



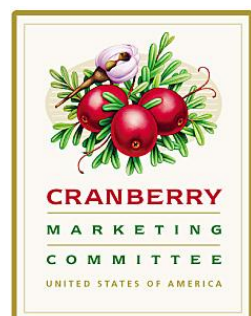
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# Activity Report

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Media & Trade Relations in the Czech Republic  
The Cranberry Marketing Committee

**September 2011**



# Activity Report

## Media and Trade Relations in September 2011

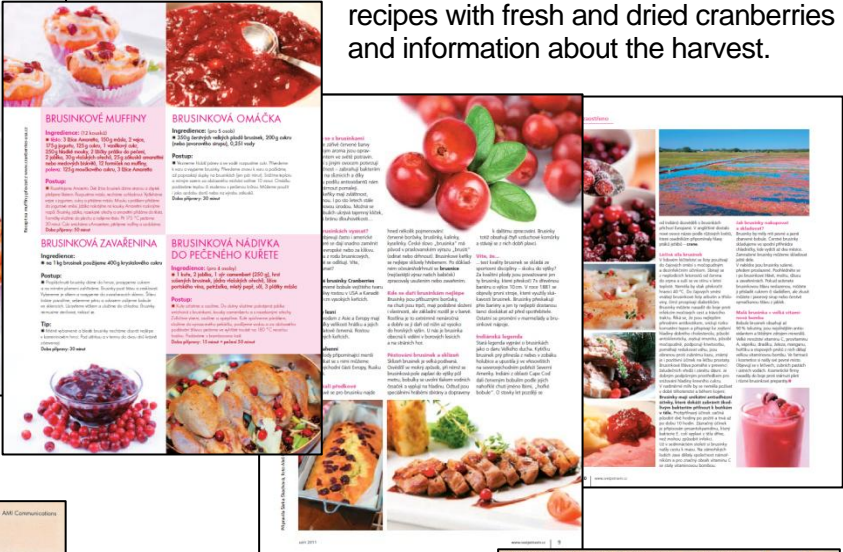
### Media Activities

#### MEDIA COVERAGE HIGHLIGHTS

In September, we monitored **18 media clippings** about cranberries, reaching 1.1 Million readers and website visitors. The media value equivalent of the publicity is **CZK 1,489,200 (\$83,100 USD)**.



The first clipping highlight is from the culinary magazine **Svět potravin** (circulation: 10,000) titled “Magic Cranberries”. American cranberries were featured with beautiful photographs on four full pages. The article included CMC recipes with fresh and dried cranberries and information about the harvest.



The next clipping highlight in September is another example of the popularity of CMC cranberry recipes in Czech Republic. The magazine **Recepty prima nápadů** (circulation: 120,000) devoted two pages to the best seasonal soups and hearty

dishes with American cranberries.

## SEPTEMBER ARTICLES

The following articles about cranberries appeared in print publications in September:

	Publication	Circulation	Date	Size	Headline	Cat.	Value In CZK
1.	Udělej si sám	17.200	01.09.11	1	American cranberries are healthy	1	70.000
2.	Svět potravin	10.000	01.09.11	4	Magic cranberries	1	364.000
3.	Moje psychologie	50.000	02.09.11	1	Mushrooms with goat cheese	2	160.000
4.	Blesk Hobby	96.000	14.09.11	1/2	Do you like cranberries?	1	60.000
5.	Blesk pro ženy	292.100	19.09.11	1 1/4	Wonderful cranberries	1	157.800
6.	Recepty prima nápadů	120.000	23.09.11	2	Do you like soup?	1	220.000
7.	Jackie	80.000	26.09.11	3/4	Autumn star	1	135.000
8.	Marianne	97.500	27.09.11	1/6	Season for cranberries	1	50.000
9.	Katka	107.000	30.09.11	1/9	CMC recipes: Pears and Cranberries	1	20.000
10.	Nejlepší recepty	27.000	01.09.11	2	This is the taste of American cranberries	1	190.000

