



MilkUP

2021 Brand Campaign

September 2021 marks Dairy Farmers of Ontario's MilkUP brand campaign to its Gen Z target. And we're kicking things off with a bang—Pick-Me-UPS by MilkUP, an all-local, milk-inspired campaign that will run for the month of September on Queen Street West in Toronto, Ont.

Follow along at @milkupontario on TikTok/Instagram and check out the hashtag #PMUxMilkUP to see what our visitors are saying!

Where We're Coming From

Gen Z loves ice cream, cheese and yogurt. Dairy is a cornerstone of their diet, but fluid milk was losing its staple status to plant-based alternatives (PBAs). We had to go back to basics to help reverse this trend. Our job? Remind our target of milk's proud status as a lifestyle staple. Make milk a respected choice for Ontario Gen Z.

Reaching Ontario Gen Z on Social

With PBAs flooding their feeds, our first priority was getting milk back in the social feeds and fridges of the people they respect. Our always-on lifestyle content takes back the moments milk once owned—from healthy morning routines, to trending TikTok recipes like ricotta toast. Dairy was now going to be featured alongside other nutritious, local ingredients, reinforcing the "health halo" that is being overtaken by PBAs. We even created a limited edition, MilkUP-branded "Local Haul" tote for social-worthy grocery hauls (MilkUP's direct messages were flooded with people asking for one of their own). The results so far? We've produced ad content Gen Z genuinely wants to consume.

The Campaign - Pick-Me-UPS by MilkUP

Our way in with Gen Z was to partner with the things they already love - showing them how dairy fuels some of their favourite brands. We collaborated with local favourite Gen Z makers such as RuRu Baked ice cream, Cops Doughnuts, Milky's Coffee, Buttercup Studios, and more, to help fill our pop-up store with limited-edition, milk-inspired goods and artwork. A milk-carton stage will feature sets by young Live Nation talent, such as Tyler Shaw, Ari Hicks & Jessie, and milk-themed workshops will be hosted every Saturday. The best part? It's post-to-pay - meaning our guests have to post on social media to get the goods, spreading the MilkUP word across Ontario.



It's dairy's comeback season. Let's milk it.



PICK ME MILK UPS
A POST-TO-PAY POP-UP.

naked

PICK ME MILK UPS

RURU BAKED

ICE CREAM
ICED COFFEES
DOUGHNUTS
NAIL ART
THRIFTED GOODS
& MORE.

@milkupontario #PMUxMILKUP

633 Queen Street West

September 9 - October 2, 2021

Thursday through Saturday 11am - 7pm

633 Queen Street West

COPS

MILKY'S

KALANTO

PICK ME MILK UPS

A post-to-pay pop-up
633 Queen Street West

SPILL THE MILK

COPS
COFFEE AND DOUGHNUTS

Wild Postings

633 Queen Street West



Campaign Site



Social Content



Paid Media



Limited Edition Vendor Merchandise

