

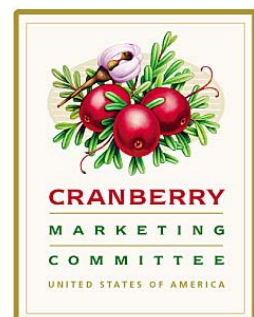
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

**November 2008**



## Activity Report

### Media and Trade Relations in November 2008

#### Media Activities

#### MEDIA EXPOSURE

The first media clippings of the program year were monitored this month. The most common theme was presenting USA cranberries as a delicious and versatile cooking ingredient. The CMC's culinary representative Robert Sowa has already proven to be a good instrument in getting USA cranberries in the press.

For instance, the culinary magazine "Pani Domu Poleca" published a recipe by Mr Sowa in their November issue. Here he recommended a Christmas menu which included a pâté with jam made from "American cranberries". This was not a CMC recipe, but rather one developed from Robert Sowa in which he integrated USA cranberries on our behalf.



We also observed immediate results to the CMC health press conference which took place this month. Because the health and nutritional press is particularly

strong in online journals and because online publications can react most quickly to new information, the CMC's message was particularly present in that media.



Marta Figielska, editor of the health & wellness website Nazdrowie.pl, was present at the conference. Days later, she released an article sharing basic facts about cranberries, including the health benefits associated with their

consumption. The USA was specially named as the country of origin.

Another journalist attending the press conference, Halina Kustosza, published an article about cranberries on her website Kobiety.pl focusing on beauty & wellness. It shared a quote from the CMC's health representative Piotr Gryglas about the health benefits associated with eating USA cranberries and their nutritional goodness. This article, too, explicitly noted America/USA as the origin of the cranberries to avoid confusion with lingonberries or the European cranberry variety.

## HEALTH & WELLNESS PRESS CONFERENCE

This month the first of two CMC press conferences scheduled for this year in Poland took place in Warsaw on November 6<sup>th</sup>. It targeted editors of health & wellness publications and contributors to the health sections of regular consumer and lifestyle publications. It was held at the lifestyle club "Holmes Place" to associate USA cranberries with a healthy location.

CMC health spokesperson Piotr Gryglas MD was keynote speaker. He was previously the personal doctor of the



Polish Prime Minister, Director of the Daily Clinic Internal Diseases and Hypertension Unit at the Medical Academy in Warsaw and still participates in international experimental clinical research. Editors recognize him as an advisor to the magazines Fashion for Health and Pharmacy, and as a medical expert at TVN television.

Attending the event were nineteen journalists writing for seventeen print and two online publications, including Cosmopolitan, Vita, Gala, Lady Fitness and Medycyna Rodzinna.

At the door journalists were greeted by CMC representatives and given a press pack which included the new press folder, information sheets “12 facts about fresh cranberries”, “12 facts about dried cranberries”, and “12 facts about cranberry juice”, an overview of Dr. Piotr Gryglas’ presentation and a selection of CMC recipes and print-ready recipe photos.

Editors received alcohol-free cranberry cocktails before taking a seat. After the conference, they were able to enjoy some cranberry finger food before picking up a special gift upon leaving – a spa service at the Hilton Hotel Spa (in-house) which offers a selection of cranberry face masks and peelings.

**PRESS MAILING**

Following up on the press conference, both health editors attending and not attending the conference were sent a press release about the health benefits of cranberries. It included a quote from Dr Piotr Gryglas praising the berry’s health value. The mailing was sent to more than 50 consumer journalists.

**CONSUMER EVALUATION**

CMC conducted telephone interviews with a representative sample of 400 households to gather performance measure results this month. Interviews measured awareness of cranberries and cranberry products, their characteristics and consumer purchase frequency. These interviews can be combined with the program evaluations taking place in the CMC’s other markets to save money and be more cost-effective.

**Upcoming Promotions & Activities**

**UPCOMING PROMOTIONS & ACTIVITIES**

Month	Activity
<b>December</b>	<ul style="list-style-type: none"> <li>▪ Consumer press conference takes place</li> <li>▪ Editorial gift baskets distributed</li> <li>▪ Production of consumer brochures &amp; consumer flyers completed</li> <li>▪ Website launched</li> <li>▪ Fitness center promotion takes place</li> <li>▪ 3rd press mailing “Cooking with Cranberries” takes place</li> </ul>