



DIGITAL ASSETS TOOLKIT GUIDE

7 / 2019

food advertising : **jt mega**



How to make the most of the days you menu turkey.

To help build more excitement around your JENNIE-O® Turkey products, we put together this Digital Assets Toolkit. These bright and playful social posts and digital menu boards are designed to add more excitement to your turkey nutrition. Use these assets to spread the word about the brand that keeps your students—and their parents—happy.

91%
of consumers know the JENNIE-O® brand.*

Digital Menu Boards



Build more fun into your menu with these playfully peppy menu boards. Either of our JPG or PNG files work with any digital menu board program or media player.



FRONT

Social Media Posts

Use these social media posts to show your commitment to menuing better-for-you nutrition. We've included posts with either a JPG image or animated GIF file. Both are easy to add to your school's Facebook and Instagram pages. Simply choose which JPG or GIF you'd like to upload, write a fun and descriptive caption, and post! (We've included recommended captions but personalizing each post for your school is a great way to engage with your students.)

STATIC JPG POSTS

School Facebook Page

It's going to be a turkey-licious day with these lunch favorites. That's right, better-for-you just got a whole lot better.



TURKEY TACO POST

School Facebook Page

It's going to be a turkey-licious day with these lunch favorites. That's right, better-for-you just got a whole lot better.



TURKEY HOT DOG POST

School Facebook Page

It's going to be a turkey-licious day with these lunch favorites. That's right, better-for-you just got a whole lot better.

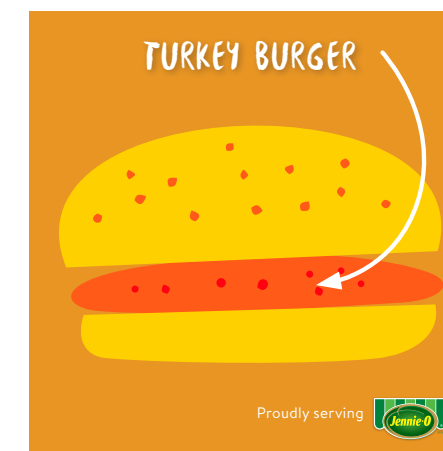


TURKEY SUB SANDWICH POST

ANIMATED GIF POSTS

School Facebook Page

It's going to be a great lunch day with our disappearing Turkey Burgers. Who says better-for-you can't be fun?



TURKEY BURGER POST

School Facebook Page

Turn lunch into a celebration of turkey-filled yum with the brand you know and trust.



TURKEY MEATBALL POST

Visit jennieofoodservice.com/k12 for more product information, recipe ideas and great support.



*F15813 2019 Hormel/JOTS Brand Equity Research – February 2019

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