



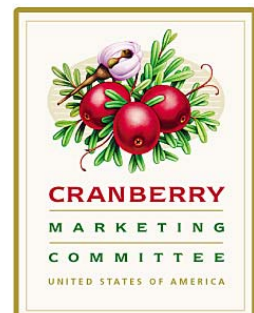
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

**October 2009**



# Activity Report

## Media and Trade Relations in October 2009

### Media Activities

#### MEDIA EXPOSURE

This month, four print articles and three online media reported on cranberries from the USA. The publicity reached a total of **10 million** persons and had an **advertising equivalence of 133,179 zł (\$ 48,200)**.

#### Media Highlight

This month, *Na zdrowie* (circulation: 200,000), a lifestyle magazine for women, published a two-page feature with recipes from a recent CMC press mailing along with information on the health benefits associated with the consumption of cranberry products.



Our culinary spokesperson, TV Chef Robert Sowa, introduced four CMC recipes in the magazine *Naj* (circulation: 401,000). The full page feature included recipes for “Gnocchi with Spicy Cranberry Sauce”, “Halibut with Cranberries”, “Cranberry Roulade” and “Cranberry Orange Panna Cotta”. Full color photos accompanied each recipe.

## OCTOBER ARTICLES

The following print articles appeared in printed publications this month.

	Publication	Circulation	Publ. Date	Size	Headline	Cat.	Value in zł
1.	Zdrowie	84.000	25.10.09	1	Cranberry not only for meat dishes	1	12.390
2.	Na zdrowie	200.000	1.10.09	2	The power of cranberry	1	35.000
3.	Naj	401.000	12.10.09	1	4 x cranberry	1	53.972
4.	Echo Miasta	75.000	15.10.09	1/8	Cranberry for health	2	1.717

The following print articles appeared in online publications this month.

	Publication	Visitors per Month	Date	Pag es	Headline	Cat.	Value in zł
5.	Polki.pl	9.091.378	13.10.09	1	Delicacies – sources of health for Autumn	4	11.000
6.	Dlalejdis.pl	80.000	14.10.09	1	Romantic Autumn with American cranberries	1	9.600
7.	Kobieta.byc.pl	60.000	20.10.09	1	Romantic Autumn with American cranberries	1	4.500
8.	Papilot.pl	100.000	26.10.09	1	American cranberries against Autumn sickness	1	5.000

## PRESS MAILING “CRANBERRIES IN AUTUMN”

This month, we sent out the press release “Autumn Cranberry Recipes” to online publications in Poland. They received this mailing later than the printed publications because they need less time to release new information.

The topic of the release was that consumers can enjoy the excellent taste and color of autumn with American cranberries. They are healthy, taste great, and add color to any dish.

It continued to discuss how cranberries can help prevent urinary tract infections at a time of year when the cold and bad weather makes our immune systems particularly weak. It then shared several ways that one can get their daily servings of cranberries – in various dishes and in various forms. Two great side-effects of eating cranberries for their health benefits



is that they taste great and add a wonderful color to dishes which, is much appreciated during the dark, grey autumn months.

## PRESS MAILING “CRANBERRY CHRISTMAS RECIPES”

This month, we also sent out the press release “Cranberry Christmas Recipes” to online publications. The mailing presented a selection of Christmas cookies using cranberries. Christmas time is traditionally when Polish people bake the most. Baking Christmas cookies is practiced by many, so we gave consumers ways to integrate the use of USA cranberries into their own holiday practices.

On the print side, we are cooperating with Gazeta Wyborcza, one of the most popular daily publications in Poland, to have the Christmas recipes featured in a special Christmas edition they are producing.



## EDITORIAL LOBBYING

This month, CMC corresponded with editors of the following media to answer questions about USA cranberries and encourage publication of articles on our behalf:

- Kuchnia Magazine, a culinary magazine
- Gazeta Wyborcza, a daily
- Twoje 9 miesięcy, a magazine for pregnant women
- TVN, a TV station



## POLISH WEBSITE

In October, 155 unique visitors visited the CMC Polish language website, down from 206 last month. The most popular pages were in the consumer recipe archive.

## Trade Work

### TRADE LIAISON

We continued to build upon our relations with the trade this month by working with the largest importer of USA cranberries to supply them with generic promotional materials. This material was used, for instance, in a promotion called “Night of American Products” taking place in Auchan supermarket on October 23<sup>rd</sup>. Between 4:00 and 6:00 p.m. consumers could learn about USA cranberries from hostesses and receive CMC promotional brochures.

We also conferred with another major importer of dried fruits and nuts to discuss how we can help them promote USA cranberries better both for business to business and at the retail level.

More companies were contacted in order to help us keep our product list up to date.

## NEW PRODUCTS

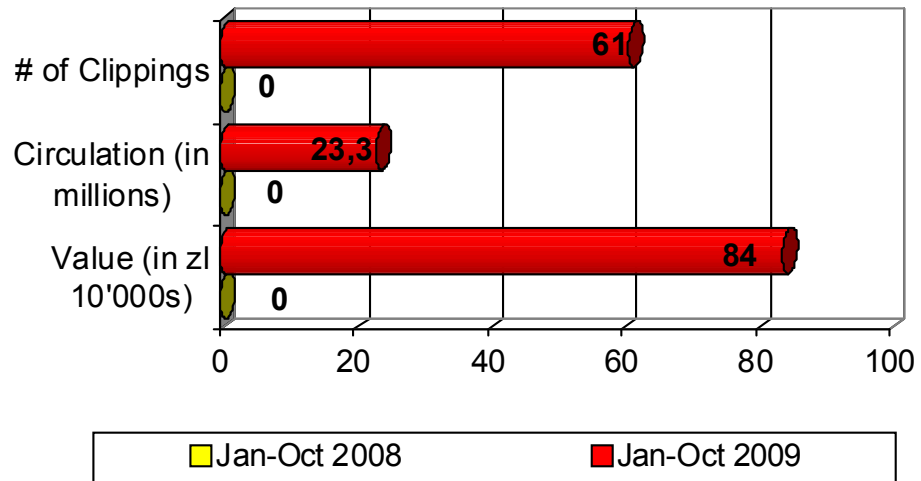
This month, we discovered five new cranberry products being sold in Poland for a total of 71 in the market.

Dried cranberries		Helio	Dried cranberries in 100 g packaging Price: 7 PLN
Dried cranberries		Helio	Dried cranberries in 400 g packaging Price: 28 PLN
Spices with cranberries		Kamis	Spices to dishes – flavor: baked joint of porked with cranberries in 20 g packaging Price: 1,89 PLN
Shampoo (Vaccinum macrocarpon)		Barwa	Shampoo with natural extract from cranberries in bottle 250 ml
Shower gel (Vaccinum macrocarpon)		Barwa	Shower gel with natural extract from cranberries in tube 200 ml.

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH OCTOBER 2009

mk<sup>2</sup> upholds its commitment to meet goals set for the 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 - August 2009:	61
Total advertising equivalent:	zł 847,187 (US\$ 305,842)
Total circulation:	23,303,878

## Upcoming Promotions & Activities

Month	Activity
<b>November</b>	<ul style="list-style-type: none"> <li>▪ Cranberry Press &amp; Trade Event on November 25<sup>th</sup></li> <li>▪ Press Mailing "Fresh Cranberries"</li> <li>▪ Program Evaluation</li> <li>▪ Website Update</li> <li>▪ Compilation of Trade Database</li> <li>▪ Newsletter #1/2009</li> <li>▪ Distribution of Health Brochures at Medical Centers</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>▪ Final Media and Activity Report Due</li> <li>▪ Website Update</li> </ul>