The following online articles about cranberries appeared in September:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value In CZK
11.	Bety.cz	36.700	01.09.11	1	Urulogist advisory	1	2.100
12.	Gourmets.cz	1.300	02.09.11	1	CMC recipe: Salad with Pears and Cranberry Sauce	1	1.000
13.	Prozeny.cz	92.600	05.09.11	1	CMC recipe: Salmon with Cranberries	1	52.500
14.	Hezkevecicky.eu	3.300	13.09.11	1	Recipes with cranberries	2	1.000
15.	Trendmagazin.cz	2.400	15.09.11	1	CMC recipe: Chocolate feast with cranberries	1	1.000
16.	Chytrazena.cz	67.000	18.09.11	1	Chicken Saté with Cranberry-Mango Sauce	2	3.800
17.	Fithall.cz	4.700	24.09.11	1	Do you want to enjoy sex? Eat cranberries!	2	1.000

This month 94 % of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	14	1.324.400Kč	1.325.400Kč	
Category 2	4	164.800Kč	83.400Kč	
Category 3	0	0Kč	0Kč	
Category 4	0	0Kč	0Kč	
Category 5	0	0Kč	0Kč	
<b>Total:</b>	<b>18</b>	<b>1.489.200Kč</b>	<b>1.408.800Kč</b>	<b>94%</b>

## PRESS MAILING & WEBSITE

Pokud se vám newsletter nezobrazuje správně, klikněte zde a dostanete se na online verzi.



**Cokoládové recepty 2011**

# Brusinky a čokoláda

Milí redaktoři,

o slovo se hlásí podzim a farmáři na amerických polích začali sklízet brusinky. Nechte se inspirovat a zpijemněte si sychravé počasí něčím na zub, třeba neodolatelnou kombinací brusinek a čokolády. Pro recepty a fotografie v tiskové kvalitě stačí kliknout na kterýkoliv obrázek.

Příjemný podzim  
Tereza Knířová  
Cranberry Marketing Committee



Banánovo-čokoládový koktejl s brusinkami



Koláč s vanilkovým pudinkem a brusinkami posypaný čokoládou



Cranberry čokoláda



Černá a bílá čokoládová pěna s brusinkovou omáčkou


Chcete-li se dozvědět více o amerických brusinkách, jejich blahodárných zdravotních účincích a kulinařském využití, neváhejte nás kontaktovat nebo navštívte náš web: [www.cranberries-usa.cz](http://www.cranberries-usa.cz).

**Kontakt pro novináře:**  
Cranberry Marketing Committee - c/o AMI Communications  
Tereza Knířová - Tel. +420 234 124 112 - [terezaknirova@amic.cz](mailto:terezaknirova@amic.cz)

Pokud si nepřejete nadále dostávat tento newsletter, klikněte zde.

The press emailing, themed "Cranberries and Chocolate", was sent to 188 media contacts in the Czech Republic. It introduced four recipes, including Cranberry Chocolate and Banana Chocolate Smoothies with Cranberries. The recipes were available in both the emailing and on the CMC website. Journalists could click on recipe pictures in the emailing and be linked to the CMC press portal. The entire press emailing can be viewed in the appendix.

The CMC webpage was updated for the winter season with recipes that can be accessed directly from the home page. In September, **772 unique** visitors visited the CMC Czech language website compared to 952 visitors in August. Visitors were mostly interested in the recipe archive.



CRANBERRIES-USA, EU  
The Cranberry Marketing Committee | USA

Novinky | Recepty | Zdraví | Cranberries od A-Z | Příjemná a obchod | Pro média

Na podzim začíná brusinková sezona!

**Podzimní recepty**

- Sruť se sušenými brusinkami, jablky a vláskými ořechy
- Dřívkové ragú s Cranberries
- Dortky z kofeinu s Cranberries
- Kolosový křem s Cranberry kompotem
- Křemí grisa s Cranberry-šťavnatou máličkou
- Sruť libet s Cranberry smetánou

... Zpět na hlavní přehled receptů | Ukázat všechny recepty ...

