



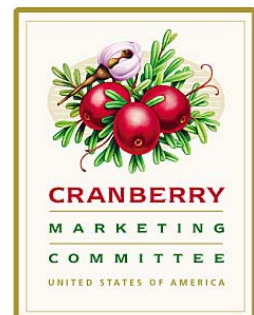
---

# Activity Report

---

Media & Trade Relations in Spain  
The Cranberry Marketing Committee

June 2009



# Activity Report

## Media and Trade Relations in June 2009

### Media Activities

#### PUBLICATIONS FEATURING CRANBERRIES

In June, we monitored **44 clippings and one broadcast** reaching more than **14.8 million readers**, with an **advertising equivalence of EUR 70,600** (approximately USD \$100,800). In terms of number of clippings, we have set a new record this month.

A press highlight this month was a two page feature in the culinary magazine **Lecturas Especial Cocina** (circulation: 73,400), the most stylish food magazine in Spain, which reported on cranberries for the first time.

As a direct result of the press mailing “*Healthy and Economic Recipes*” from April, they featured two cranberry recipes on two whole pages. Both recipes and the images were credited to the Cranberry Marketing Committee.

Another highlight was a publication in the culinary magazine **Cocina tradicional** (circulation: 18,000). **They featured cranberries on the cover** and presented three recipes inside including “Cranberry Yogurt”, “Cranberry Tartlets” and “Cranberry Chocolate Muesli”.





The most read magazine in Spain, the newspaper supplement, **XL Semana** (circulation: 1,164,500), reported on urinary tract infections and recommended the frequent consumption of cranberries to help prevent urinary tract infection.

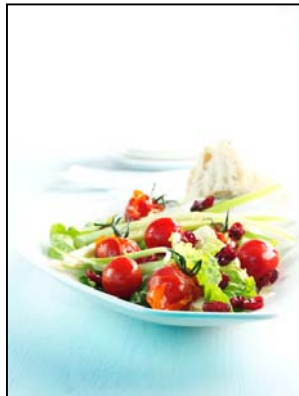
Additionally, cranberries have made an appearance on Spanish TV this month! On the national public **TV channel La Uno**, a 1'10" cut in the show **Saber Vivir** explained the anti-adhesion effect of cranberries that helps prevent urinary tract infections. The show also introduced viewers to the different cranberry products available: SDC's, juice, and supplements.

### PRESS MAILING # 3

To ensure regular presence in the media and keep us present in the minds of journalists, another press mailing was sent out to **one-hundred key journalists** in June.

Carrying the headline *"Add a touch of cranberry to you salads and cocktails"*, the press release suggested cranberries in salads and alcohol-free cocktails in summer and reminded journalists of the health benefits of cranberries. The press release

was accompanied by a selection of cranberry recipes, including "Salad with Cranberries and caramelized Pears", "Cranberry Tomato Salad", "Cranberry Asparagus Salad", "Cranberry Parsley Salad", "Goat Cheese with Cranberry Tartar on Salad", as well as various alcoholic cranberry cocktails. The mailing can be viewed in the appendix of this report.

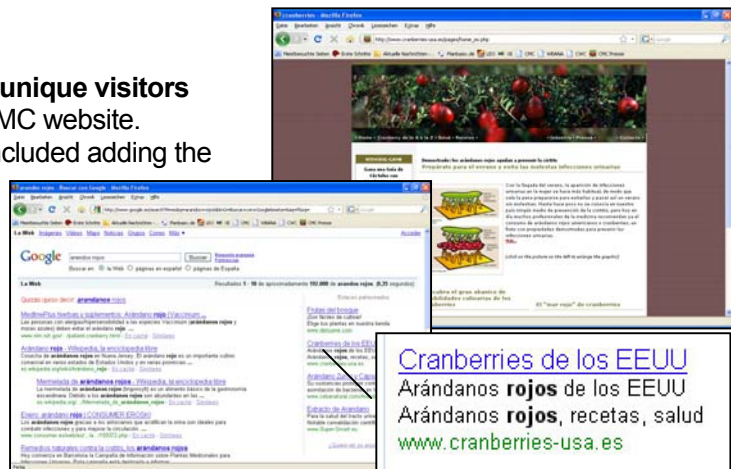


In a separate mailing, all health media contacts received CMC information on *"Cranberries and other Berries"* in order to avoid confusion with blueberries and red currants. The mailing was accompanied by cranberry images.

### SPANISH WEBSITE

In June, nearly **1,700 unique visitors** visited the Spanish CMC website. Updates this month included adding the new recipes to the website and the press release on urinary tract infections on the homepage.

