



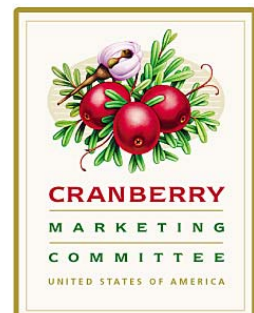
---

# Activity Report

---

Media & Trade Relations in Poland  
The Cranberry Marketing Committee

July 2009



# Activity Report

## Media and Trade Relations in July 2009

### Media Activities

#### MEDIA EXPOSURE

This month four print articles, six online articles and three broadcasts reported on cranberries from the USA. The publicity reached a total of 3.6 million persons and had an advertising equivalence of 81,500 zł (\$27,500).



CMC Poland representative Marta Witkowska appeared on Radio Lublin in the Southeastern part of the country to talk about USA cranberries. In the first 15:11 minute spot, she chatted with a journalist from the magazine "Dziennik Wschodni"

Waldemar Sulisz and the DJ Magda Fijalkowska of Radio Lublin about the barbecue season and how cranberries are a perfect ingredient to add something special to traditional foods. Ms Witkowska then shared some CMC cranberry recipes suitable for the season, such as "Grilled Salmon with Cranberry and Mustard Butter."

In a second interview a week later, Ms Witkowska talked to Ms Wschodni and Ms Fijalkowska about the anti-adherence effect of cranberries and how they can positively affect one's health. This interview also lasted over fifteen minutes.

Polska Dziennik Łódzki is a regional publication with 125,400 readers. They published four cranberry recipes produced by the Cranberry Marketing Committee. The recipes appearing in their food section includes "Cranberry Yogurt", "Cranberry Shrimp Cocktail", "Cranberry & Cheese Muffins" and "Baked Camembert". These recipes originate from CMC press mailings which were distributed this month.



## PRESS MAILING “CRANBERRY BRUNCH”

Since the new format of the recent BBQ press mailing had such as positive resonance in the Polish press, we used a similar format to present eight additional cranberry recipes carrying the theme “Sunday Brunch with Cranberries”. It was sent to more than 40 publications nationwide.

To get the media’s attention, we presented our recipes in an unusual square folder again. The title read “Enjoy Sunday with U.S. Cranberries” and shared the recipes “Cranberry Dumpling Casserole”, “French Toast with Cranberry Sauce”, “Cranberry Muesli”, “Cranberry Compote”, “Cranberry Shrimp Cocktail”, “Camembert with Cranberry Tartar”, “Yogurt Cranberry Soup” and “Cranberry Cream Cheese Muffins”.

The recipe and photo material could be downloaded at a portal with exclusive press access.

The first press clippings originating from this mailing were monitored this month already.



## PRESS MAILING “CRANBERRIES-USA.PL”

A special emailing campaign took place to encourage the media to visit the CMC Poland’s website [www.cranberries-usa.pl](http://www.cranberries-usa.pl). 40 journalists from around the country were told that to find culinary inspiration, they should visit [cranberries-usa.pl](http://cranberries-usa.pl).

## REGIONAL PRESS MAILING “SEASIDE VACATIONING & URINARY HEALTH”

With July and August being the primary summer vacationing months, millions of Poles spend some of their cherished vacation on the beautiful Baltic seaside. For this reason, we distributed a special press release discussing how cranberries can help vacationing women reduce the chance of getting a urinary tract infection.

This press release was distributed per email to 20 journalists writing for regional newspapers and magazines read in the Poland’s most popular seaside communities.

## MEDIA PRIZE COMPETITION

CMC created a prize competition which was offered to regional media across Poland. If the media committed to write an article about cranberries, they were given at least one free “USA Cranberries” gift basket to give to the winner of the contest.

The prize consisted of a picnic basket, cranberries in different forms (juice, dried, cranberry müsli), the CMC consumer brochure, and the Robert Sowa cookbook which included dozens of pages of cranberry recipes.



