



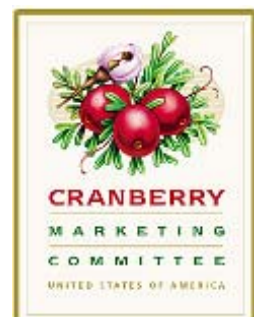
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# Activity Report

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Media & Trade Relations in Spain  
The Cranberry Marketing Committee

**September 2009**



## Activity Report

### Media and Trade Relations in September 2009

#### Media Activities

#### PUBLICATIONS FEATURING CRANBERRIES

In September, we monitored **14 clippings**, reaching **5.9 million consumers**, with an advertising equivalence of **EUR 52,800** (approximately USD \$77,700).

This month, a remarkable clipping appeared in **Mamá&Bebé** (circulation: 22,000), a national magazine aimed at parents. Under the headline, “How good!”, the three-page feature published six cranberry recipes and reported on the berry itself, including its health benefits and versatility in the kitchen. The article’s advertising equivalence of was EUR 24,500. The recipes and images were credited to the Cranberry Marketing Committee.



Another highlight was an article published by **Consumer Eroski**, the website of the third largest national supermarket chain, devoted to consumer information (unique users/month: 2.3 million). Due to its unbiased articles, the website has reached a reputation for being an opinion leader in the consumer sector.

The article, titled “Cranberries for Urinary Tract Infections”, gave an overview of the research about cranberries and UTIs. It mentions the Cochrane Library report from 2008 stating that the consumption of cranberries reduces symptoms and incidence of

urinary infections in women. It explained what PACs are, saying that only PACs of cranberries have been proven to have this effect. The image accompanying the article was credited to the Cranberry Marketing Committee.



The full article can be read at:

[http://www.consumer.es/web/es/alimentacion/aprender\\_a\\_comer\\_bien/curiosidades/2009/09/22/188118.php](http://www.consumer.es/web/es/alimentacion/aprender_a_comer_bien/curiosidades/2009/09/22/188118.php)

**Total coverage** for the month includes the following clippings:

Publication	Circulation	Date	Size	Headline	Category	Value in €
Saber Vivir	293.900	01.09.09	0,25	Improve your health with cranberries	4	2.240
Woman	142.500	01.09.09	0,1	Anti-stress weekly menu	5	1.610
MG	57.000	01.09.09	1	American cranberry	1	3.700
Guía del Saber Vivir	93.300	01.09.09	1	Cranberry salad, Asparagus salad	1	7.100
Mamá&Bebé	22.000	01.09.09	3,4	How good!	1	24.480
Dieta Sana	65.000	01.09.09	0,3	Menu	1	1.050
Fuera de Serie	51.300	11.09.09	0,15	Vodka chick revolution	5	1.395
LaRazon.es	300.000	26.08.09	0,7	Cranberries fight urinary infections	4	2.000
Cope.es	637.600	31.08.09	0,7	Cranberries fight urinary infections	4	3.000
Sabores.com	20.000	11.09.09	1	Cosmopolitan: The Sex & the City cocktail. Learn how to prepare it!	1	400
Recetariogratias.com	10.000	20.09.09	0,5	Consume cranberries!	3	180
Sabores.com	20.000	27.09.09	1	Lemon & cranberries mousse pie	1	400
Coctelybebida.com	10.000	27.09.09	0,8	Cranberry tonic	1	250
Consumer Eroski	2.310.800	30.09.09	1	Cranberries against urinary infections	1	5.000

This September, we monitored 85 percent of preferred articles, compared to 73 % in September 2008. The clippings were categorized according to the following **weighted media value** chart for the entire year to date:

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	95	325.020 €	325.020 €	
Category 2	4	7.910 €	3.955 €	
Category 3	18	23.860 €	7.953 €	
Category 4	38	43.610 €	14.537 €	
Category 5	34	8.935 €	1.787 €	
<b>Total:</b>	<b>189</b>	<b>409.335 €</b>	<b>353.252 €</b>	<b>86%</b>

## COSMOPOLITAN MAGAZINE COOPERATION

In cooperation with Cosmopolitan, the CMC produced a pocket brochure to be delivered to the Cosmopolitan magazine readers that received a free tasting of a Cosmopolitan cocktail. Additionally, samples of dried cranberries were included inside the brochures.



