



WHAT IS THE STRONG INSIDE?

The Strong Inside campaign exists to improve the perception of proteins from milk. Consisting of key players from across the dairy industry, we are engaging and educating the consumer about the benefits of all types of dairy proteins, enabling them to make informed purchasing decisions.

As an organization, your support will help amplify our message and reach more consumers. And the more people we reach, the greater the impact we will have enhancing and amplifying the benefits of Proteins from Milk.

GETTING RESULTS FROM A REVAMPED & REFRESHED LOOK

Using new tactic initiatives like lead generation ads and traffic ads, our paid media efforts have had an impact on high-profile platforms, including Facebook, Instagram, and LinkedIn.



56.5M IMPRESSIONS

from paid and social ads in 2022



288K CLICKS

on social and digital ads and assets

GROWING OUR TRUE DAIRY TRIBE

The campaign has set our sights on finding influencers who “live” our brand. Working with Peloton brand ambassadors and instructors, Kirsten Ferguson and Matty Maggiacomo, we are building our following through their authentic voices.

KEY INFLUENCERS INCLUDE:



@IAMKIRSTENFERGUSON



@MATTYMAGGIACOMO

HELP MAKE THE STRONG INSIDE A SUCCESS

As we look to help our industry grow and thrive, your organization can play a key part in engaging more consumers with the proteins from milk we all know and love.

To learn more about The Strong Inside and how you can help us continue making an impact, contact thestronginside@adpi.org.

CURRENT CO-SPONSORS

Join our current supporting roster of dairy industry partners, or consider upgrading to our Co-Sponsor level.