The website promotion on Google AdWords is very successful in Spain. With AdWords, the CMC can reach people when they are actively looking for information about cranberries. When people search on Google using one of our keywords (including amongst others cranberry, cranberries, cranberry recipes) the ad appears next to the search results. So far, the ad has generated nearly 4,000 visits to our website.

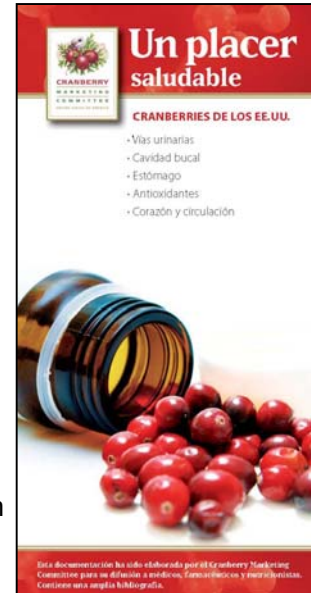


## Trade Activities

### Health Brochure

In order to provide doctors, pharmacists and nutrition consultants with detailed information on cranberries in regards to **anti-adhesion, urinary tract infections, oral cavities, stomach, antioxidants, and heart & circulation**, the CMC translated the German health brochure into Spanish. On 16 pages, the brochure gives experts a basic introduction to cranberries, including facts on the berry's origin, botanical background, and health claims and benefits. The brochure can be viewed in the appendix.

To reach as many health professionals as possible, the brochure will be included in the popular nutraceutical magazine, **Acofar** (circulation 21,000), as a supplement. 3,000 extra brochures will contain a single page flyer with quotes by two Spanish doctors on cranberries' health benefits, adding additional credibility to the brochure.



### COSMOPOLITAN VIP EVENTS

As part of the media cooperation with the women's magazine, Cosmopolitan (circulation: 194,800), two marketing events took place on June 9 and 11 in Barcelona and Madrid. More than 100 key contacts attended the events, including Laura Jerez from the FAS team. All attendees tasted a Cosmopolitan and received the CMC brochure and a sample with dried cranberries.



In July, the Cranberry Marketing Committee will be present at consumer events organized in cooperation with the magazine as well. This cooperation gives the CMC the unique opportunity to promote cranberries at bars throughout Spain. Organization for the events is ongoing.