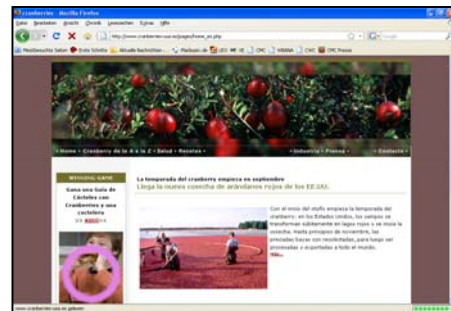
We also negotiated with the Cosmopolitan website manager the details of the cranberry contest, which will be online for four weeks, starting October 20<sup>th</sup>.

We are currently working on the graphics for the table tents that will be placed in partner cocktail bars and on the production of a cranberry light gun for one of the cocktail bars. The next step is to prepare the cranberry website contest.

## WEBSITE

In September, more than 1,900 unique visitors visited the Spanish CMC website, compared to 1,670 last month.

Updates this month included adding a new press release to the archive. The homepage introduces the new release on the cranberry harvest and is accompanied by a wet harvest image.



## Trade Activities

### TRADE EMAILING


To keep the trade up to date with the press work conducted in the Spanish market, we sent out media reports to selected trade contacts in September.

### REP CONFERENCE

In September, the Cranberry Marketing Committee Rep Meeting took place in Chicago, IL. The three-day conference gave mk<sup>2</sup> the chance to present the Spanish marketing program, submit three-year marketing goals and share promotional, PR and marketing ideas with other CMC representatives from around the world. The conference was followed by a visit to the cranberry harvest area and two major cranberry producers.

## NEW PRODUCTS

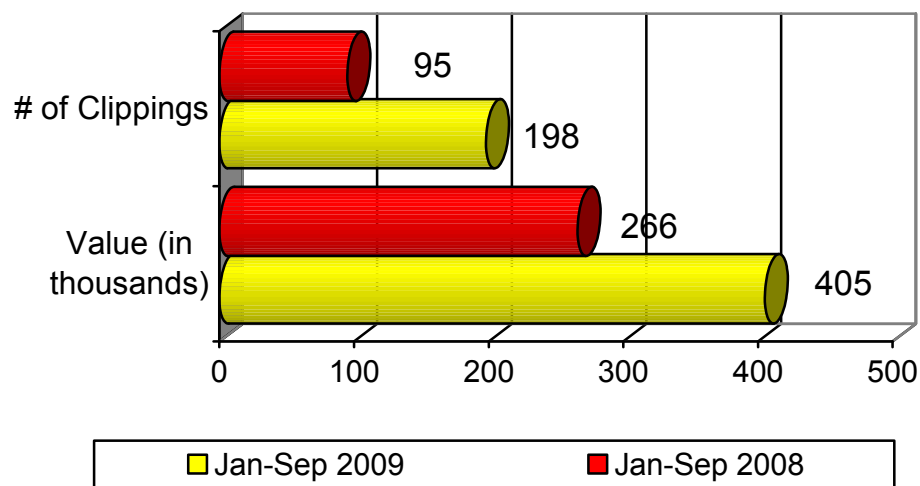
Through September, a total of 34 products were launched in the Spanish market in 2009 alone. In September, we monitored the following two new cranberry products:

	Product	Brand / Manufacturer	Description	Size	Price (€)	Photo
1	Dried cranberries	Vijava	Organic US dried cranberries	125 g	5,9 €	
2	Dried fruits & nuts biscuits	Especialidades El Music / Frutos Secos García	3-biscuit pack containing different nuts and dried fruits each: cranberries, almonds, figs, walnuts...	140 g	2,8 €	

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH SEPTEMBER 2009

mk<sup>2</sup> upholds its commitment to meet goals set for 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 – September 30, 2009: 198  
 Total advertising equivalent: € 405,300  
 Total circulation: 31,775,300

## **Appendix A**

Timeline 2009

**CRANBERRY MARKETING COMMITTEE  
TIMELINE 2009**

<b>Month</b>	<b>Activity</b>
<b>October</b>	<ul style="list-style-type: none"><li>▪ Press mailing #4 (Christmas and cranberries + recipes)</li><li>▪ Website update</li><li>▪ Special press mailing</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>▪ Program evaluation</li><li>▪ Website update</li><li>▪ Consumer tastings</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>▪ Final media and activity reports due</li></ul>