

# got milk?

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**California Milk Processor Board, Together with GALLEGOS United, Launches Multi-Million Dollar Integrated Advertising Campaign**  
***“You Can Always Count on Milk” Targets California’s Influential Millennial Consumers***

SAN CLEMENTE, Calif., (July 9, 2018) – The California Milk Processor Board (CMPB), creator of got milk?, together with lead agency-of-record GALLEGOS United, today is launching “You Can Count on Milk,” a new \$16-million-dollar, statewide advertising initiative. Aimed at millennial families throughout California, the culturally-attuned campaign highlights universal truths about the everyday challenges kids face in their lives as seen through the lens of a demanding 9 to 5 blue-collar job, using a comedically honest tone. The creative spots – from back-to-back extra-curricular activities to overly-friendly, cheek-pinching relatives - illustrate that no matter how tough daily life can get for the average kid, milk – familiar, dependable and trustworthy - is the one thing they can continue to count on.

**Campaign is First Effort from GALLEGOS United Following Agency Consolidation**

“You Can Always Count on Milk” is the first campaign for GALLEGOS United, and partner agencies ROX United and CANVAS United, following the CMPB’s decision to consolidate advertising agencies in early 2018 to better focus on all California which is more diverse than ever within millennial households, which are led by the growing multicultural audiences, a key growth segment.

“California is a complex market, one that is rapidly evolving on a number of fronts, from demographics and media landscape to technology and lifestyle,” said Steve James, executive director of the CMPB. “As a result, what it means to be a Californian has evolved since the got milk? campaign was launched 25 years ago. As one of the most diverse states in the U.S., our future success lies in reaching consumers through

culturally-attuned campaigns that connect and resonate with what it means to be a Californian today.”

“The challenge for many brands is to find new growth and in order to do this we need to sequence differently. Results come from a willingness to take a different approach, beginning with a more accurate view of how to unlock growth. It’s about tapping growth segments in a manner that moves the ‘core’ segments as well, not the other way around,” said Chief Executive Officer of GALLEGOS United John Gallegos. “Today’s culturally diverse consumer straddles multiple cultures, not just ethnicity. For the CMPB that means understanding the concerns and needs of today’s consumer and tuning our messaging to address varying attitudes, media and behavior to drive consumers from conversation to purchase within the complexities that come from diversity and transformation. For milk, our strategy is to take a consumption-based focus and lean into it to create strategies and creative that are more culturally attuned for the composition of today’s families, enabling us to resonate with the entire California market to drive growth.”

### **Multi-Platformed Integrated Campaign Includes First Customer Loyalty Program**

The “You Can Always Count on Milk” campaign will touch all California consumers throughout the purchase cycle, from discovery and purchase to repeat purchase, and includes advertising, digital and social, search, in-store activations and point-of-sale, influencer outreach, and an updated website. Advertising will be unified across all segments with English and in-language communications in Spanish, Chinese, Korean and Tagalog. TV will run on both English and Spanish-language networks, including Univision and Telemundo, in more than 20 key California markets including Sacramento, San Francisco, Bakersfield, Fresno, Los Angeles, San Diego, and Palm Springs. More than 1300 in-store activations will take place at leading national and independent grocery retailers including Albertsons, Lucky’s, and Safeway; Hispanic retailers including Northgate and Vallarta; and Asian-market retailers H-Mart, Seafood City and 99 Ranch. And for the first time in the CMPB’s history, a customer loyalty program, “got rewards?,” is planned for launch during the second phase of the campaign.

To view the “You Can Always Count on Milk” spots, visit

“Trust”: <https://youtu.be/7r6vuy2LrWo>

“Diner”: <https://youtu.be/97q-9t2Rudc>  
“Greetings”: <https://youtu.be/iXOeMfQHbbQ>  
“Checkmate”: <https://youtu.be/CD12-bkoLzM>

### **About the CMPB**

The California Milk Processor Board was established in 1993 to make milk more competitive and increase milk consumption in California. CMPB is known for got milk?, with over 90% awareness nationally. The got milk? trademark is a federally registered trademark and service mark. The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture. For more information, visit: [www.gotmilk.com](http://www.gotmilk.com).

### **About GALLEGOS United**

Founded in 2001, formerly known as Grupo Gallegos, GALLEGOS United is a creatively-driven, agency dedicated to providing clients with strategic marketing solutions that push the boundaries and propel business growth. GALLEGOS United counts Comcast, Coronado Brewing Co., California Milk Processor Board (Got Milk?), TurboTax and Chick-fil-A as clients, to name a few. GALLEGOS United is part of UNITED COLLECTIVE, a communications group comprised of five interconnected independent agencies. For more information, visit [gallegosunited.com](http://gallegosunited.com)

***Editor Note: Hi-res images are available upon request.***

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