

IDF Standing Committee of Marketing
&
International Milk Promotion group

Christine Leighton
SASDT 2024



Main contribution to the IDF

- Boost local demand for milk and dairy products



Members and functions

- Experts in communication and marketing
- Communication messages for relevant topics
 - Applied per country
- Joint meetings with other Standing committees
- 2024 – sustainable diets



Ongoing work-item:
Communication framework
for Plant-based products



IDF Task Force

**Data comparison of
milk and plant-based
beverages**

Version 2020



Publications: Global Marketing trends report

Bulletin
of the International Dairy Federation

522
2023

Global Marketing Trends

Understanding changes in dairy consumption around the world



Join the IDF Global Marketing Trends Report Webinar



IDF World Dairy Summit
October 16-19, 2023 | Chicago, USA



This IDF Internal study has been conducted by the SC Marketing and the SC on DPE since 2014

Based on in-depth research conducted by IDF national experts, this study is intended to identify the main drivers and barriers of the food market - and especially dairy product consumption - in different countries around the world to understand the changes in market trends since 2014

- **2014:** 1st edition
- **2016:** 2nd edition
- **2019:** 3rd edition
- **2022:** 4th edition : a special tracking of the specific impacts of the Covid 19 crisis on DP Demand

International Milk Promotion Group (IMP)

Permanent task force



Generic Marketing/ unbranded



What is the IMP?

Generic marketing campaigns

Founded in 1965

20 Member countries



Value for South Africa: IMP and Rediscoverdairy



- Rediscoverdairy campaign
- Midyear meetings – share case studies
- Market trend/consumer behaviour



Campaigns



DAIRY

To make it through all those festive meals!

Delicious summer recipes, tips from dietitians, ideas for family fun and healthy lifestyle hacks!

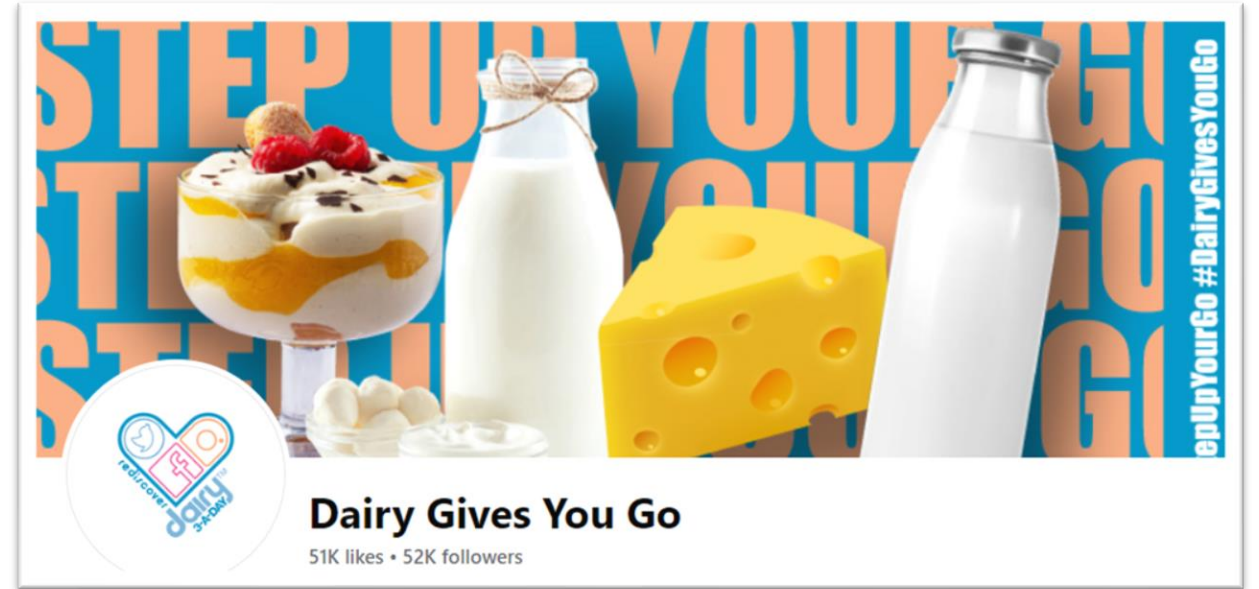
Amas! Ice cream anyone?

Join the Rediscover Dairy Facebook page today and enjoy summer with us.

Rediscoverdairy
27K likes • 30K followers

Liked Message

rediscover **DAIRY** 3-4-DAY

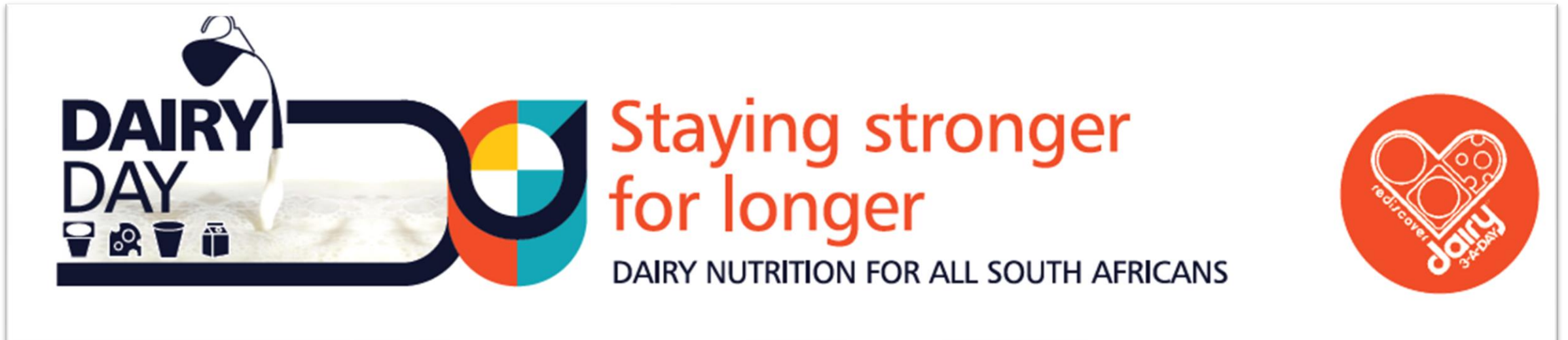


STEP UP YOUR GO

enUpYourGo #DairyGivesYouGo

Dairy Gives You Go
51K likes • 52K followers

rediscover **dairy** 3-4-DAY



DAIRY DAY

Staying stronger for longer

DAIRY NUTRITION FOR ALL SOUTH AFRICANS

rediscover **dairy** 3-4-DAY

Consumer Education Project of Milk SA
IMP 2015 Trophy Entry
www.rediscoverdairy.co.za



IMP trophy competition, finalist 2023

- IMP Yves Boutonnat Trophy

**Dairy Gives You Whatever
Go You Need.**

Three winners selected

- Australia
- Canada
- South Africa



**Consumer Education Project of Milk South Africa
Television Campaign
Dairy Gives You Whatever Go You Need**

IMP trophy 2023
Christine Leighton



Global Dairy Platform



GLOBAL DAIRY PLATFORM



Let's celebrate
nutritious and sustainable dairy.

SATURDAY, JUNE 1, 2024
#WorldMilkDay #EnjoyDairy

Learn more:
worldmilkday.org

WORLD MILK DAY

PATHWAYS TO DAIRY NET ZERO.

In summary

