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THE NEW YORKER THE END OF GOT MILK?

By Kirk Kardashian

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But there has been a problem: Got Milk? didn't actually get people to buy more milk. The daily consumption of fluid milk—as opposed to milk-based products like cheese, yogurt, and butter—has steadily declined from 0.96 cups per person in 1970 to 0.59 cups in 2011. There are lots of reasons for this. People have more drink options than ever: sodas, juices, waters, non-dairy milks, energy drinks. Milk prices have risen. Sales of cold cereal, which people often eat with milk, have fallen as people turn to quicker options like breakfast bars and Greek yogurt. Even the rebounding economy has played a part in recent years. When people eat out more often, it turns out that they drink less milk. Last year, things got particularly bad. “It was a call to attention,” Mark Stephenson, the director of the University of Wisconsin Center for Dairy Profitability, told me.

As of Monday, the Got Milk? campaign is pretty much dead. While California will still use it, MilkPEP has replaced the national campaign, somewhat unceremoniously, with Milk Life, made by the advertising agency Lowe Campbell Ewald. In the thirty-second TV spot for the new campaign, a boy and his mom chase a soccer ball, aided by milk propellers. A woman walking numerous large dogs deploys a milk parachute. A girl in a rock band windmills her guitar, à la Pete Townshend, and milk trails from her fingers in a dramatic arc. (Magically, none of these characters is drenched in the stuff that's whirling around them.) Then, cue the tagline: “Start your day with the power of protein. Milk life.”