



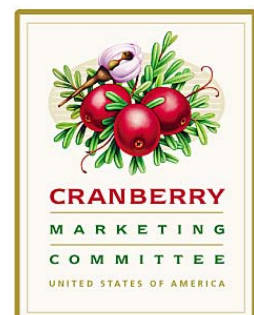
---

# Activity Report

---

Media & Trade Relations in Europe  
The Cranberry Marketing Committee

July 2010



July  
10

## Activity Report

Media and Trade Relations in July 2010

### Media Activities

#### MEDIA EXPOSURE

In July we recorded a total of **54 press clippings** reaching more than **6 million consumers** with an **advertising value of** nearly **EUR 103,400** (approximately USD 132,400).

**Austria** monitored **27 press clippings** reaching **nearly 14.7 million consumers** with an **advertising equivalence of EUR 76,600** (approximately USD 98,200).



This month, cranberries made an appearance in TV. The broadcast station **ATV** introduced cranberries as healthy fruits within its nationwide prime time show “Life”. As the topic was healthy nutrition, a cranberry fruit bar was suggested as a healthy snack in a 3-minute feature. About 150,000 viewers saw the spot. Total value in advertising equivalence reached nearly EUR 20,000. Besides two public broadcast stations, ATV is the only nationwide TV channel in Austria.

In July the online health portal **www.gesund.co.at** (monthly page views: 252.000), presented CMC recipes for three weeks as recipes of the week. The recipes “Papaya Cranberry Salad”, “Grilled Zucchini with Cranberry Parsley Salad” and “Chicken Stir Fry with Cranberries” appeared in the lead text, the recipe archive and in the newsletter which is sent out to all registered users. Gesund.co.at exists since 2000 and is today one of the most popular online health portals in Austria.



#### BROADCAST PUBLICATIONS

Media	Viewers	Air Date	Length	Title	Categ.	Value In €
ATV	150.000	30.06.10	3 min	Life – health products in detail	4	19.800

#### PRINTED PUBLICATIONS

Publication	Circulation	Date	Size	Headline	Categ.	Value In €
Weekend Magazin Tirol	112.200	25.06.10	1/8	Cocktail recipes	5	1.000
Active beauty	1.100.000	01.07.10	5/4	Success recipes	5	29.000
Die Apotheke	100.000	01.07.10	1/4	UTI	4	800
Active Beauty (dm)	1.100.000	01.07.10	5/4	Success recipes	5	12.900
Die Apotheke	100.000	01.07.10	1/4	How to prevent UTI	5	310
News Leben	65.240	01.07.10	1/4	Parodontitis	5	1.000
all4family	56.700	01.07.10	1/8	Health trends	5	1.200
Gastwirt	24.360	01.07.10	1/10	More taste	5	500
Gastro	18.500	01.07.10	1/4	Best barkeepers	5	500
Gesünder Leben	65.000	01.07.10	1/10	Natural medicine	5	700
Hotel Touristik 1	20.000	01.07.10	1/10	Cocktail recipe: Scarlett O'Hara	5	700
KronenZeitung OÖ	155.000	05.07.10	1/10	Fruit juice production	5	900
Apotheker Krone	7.400	09.07.10	1/10	UTIs	5	400
Kronen Zeitung Wien	931.920	10.07.10	1/10	Increasing prices of fruit juices	5	2.200
Österreich OÖ	41.200	13.07.10	1/10	Ice Cream Parlors in Linz	5	1.500
News	221.400	22.07.10	1/10	Ice Cream Parlors in Vienna	5	1.600
Osttiroler Bote	17.000	29.07.10	1/4	Cranberries against UTIs	3	500

