

WORKING WITH NCAA COLLEGIATE ATHLETES

The American Dairy Association Mideast continues to use a variety of marketing strategies to engage with Gen Z consumers (ages 10-25) to grow sales and trust of dairy.

Almost half of Gen Z has made a purchase decision based on a recommendation from a social influencer, compared with 26% of the general population. To capitalize on this, ADA Mideast recently partnered with collegiate student athletes through the NCAA NIL program for a test activation.

This winter, ADA Mideast worked with 10 athletes in a variety of sports like basketball, volleyball and golf from Bowling Green State University, Kent State University, Ohio State University, University of Cincinnati, Wright State University and Youngstown State University.

The athletes posted original content on their personal Instagram and Tik Tok accounts promoting milk to their followers in fun and original ways. Collectively, these athletes have 77,000 Instagram followers and 143,300 Tik Tok followers. ADA Mideast plans to build on learnings from this project and further their work with collegiate athletes in 2022 to reach more Gen Z consumers.

