



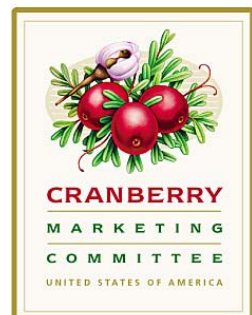
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# Activity Report

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Media & Trade Relations in Spain  
The Cranberry Marketing Committee

July 2009



# Activity Report

## Media and Trade Relations in July 2009

### Media Activities

#### PUBLICATIONS FEATURING CRANBERRIES

In July, we monitored **20 clippings** reaching more than **2.5 million readers**, with an **advertising equivalence of EUR 46,500** (approximately USD \$66,200).

Cranberries made an appearance on the cover of the culinary magazine **Comer y Beber** (circulation: 20,400). The cover introduces the six-page feature inside with the claim, “Cranberry recipes – healthy and nutritious”. The feature begins with a complete three-page report about cranberries reporting on their origin, harvesting methods, differences with other berries, health benefits and product specifications (SDCs, Juice, Fresh). Three more pages are devoted to cranberry recipes, including “Lobster with Cranberry Sweet Potatoes”, “Cranberry Cream Cheese Muffins”, as well as cranberry cocktails.



Another highlight was published in the consumer pharmacy magazine **Mi Farmacéutico** (circulation: 30,000). The two-page feature reported on cranberries' health benefits and how the berries' may help to prevent urinary tract infections.



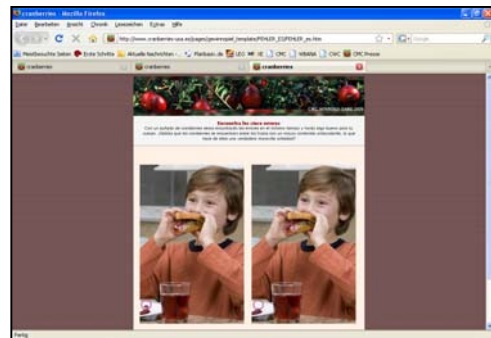
The article is a direct result of our efforts and reflects that the knowledge of cranberry health benefits throughout the Spanish medical community is steadily increasing. In two other press clippings (appearing in

Cuorpomente & La Opinión de Murcia) medical experts recommended cranberries to help prevent urinary tract infections.

## SPANISH WEBSITE

In July, more than **1,600 unique visitors** visited the Spanish CMC website. Updates this month included adding a new online contest to the homepage.

To win a cocktail mix set and cranberry cocktail guide, visitors have to compare two pictures and find five hidden mistakes in one of them.

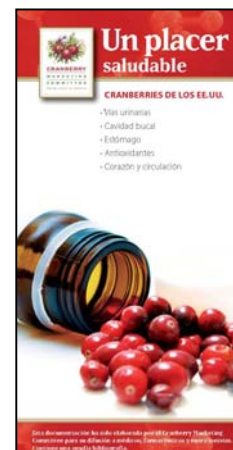


## Trade Activities

### Health Brochure

The CMC health brochure, with detailed information on cranberries in regards to **anti-adhesion, urinary tract infections, oral cavities, stomach, antioxidants, and heart & circulation**, was included in the popular nutraceutical magazine **Acofar** and thus distributed to pharmacies nationwide this month.

In July, a flyer with the quotes of two Spanish doctors recommending cranberries was printed and inserted in the 3,000 remaining brochures. These will be offered to 21,000 Spanish urologists and nutritionists.