## Upcoming Promotions & Activities

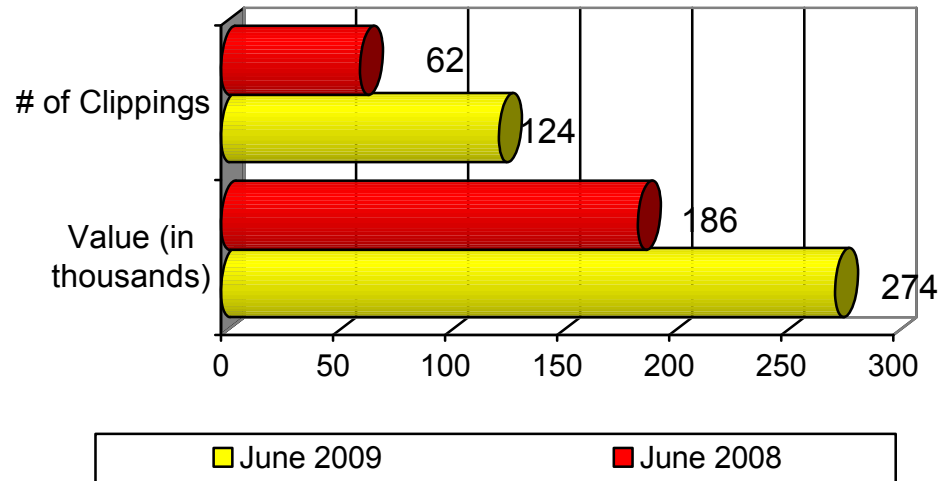
### UPCOMING PROMOTIONS & ACTIVITIES

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

## Performance Measures

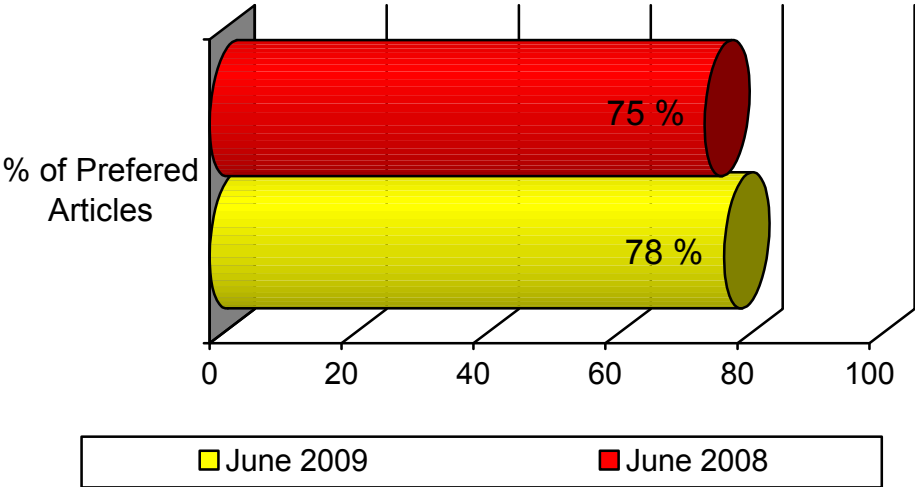
### MEDIA REPORT SUMMARY THROUGH JUNE 2009

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 – June 30, 2009:	124
Total advertising equivalent:	€ 274,800
Total circulation:	21,612,700

**SUMMARY OF PREFERED ARTICLES IN JUNE 2009**



## **Appendix A**

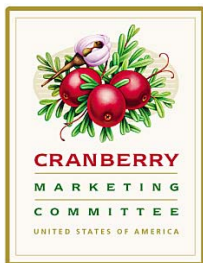
### Timeline

**CRANBERRY MARKETING COMMITTEE  
SPANISH PROGRAM  
TIMELINE 2009**

<b>Month</b>	<b>Activity</b>
<b>July</b>	<ul style="list-style-type: none"> <li>▪ Website update</li> <li>▪ Direct mailing to pharmacists</li> </ul>
<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>

**Appendix B**

Press Mailing # 4



**Cranberries o arándanos rojos, también en verano**

## **Añade el toque “cranberry” a tus ensaladas y cocktails**

11 de junio de 2009. Con el verano, apetece más los platos fríos y las bebidas refrescantes y, si pueden ser saludables, mejor que mejor. Por ello, los **cranberries** o **arándanos rojos** son una solución ideal para añadir sofisticación y un toque diferente de sabor a tus desayunos, ensaladas y cocktails.

### ***Ensaladas más originales***

El sabor dulce pero ligeramente ácido de los **cranberries** aporta un toque refinado y refrescante que proporciona originalidad a las ensaladas. Basta con añadir a cualquier ensalada algunos **cranberries** desecados. También combinan a la perfección con nueces u otros frutos secos.

### ***En el muesli o el yogurt***

Añadiendo unos cuantos **arándanos rojos** desecados en el muesli o en el yogurt los desayunos se convierten en más sabrosos y nutritivos.

### ***Cócteles sanos y divertidos***

El zumo de **cranberries** presenta un sabor original y muy refrescante. Puede probarse sólo o mezclado con otros zumos de fruta o licores, creando sorprendentes cócteles.



Recuerda que los **cranberries** tienen muchas propiedades beneficiosas para la salud : contribuyen a prevenir las infecciones de las vías urinarias, contribuyen a la disminución de la formación de la placa dental y a la reducción de las inflamaciones de las encías, y tienen un elevado contenido en antioxidantes, entre otras.

### ¿Dónde comprarlos?



Los **arándanos rojos** desecados pueden encontrarse en mercados, tiendas especializadas en frutos secos y tiendas de dietética, mientras que el zumo puede encontrarse también en tiendas de dietética y ya en muchos supermercados.

---

### **Nota importante**

*Es importante no confundir los arándanos rojos con otras bayas, puesto que tanto su peculiar sabor como sus propiedades saludables son exclusivos de este fruto.*

- *Los arándanos rojos (*Vaccinium macrocarpon*) no deben ser confundidos con los arándanos azules (*Vaccinium cyanococcus*). Aunque su aspecto físico es muy diferente – los primeros son rojos y los segundos son azules-, el hecho de que ambos compartan la denominación española “arándanos” da lugar a muchas confusiones que es importante evitar con el fin de informar adecuadamente al consumidor.*
- *Otro error habitual es confundir los arándanos rojos con las grosellas (*Ribes rubrum*). Se trata de frutas pertenecientes a distintas especies botánicas y, por tanto, con cualidades nutritivas y organolépticas muy diferentes. A nivel de aspecto físico, las grosellas crecen en racimos, son redondas con un diámetro aproximado de 7-10 mm y de color rojo claro, mientras que los cranberries son ovalados, con una longitud de 1 a 2 cm y presentan un color rojo oscuro intenso.*

*Solicita las imágenes en alta resolución o más recetas [aquí](#) o al teléfono 625 57 08 38 para recibirlas de inmediato en tu buzón de correo electrónico.*