? Yes, they do! My kids are my heroes through the whole pandemic. This past year hasn't been easy for them, especially for children who rely on school meals to learn and thrive. When our school's shut down due to the coronavirus, millions of children face poverty and hunger. Traditionally many kids have relied on the meals they get at school each day. 1 in 4 kids in California could face hunger this year.

I'm excited to share with you about the @gotmilk campaign with @nokidhungry called #staystrongtogether. Just like a powerful team of superheroes has helped those in need, @gotmilk has teamed up



priscillasarabia
Paid partnership with gotmilk
Orange County, California

priscillasarabia Did you know that millions of kids are struggling to get the food they need to learn and thrive due to the financial fallout the last year has caused? This has pushed child hunger to record levels. So how can we help? The #StayStrongTogether challenge is a great way to come together as a community to help do our part and support @NoKidHungry as they provide meals for kids in need. @tomaleche and @gotmilk will provide 1 million meals to kids in need through the #StayStrongTogether challenge. For each #StayStrongTogether post you share on Instagram and Twitter mentioning @gotmilk and tagging two friends to join the challenge it will raise \$1 to help contribute meals towards the



fancytreehouse
Paid partnership with gotmilk

fancytreehouse Chocolate milk has always been one of my kids' FAVE treats and I'm so glad to share that @gotmilk has partnered with @nokidhungry to help provide up to 1 million meals to school feeding programs throughout California! So many kids rely on school meal programs to eat and the school closures of the last 14 months have been devastating. We can all do something to help! Between now and June 30th, for each post celebrating resilience and the human spirit, tagging @gotmilk and two friends, and with the hashtag #StayStrongTogether, @gotmilk will donate \$1 (which equals 10 meals!) to @nokidhungry! Find out more ways to help by visiting gotmilk.com or following @gotmilk!

844 likes



lilylove213
Los Angeles, California

lilylove213 Twining with my Sell because we are huge fans of milk over here! Excited to hear about @gotmilk's campaign with @nokidhungry. It's called #StayStrongTogether and encourages Californians to stay strong and resilient as we emerge from the pandemic. Their display of strength? A donation to @nokidhungry of up to 1 million meals. Every dollar donated to No Kid Hungry can help provide up to 10 healthy meals through their partners on the ground, including nutritious foods like milk, to help ensure no kid goes hungry. Wow! Follow @gotmilk, @Tomaleche @nokidhungry and #StayStrongTogether to learn more and be inspired by the strength and resilience we have displayed this past

Liked by sincerelyjules and 601 others



jetplanemommy
Paid partnership with gotmilk
California

jetplanemommy There is not one day my girls and I don't have our glass of milk. And I am so excited to hear about @gotmilk's campaign with @nokidhungry. It's called #StayStrongTogether and encourages Californians to stay strong and resilient as we emerge from the pandemic. Their display of strength? A donation to @nokidhungry of up to 1 million meals. Every dollar donated to No Kid Hungry can help provide up to 10 healthy meals through their partners on the ground, including nutritious foods like milk, to help ensure no kid goes hungry. Amazing, right!

And together we can each help children get the food they need by doing this simple challenge. Upload a

611 likes



xo.rachelpitzel
Paid partnership with gotmilk
Carlsbad, California

xo.rachelpitzel It's important for me to teach my children the importance of helping others + giving back to our community.

When we heard that 1 in 4 kids in California face hunger we had to help. And guess what? YOU can TOO!

I'm so excited to share that my friends @gotmilk are donating up to 1 million meals to @nokidhungry to help end childhood hunger including nutritious foods like milk.

So how can you help?

Post a photo showing strength & resilience + with #StayStrongTogether + tag @gotmilk + tag 2 friends to join

15,345 likes
19 HOURS AGO



partyof4sometimes2
Paid partnership with gotmilk

partyof4sometimes2 Let's #StayStrongTogether to keep spreading social good and positivity! #ad Happy to see the light through the darkness of the pandemic as things are starting to look up. But, there's still millions struggling to get food across the country. Alone in our state of California 2.2 million kids are facing hunger this year because of the financial fallout.

We can rally together to help children get the food they need. We can do this by taking on the #StayStrongTogether challenge by mentioning @gotmilk and tagging two friends here on Instagram and Twitter. Milk has always been there for my kids to help nourish them to learn and thrive. Now, I'm showing up

4,703 likes
19 HOURS AGO



themothertooverload
Paid partnership with gotmilk

themothertooverload Join us in spreading social good and positivity!

Did you know that millions of children are continuing to struggle to get the food they need to learn and thrive? The pandemic and aftermath has resulted in an increased need for food assistance in communities across the country. In California alone, over 3.9 million children qualify for free or reduced-price school meals.

2,314 likes
3 DAYS AGO

August 2021

"Bones Love Milk" Olympics Watch Party



ava.michelle • Follow

Paid partnership with boneslovemilk



ava.michelle So much FUN taking part in @boneslovemilk 'Watch N' Skate' experience at The Berrics! I can't say I'M a pro... but these girls are 🏇
In honor of the sport's monumental debut at the Tokyo Games 🇯🇵, we celebrated all things skate culture at an event hosted by the California Milk Processor Board. The cookie 🍪 grind, a cereal bowl bar 🥣, hydration station,



Liked by mattyktalent and 28,248 others

AUGUST 5

August 2021

"Never Doubt What You Love" Campaign



lajulissa • Follow

Paid partnership with tomaleche



lajulissa I partnered with @gotmilk to hit the streets of California and see if disinformation will make people doubt the things they love. Find out what everyone had to say about the most wholesome things and watch the videos now! #NDWYL #gotmilk

Estoy colaborando con @gotmilk y @tomaleche saliendo a las calles de California para ver si la desinformación hace que la gente dude de las cosas que ama. ¡Descubre lo que las personas dicen sobre las cosas más saludables y ve los videos ahora! #NDWYL #gotmilk

18h



Liked by mattyktalent and 3,144 others

18 HOURS AGO



bbbaumgartner • Follow

Paid partnership with gotmilk



bbbaumgartner I partnered with @gotmilk to hit the streets of California and see if disinformation will make people doubt the things they love. Find out what everyone had to say about the most wholesome things and watch the videos now! #NDWYL #gotmilk

13h



nickbarrotta @gotmilk



34,371 views

13 HOURS AGO

August 2022

Diego Boneta "Get Real" Campaign



CLICK TO WATCH FULL COMMERCIAL