To encourage participation and increase the presence of USA cranberries in the media, CMC photographed the gift basket professionally and offered the print-ready photo to journalists for publishing. This assured that the words “Cranberries from the USA” even appear in the illustration.

## WEBSITE CRANBERRIES-USA.PL

This month we conducted two updates on the CMC website. Just in time for the barbeque season, we placed all the newly produced BBQ and finger food recipes on the consumer recipe pages under their own new category of “BBQ and Fingerfood”. The recipes are also featured on the general “what’s new” entry page to the recipe section.



These recipes were featured in last month’s press mailing and just now – after a one month grace period so the media has first picks – were made available to the general public.



The second update involved adding the Sunday brunch recipes featured in the last press mailing (previously described) the exclusive CMC media page so journalists can download the imagery and recipe preparation instructions directly from the internet.

## Trade Activities

### TRADE MEETINGS

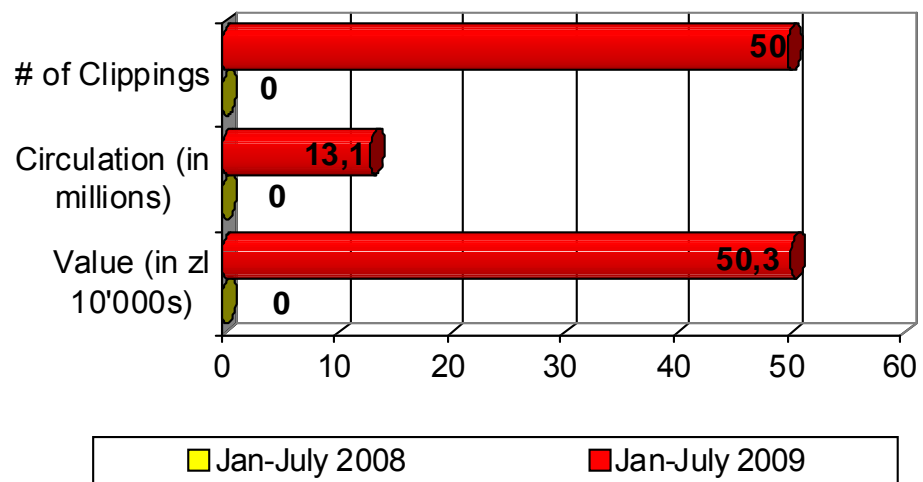
This month CMC Europe representative Sam Bessinger and CMC Poland representatives Monika Domanska and Marta Witkowska conducted four trade meetings with key importers of dried cranberries in Warsaw, Gdansk, and Katowice.

During the meeting representatives discussed the dried fruit & nuts market and discussed their experiences working with North American cranberries. CMC presented an overview of the ongoing promotional activities and discussed ways we can support cranberry sales domestically.

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JULY 2009

mk<sup>2</sup> upholds its commitment to meet goals set for publicity in the Polish media as well as on TV and radio on behalf of the CMC both in terms of value of clippings as well as the number of clippings published.



Total number of clippings from January - July 2009:

48

Total advertising equivalent:

zł 503,700

(US\$ 170,200)

Total circulation:

12,767,230

## Upcoming Promotions & Activities

<b>Month</b>	<b>Activity</b>
<b>August</b>	<ul style="list-style-type: none"><li>▪ Website cooperation</li><li>▪ Trade Manual Direct Mailing</li><li>▪ Compilation of trade database</li><li>▪ Newsletter #1/2009</li><li>▪ Website update</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>▪ Press mailing # 4</li><li>▪ Distribution of Health Brochures to Pharmacists</li><li>▪ Website update</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>▪ Cranberry Party</li><li>▪ Website update</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>▪ Program Evaluation</li><li>▪ Newsletter #2/2009</li><li>▪ Website update</li><li>▪ Distribution of Health Brochures at Medical Centers</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>▪ Christmas Gift Mailing to Journalists</li><li>▪ Final media and activity report due</li><li>▪ Website update</li></ul>