



CASE STUDY: MILK PROCESSORS EDUCATION PROGRAM – MILK MUSTACHE CAMPAIGN

Executive Summary

Academic Network was selected to manage consumer affairs supporting the multi-year Milk Mustache and Got Milk! Campaign for the International Dairy Foods Association. For this \$180 million campaign, Academic Network developed, implemented, and managed the consumer and health professional contact center featured in its ads and provided medical and healthcare expertise.

Challenge

A unified marketing campaign (Milk Mustache and Got Milk!) was launched to change attitudes and correct misconceptions about milk, to increase consumption of milk, and to address issues that have caused milk consumption to drop steadily for more than 30 years.

Solution

This nationally recognized consumer education program utilized key professional services of Academic Network including state-of-the-art call center, medical and health care expertise, and superior customer service. Specifically, for this \$180 million campaign, Academic Network developed, implemented, and managed the consumer and health professional contact center featured in its ads and public relation communications, i.e., 1-800-WHY MILK. Academic Network services also included creation of ad content, information distribution and fulfillment, Medical Advisory Board leadership, dietary counseling, and response to queries from consumers and healthcare professionals.

Result

Academic Network provided the technical infrastructure and healthcare agents for this contact center's IVR applications and live agents. Up to 45,000 calls per month and over 1.3 million consumer contacts were managed. Academic Network provided the fulfillment services for consumer-requested materials with average fulfillment per month ranging from 25,000 to 45,000 pieces with multiple inserts.

Additionally, Academic Network also guided the development of consumer and healthcare provider education materials which gained endorsements of the AHA, American Academy of Pediatrics, American College of Obstetrics and Gynecology, National Institutes of Child Health and Human Development, among others. Central to the success of this program was the provision of medical experts both on the Medical Advisory Board and those recruited for one-time medical news story opportunities. In this latter capacity, Academic Network was a key contributor to long-term planning of this national advertising program on diet and health as well as an essential component to its public relations strategy with regard to product-related breaking news stories.