Mapa stránek | Odkazy | Příručka uživatelé

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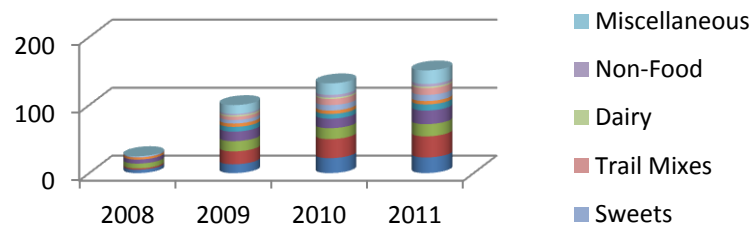
## Trade

### NEW PRODUCTS

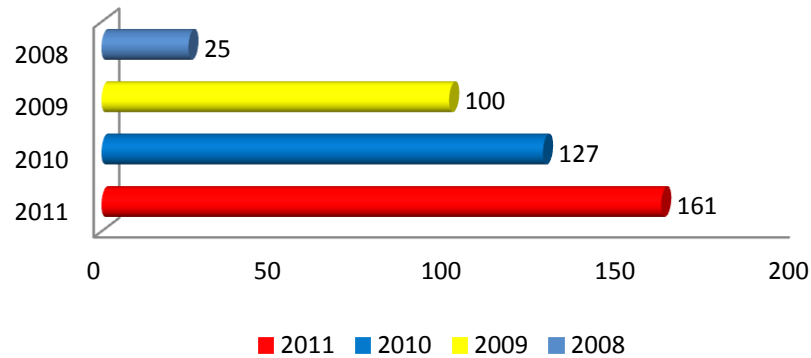
In September, we discovered **three** new cranberry products being sold in the Czech Republic; one of which has over 10% cranberry content. There are approximately 161 products with American cranberries currently available.

Producer / Origin	Photo	Description
Otma / Hamé		Cranberry Sauce  1,50 €/ 280 g  Cranberry content: N/A
Emco		Muesli mix with cranberries  2,50 €/ 500 g
Seeberger (Germany)		Dried fruits and nuts  0,60 €/ 150 g  <b><u>High content cranberry product</u></b>  Cranberry content: 10%

The historical development in 2011 is as follows:



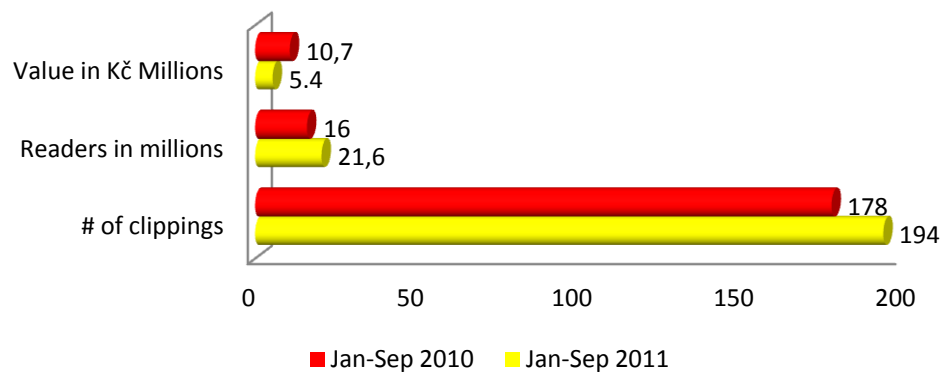
## TOTAL PRODUCTS



## Performance Measures

### MEDIA REPORT SUMMARY THROUGH SEPTEMBER 2011

mk<sup>2</sup> upholds its commitment to meet the CMC publicity goals in the Czech media; both in terms of value of articles as well as the number of articles published (including press, radio and TV exposure).



Total number of clippings from January- September 2011:	194
Total advertising equivalent:	Kč 5,402,490
	(US \$301,152)
Total circulation & unique viewers:	21,683,900

## Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
<i>October</i>	<ul style="list-style-type: none"><li>▪ Trade press mailing 03/2011 "Christmas"</li><li>▪ Press emailing "Soups &amp; Stews"</li><li>▪ Newsletter 3/2011</li></ul>
<i>November</i>	<ul style="list-style-type: none"><li>▪ Newsletter 04/2011</li><li>▪ In-store distribution of POS material</li></ul>
<i>December</i>	<ul style="list-style-type: none"><li>▪ Christmas mailing to the trade</li><li>▪ Christmas mailing to editors</li><li>▪ Press emailing "Drinks"</li><li>▪ Consumer evaluation</li></ul>

**Appendix A**  
**E-mailing Chocolate**