

Hip-Hop Farmers What's Next

Written by Robert ID689

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Dairy Farmers of Canada-Ontario today launched a new television commercial featuring a group of skateboarding farmers hitting the half pipe, jumping over cows and performing other skater moves around an Ontario dairy farm.

The 30 and 60-second television spots build on the success of last year's popular Hip Hop Farmer ad which featured rapping farmers and hip hop dancers. This new commercial, once again, brings youth and urban culture to the farm.

"Just like last year's Hip Hop Farmer ad, we think our new Skater ad is going to be a real hit with Ontario teens," said Roberta Jessup-Ramsay, Director of Marketing at Dairy Farmers of Canada-Ontario. "Showing farmers skateboarding and doing cool tricks on a farm is unexpected and funny. Teens know milk is good for them. These ads aim to build a fun image for milk that teens can relate to."

"The feedback we received on the Hip Hop Farmer ad was tremendous. Our research showed that four out of five teens recalled last year's ad when prompted," said Jessup-Ramsay. "We hit teens' funny bones, and we want to continue to do that with the new Skater commercial."

This year, the Skater ad is available for viewing online at WWW.MILKSKATER.CA. The website features a special "director's commentary" voiced by the commercial's director, Rob Quartly of

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The Directors Film Company. Visitors to the website can also watch an extended two-minute version of the commercial.

The ad was created by BBDO Toronto and produced by The Directors Film Company. From January 10th to April 10th, the television spot will air in 30 and 60-second versions across Ontario. The 60-second version will also play in movie theatres across Ontario for four weeks, starting on February 21st.

Dairy Farmers of Canada-Ontario promotes milk and cream in Ontario. The organization is owned, operated and financed by Canadian dairy producers.