## ONLINE PUBLICATIONS

Publication	Monthly Page Views	Date	Pages	Headline	Categ.	Value In €
cocktailounge.at	84.400	01.07.10	1	Cocktail recipes with cranberry juice	5	8
kurier.at	5.223.800	01.07.10	1	KiloCoach mueslis	5	522
gesund.co.at	252.000	12.07.10	1	Recipe of the week: CMC recipe papaya cranberry salad	1	520
koch-idee.at	5.000	17.07.10	1	Recipe: Cranberry-Peanut butter cookies	5	5
koch-idee.at	5.000	17.07.10	1	Recipe: Cranberry cookies	5	5
gesund.co.at	252.000	19.07.10	1	Recipe of the week: CMC recipe Grilled zucchini with cranberry parsley salad	1	520
kalorienkiller.at	6.600	25.07.10	1	Various CMC recipes	1	5
gesund.co.at	252.000	26.07.10	1	Recipe of the week: CMC recipe Chicken stir fry with cranberries	1	520
frauenkraft.at	2.200	25.07.10	1	General information about cranberries	1	4

Switzerland monitored **one press clipping** reaching **258,000 consumers** with an advertising equivalence of **5,000 CHF** (approximately USD 4,800).

The daily newspaper **Geneve Home Informations** (circulation: 258,000) published an article about the health benefits of cranberries. It explained the healthy effects of regular cranberry consumption, especially for women. The magazine gave tips for the prevention of UTIs, mentioned cranberries as a fruit with high amounts of antioxidants and quotes scientific studies. Geneve Home Informations is a French-speaking, regional newspaper for the region around Lake Geneva, dealing with current topics but also wellness and health.

**PRINTED PUBLICATIONS**

Publication	Circulation	Date	Size	Language	Headline	Categ.	Value In CHF
GHI-Geneve Home Informations	258.000	08.07.10	1	French	Natural help to fight cystitis	3	5.000

The Netherlands monitored **26 press clippings** (plus six repetitive clippings that appeared in different editions of the same newspaper) reaching nearly **1.65 million consumers**. Total value in advertising equivalence reached **EUR 22,000** (approximately USD 28,300).

The popular women's magazine **Vriendin** (circulation: 120,900) published the cranberry muffin recipe from the CMC May press release as "recipe of the week". Additionally, it pointed out the health benefits of cranberries, especially for preventing UTIs. Furthermore, the article gave suggestions about how to use cranberries for salads and muesli. The feature was illustrated with CMC artwork.

Another highlight appeared in the women's magazine **Anoniem** (circulation: 50,000). To give tips for BBQ, they shared the CMC recipe "Chicken Sate with Cranberry Mango Smoothie" with the CMC artwork. Furthermore, the article dealt with the origin and healthy benefits of cranberries. It read: "Scientific studies attest the healthy effects of a cranberry-enriched nutrition."

## PRINTED PUBLICATIONS

Publication	Circulation	Date	Size	Headline	Category	Value In €
Noordoostpolder Dinsdag en Donderdag	34.700	24.06.10	1/10	Tasting at Versluis	5	120
Zondags-Nieuws ed. Westelijke Mijnstreek	82.600	27.06.10	1/10	Down under	5	120
BN de Stem ed. Zeeuws- Vlaanderen	11.270	01.07.10	1/10	Good cookies	5	250
Leidsch Dagblad ed. Rijn en Veenstreek	5.000	02.07.10	1/10	Fruit in your own garden	5	10
Margriet	296.750	02.07.10	1/10	Festive cocktails	5	1.800
Gooi- en Eemlander editie Gooi en Vechtstreek + Noordhollands Dagblad ed. Alkmaarsche Courant	52.550	03.07.10	1/10	Fruit in your own garden	5	30
Story	145.700	06.07.10	1/10	UTI	5	630
Tuin en Landschap	5.800	08.07.10	1/10	Rare bushes	5	340
Yes	58.200	08.07.10	1/10	What type are you?	5	430
Glossy	90.600	19.07.10	1/10	Cosmopolitan	5	230
AD Algemeen Dagblad – 3 editions	149.600	20.07.10	1/10	Quiet Island	5	5.200
Steenwijkerland Expres	21.500	20.07.10	1/3	Heal your UTI	5	150
Vriendin	120.900	20.07.10	1/5	Cranberry Muffins	1	240
Oostermoer- Noordenveld + HS Krant	44.000	21.07.10	1/10	Buns	5	100
Gelderlander ed. Betuwe	13.320	22.07.10	1/10	My garden	5	100
Hitkrant	50.000	22.07.10	1/10	Cocktails summersweet	5	550
AD Algemeen Dagblad – 3 editions	149.600	24.07.10	1/10	Berries that can get you drunk	5	6.640
Gay Krant	25.700	30.07.10	1/10	Boys in Town	5	250
Anoniem	50.000	31.07.10	1	Chicken and Mango cranberry smoothie	1	3.000
Buitenlandse Markten	23.000	31.07.10	1/10	Super Juice	5	30
Chef's Magazine	10.000	31.07.10	1/10	Red Fruit	5	50
Fit met Voeding	10.000	31.07.10	1/10	Run with supplements	5	180
Lijfblad	10.000	31.07.10	1/10	UTI	5	50
Mama	71.750	31.07.10	1/10	Be Cool!	3	550
Reformatorisch Dagblad	56.250	31.07.10	1/3	Cranberries against UTI	3	900
Smaak van Italie	29.600	31.07.10	1/8	Meringue pie with hazelnuts and cranberries	3	70

