Got Milk?: The Book

Jeff Manning


Her book encourages getting nutrients from diverse sources, and she embodies a sort of amped-up version of the currently de rigueur, whole foods-based approach to eating. Only she means it a bit more and is conscious of it considerably less than the average practitioner. I know she isn’t a coffee drinker, so when we get to the counter of Jimmy’s coffee shop, I offer to buy her a tea. But once she starts talking about Got Milked? I throw out a few figures from the book, things about calcium absorption, emissions created by dairy cows and milk’s nutritional density. Hamilton is articulate and concise, delivering answers and anecdotes with an academic level of confidence but none of the pretense. At one point, when I get a fact wrong, she asks to see my notes. got milk?: the book

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I bought this book as a gift for my daughter, who loves the milk moustache ads and tears them out of magazines, etc. I was disappointed when I saw it. I expected a collection of photos of the various ads, which she would have loved; however, there were very few of them. The book focuses on the marketing and advertising strategies of their campaign. If that’s what you’re looking for, it’s your cup of tea. Hopefully she’ll like it anyway. Instrumental in the success of Got Milk? was Jeff Manning, who was the executive director of the California Milk Processor Board. (Now a marketing strategist and speaker, his current website is, without irony, www.gotmanning.com.) Manning went to bat for Goodby and Silverstein’s deprivation strategy because the tagline made milk a brand, not just a commodity. Former Bozell creatives Sal Taibi and Bernie Hogya, who worked on the campaign (and later published two books on it), were instrumental in wrangling the celebrities who appeared in the ads. Among the A-list gets: Harrison Ford, Britney Spears, Kate Moss, Dennis Rodman (photographed nude), Kristi Yamaguchi, Patrick Ewing, Joan Rivers, Hanson, The Simpsons, and Kermit the Frog.