**Trade Request**

The following companies requested additional information about cranberries from the USA:

- *Eladiet*, a Spanish manufacturer of diet products

**Upcoming Promotions & Activities**

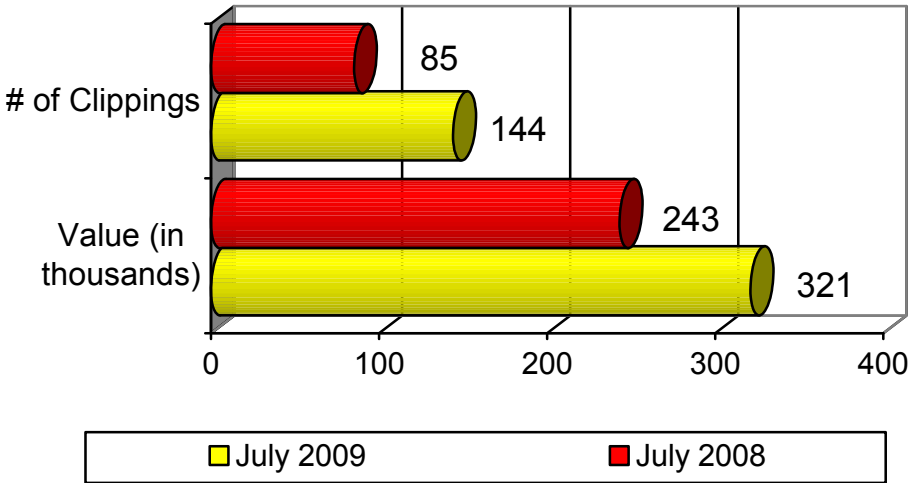
**UPCOMING PROMOTIONS & ACTIVITIES**

The timeline for promotions and activities scheduled for the rest of the season can be found in the appendix.

**Performance Measures**

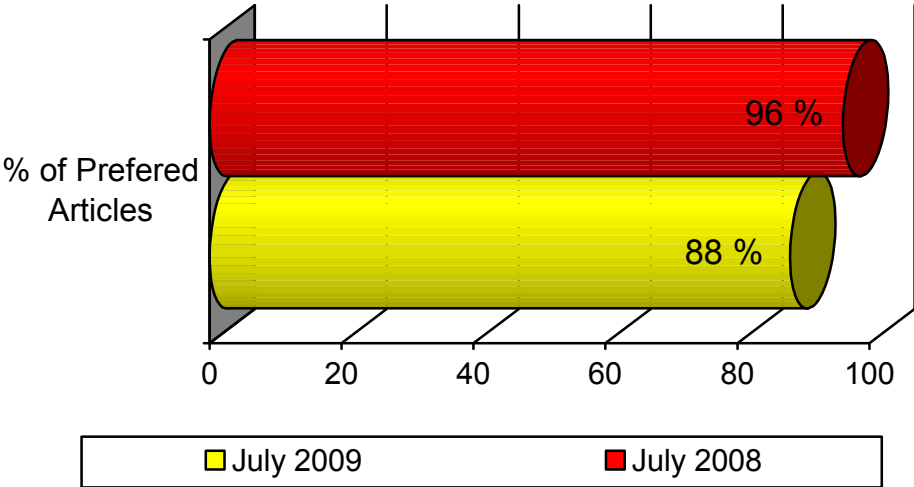
**MEDIA REPORT SUMMARY THROUGH JULY 2009**

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Spanish media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



Total number of clippings from January 1 – July 31, 2009:	144
Total advertising equivalent:	€ 321,100
Total circulation:	23,640,800

**SUMMARY OF PREFERRED ARTICLES IN JULY 2009**



## **Appendix A**

### Timeline

**CRANBERRY MARKETING COMMITTEE  
SPANISH PROGRAM  
TIMELINE 2009**

<b>Month</b>	<b>Activity</b>
<b>August</b>	<ul style="list-style-type: none"> <li>▪ Press mailing # 5</li> <li>▪ Website update</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>▪ Special press mailing</li> <li>▪ Press mailing # 6</li> <li>▪ Website update</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>▪ Website update</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>▪ Consumer evaluation</li> <li>▪ Website update</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>▪ Cranberry weeks promotion with Cosmopolitan magazine</li> <li>▪ Final media and activity reports due</li> <li>▪ Website update</li> </ul>