The clippings were categorized according to the following **weighted media value** chart for July:

**Austria**

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	5	2.269 €	2.269 €	
Category 2	0	0 €	0 €	
Category 3	1	572 €	191 €	
Category 4	2	20.602 €	5.151 €	
Category 5	19	55.025 €	11.005 €	
<b>Total:</b>	<b>27</b>	<b>78.468 €</b>	<b>18.615 €</b>	<b>24%</b>

**Switzerland**

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	0	0 €	0 €	
Category 2	0	0 €	0 €	
Category 3	1	3.700 €	1.233 €	
Category 4	0	0 €	0 €	
Category 5	0	0 €	0 €	
<b>Total:</b>	<b>1</b>	<b>3.700 €</b>	<b>1.233 €</b>	<b>33%</b>

**Netherlands**

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	2	3.240 €	3.240 €	
Category 2	0	0 €	0 €	
Category 3	3	1.520 €	507 €	
Category 4	0	0 €	0 €	
Category 5	21	17.260 €	3.452 €	
<b>Total:</b>	<b>26</b>	<b>22.020 €</b>	<b>7.199 €</b>	<b>33%</b>

The share of preferred articles year to date for is 40 percent for Austria, 44 percent for Switzerland and 51 percent for the Netherlands.

**WEBSITE**

In June nearly **1,400** unique visitors visited the European CMC websites. The most visited sites were the cocktail archives.

To present cranberries as perfect snack and ingredient for hot summer days, we updated the website with light summer recipes and a new text on the homepage titled “Cranberries and summer belong together.”

The text read: “Summer is associated with biking tours through meadows and forests, focusing on the cool lake ahead and accompanied by lots of sun. Cranberries are the perfect snack for these summer days. And there’s more: Cranberries contain a high amounts of antioxidants, which protect the metabolism and cells from free radicals. These free radicals increase with intense solar radiation. One more reason to place the power berries on your menu plan. Recipes for light cooking with cranberries can be found here.”



## 4th of JULY RECEPTION

The American Embassy in Vienna arranged the annual garden party for 4<sup>th</sup> of July reception with 1,200 guests from politics, economy and society. The CMC sponsored the event and handed out gift bags containing cranberry samples and information material about U.S. cranberries. With this sponsoring the CMC was able to bring cranberries closer to the consumer and convince multipliers of the power berries.



The CMC also supported the 4<sup>th</sup> of July Party at the U.S. Ambassador's Residence in the Netherlands. A well known chef prepared a large U.S. flag-cake with cranberry filling. Additionally, SDCs and cranberry juice were presented for sampling on each table with a table tent reading "Cranberry Marketing Committee - Dried Cranberries". Furthermore, The CMC was mentioned in the program folder which was received by 1,000 guests from media, trade and politics.

## SUSPENSION OF CUSTOM DUTIES

On July 1<sup>st</sup>, custom duties were temporarily removed from SDCs entering from the United States. We notified the trade responsible for the Netherlands and Austria. Because this decision also effects neighboring Switzerland (though not in the EU), the Swiss industry was also notified. The tariff was previously 17.6%.

## NEW PRODUCTS


Through July a total of **69** products were launched in the European market this year. The following products were monitored this month:

### AUSTRIA

Product	Photo	Producer / Brand	Description
Well active Cranberry capsules 60 Stk.		Well active	Nutrition supplement with cranberries against UTIs Size: 60 capsules Prize: 4,99 € Available at: Hofer
Verival Cranberry muesli		Vita+Müsli <a href="http://www.verival.at">www.verival.at</a>	Organic muesli with 40 % fruits (cranberries, bananas, apples and plums) Size: 325 g Prize: 2,69 € (2,99 €) Available at: Spar, interspar

Lebensbaum Rooibos Cranberry tea		Lebensbaum www.lebensbaum.de	Rooibos Cranberry tea in maxi bags Size: 12 x 4 g
Lebensbaum Seabuckthorn cranberry tea		Lebensbaum www.lebensbaum.de	Natural fruit tea with cranberries and seabuckthorn
Demmers Ice tea syrup red cranberry		Demmers Teehaus www.demmers.at	Organic ice tea syrup with the taste of cranberries Size: 500 g Price: 8,90 € Available at: Demmers

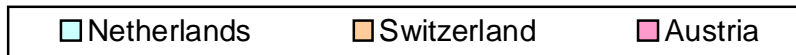
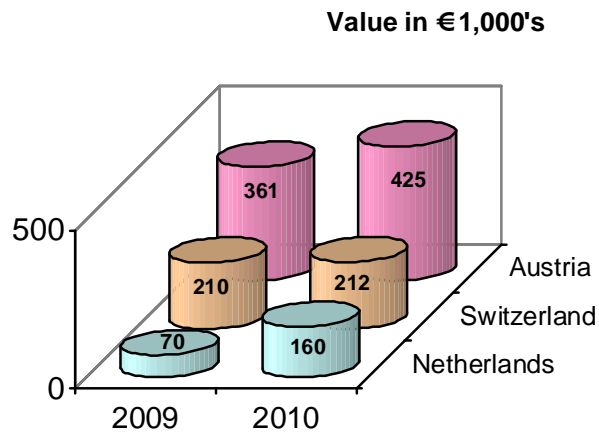
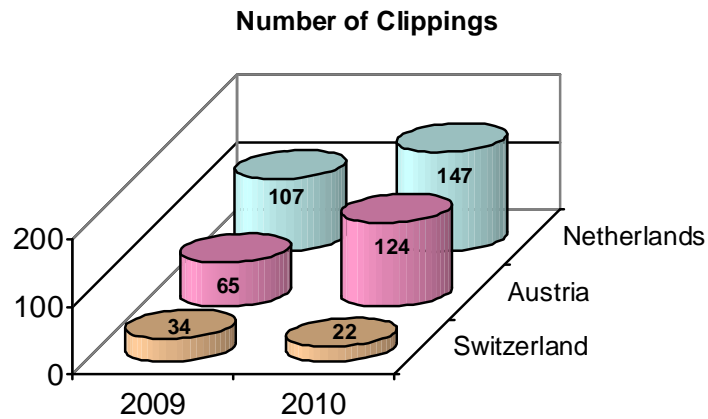
### SWITZERLAND

Product	Photo	Producer / Brand	Description
Cranberry, apple cherry smoothie		Innocent Alps GmbH	Drink with cranberries, cherries, apples (8% each) and raisins  Available at: Coop, Manor, Starbucks

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JULY 2010

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the European press on behalf of the CMC 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 1 – July 31, 2010:	293
Total advertising equivalent:	€ 796,200
Total circulation:	51,435,600

## Upcoming Promotions & Activities

<b>Month</b>	<b>Activity</b>
<b>August</b>	<ul style="list-style-type: none"><li>▪ Press mailing #3 (Netherlands)</li><li>▪ Website update</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>▪ Press mailing #4 (Austria, Switzerland)</li><li>▪ Website update</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>▪ VIP Press mailing #5 (Austria)</li><li>▪ TV show mailing (Netherlands)</li><li>▪ Website update</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>▪ Press mailing #5 (Switzerland)</li><li>▪ Program evaluation</li><li>▪ Website update</li></ul>
<b>December</b>	<ul style="list-style-type: none"><li>▪ Final media and activity reports due</li><li>▪ Website update</li></ul>