



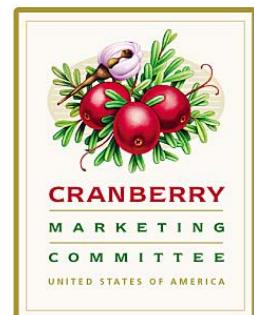
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

**July 2010**



# Activity Report

## Media and Trade Relations in July 2010

### Media Activities

#### MEDIA EXPOSURE

In July we monitored sixteen articles about cranberries from the USA, including four print publications and twelve online media articles. The publicity reached a total of **2.2 million** people and produced an **advertising equivalence of 47,950 zł (\$15,200)**.

Among all of the printed publications, the most interesting was two sets of cranberry recipes presented by the CMC culinary spokesperson and TV Celebrity Chef Robert Sowa in **W zdrowym stylu** a monthly magazine, and **Active**, a quarterly magazine. Both magazines focus on healthy lifestyles and are often distributed to customers at pharmacies and doctors offices. They presented CMC cranberry recipes and CMC cocktail recipes.

### Smaczne rzeczy

## Zurawina – to jej wina

Wygląda na to, że zurawina wraca w naszym kraju do łask i robi karierę. W coraz większej liczbie smacznych miejsc jest już nie tylko dodatkiem do dań, ale także współtworzy częściowo jak najbardziej letniego – orzeźwiających cocktaili...

**K**ażdy na krótko czasu amerykańskiego wina, w szczególności czerwonego, które w naszym kraju jest coraz bardziej popularne. Wśród nich są szczególnie interesujący Cosmopolitan i Fizz. Wśród nich są także wiele innych, które przez lata były dyskutowane przez barmanów na całym świecie. Są to: Cosmopolitan, Madras i Garter Brandy i „Seksa w wielkim mieście”, które cieszą się popularnością w naszym kraju.

Cosmopolitan powstał przypadkiem w analnym mieście w Massachusetts pod koniec lat 90. i od tamtego czasu stał się jednym z najpopularniejszych koktajli w całym świecie. Wtedy to John Gallo, właściciel wielu klubów w San Francisco, wprowadził Cosmo do swoich klubów i z czasem stał się popularnym w całym kraju. Nie dlatego, że mały, ale dlatego, że jest łatwy do zrobienia i smaczny. Wiele osób uważa, że Cosmo to jeden z najlepszych koktajli w historii. Wiele osób uważa, że Cosmo to jeden z najlepszych koktajli w historii.

**Polecamy kompozycje z sokiem żurawinowym**

<p><b>Cosmopolitan</b></p> <p><b>Składniki:</b> 3 ci soku Grey Goose 1 ci soku Triple Sec 1 ci soku żurawiny 2 ci cukru</p> <p><b>Przygotowanie:</b> Wszystkie składniki umieścić w szalce i energicznie wymieszać za pomocą pryzmatu do schłodzonego punchballa koktajlowego.</p>	<p><b>Pink Dream</b></p> <p><b>Składniki:</b> 2 ci syropu z żurawiny 10 ci Bitter Lemon 10 ci soku pomarańczowego 10 ci soku limonki 10 ci cukru</p> <p><b>Przygotowanie:</b> Wszystkie składniki poza trzema pierwszymi włożyć do shakeru i energicznie wymieszać. Włożyć do szalicy i dodać sok pomarańczowy i cukier. Wymieszać.</p>
<p><b>Sex on the Beach</b></p> <p><b>Składniki:</b> 3 ci soku 10 ci soku amarantowego 10 ci likieru Fizz 10 ci soku żurawiny</p> <p><b>Przygotowanie:</b> Wszystkie składniki umieścić w szalce i energicznie wymieszać za pomocą pryzmatu. Podać w wyszukanych szklankach z kulkami kostkami lodu.</p>	<p><b>Cranberry Tonic</b></p> <p><b>Składniki:</b> 3 ci syropu z żurawiny 4 ci soku pomarańczowego 4 ci soku limonki 10 ci likieru z żurawiny 10 ci cukru</p> <p><b>Przygotowanie:</b> Wszystkie składniki poza trzema pierwszymi włożyć do shakeru i energicznie wymieszać. Włożyć do szalicy i dodać sok pomarańczowy i cukier. Wymieszać.</p>

This month we also monitored 7 electronic publications based on the press release “Cosmo, Sex on the Beach... Popularity of the classic cranberry cocktails”, which we distributed this month. The publications appeared in popular websites for women and also on the website **NewsGastro.pl**, which is the biggest website dedicated to foodservice specialists. There was also one printed publication on cranberry cocktails in a family supplement to the regional daily “Polska Dziennik Łódzki”.

## JULY ARTICLES

The following articles appeared in printed publications in July:

	Publication	Circulation	Publ. Date	Size	Headline	Cat.	Value in zł
1.	Active	10.000	01.07.10	1 1/2	Culinary	1	3.340
2.	Uroda	126.000	01.07.10	1/4	Do cranberries prevent UTI's?	1	7.083
3.	W zdrowym stylu	40.000	01.07.10	2	Robert Sowa recommends	1	29.540
4.	Polska Dziennik Łódzki	57.000	24.07.10	1	Cranberries – it's their fault	1	2.697

The following online articles appeared in July:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in zł
5.	NewsGastro.pl	240.000	16.06.10	1	Cracow Eats U.S. cranberries	1	700
6.	NewGastro.pl	240.000	13.07.10	2	Cosmopolitan, Sex on the Beach...	1	860
7.	Samker.pl	60.000	13.07.10	1	Cosmopolitan, Sex on the Beach		65
8.	Czas.Kobiet.pl	180.000	14.07.10	1	Cosmopolitan, Sex on the Beach		243
9.	Famale.pl	150.000	14.07.10	2	Drinks with Cranberries	1	392
10.	kobieta.byc.pl	120.000	15.07.10	1	Cosmopolitan, Sex on the Beach	1	150
11.	gotujmy.pl	100.000	19.07.10	1	U.S. cranberries	1	98
12.	DlaLejdis.pl	200.000	26.07.10	10	History of Popularity of Classic Cranberry Drinka	1	680
13.	EchoDnia.eu	445.000	26.07.10	1	Cranberries can protect against bacteria	1	807
14.	wspanialy-slub.pl	100.000	26.07.10	3	Wedding Menu with U.S. Cranberries	1	756
15.	Kobieta-Cafe.pl	150.000	27.07.10	1	Classic Cranberry Drinks	1	254
16.	Interia.pl	350 00	30.07.10	1	American cheesecake	1	282

This month 100% of the media exposure was preferred. Year-to-date we are at 97%.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	16	47.947 zł	47.947 zł	
Category 2	0	0 zł	0 zł	
Category 3	0	0 zł	0 zł	
Category 4	0	0 zł	0 zł	
Category 5	0	0 zł	0 zł	
<b>Total:</b>	<b>16</b>	<b>47.947 zł</b>	<b>47.947 zł</b>	<b>100%</b>

## PRESS MAILING

This month CMC sent the “Cranberry Drinks” press release to weeklies, biweeklies, supplements, dailies and websites (last month it was sent to monthlies who needed the information earlier).

## POLISH WEBSITE

This month 127 unique visitors entered the CMC Polish language website, compared to 183 in June. To attract more visitors, we posted new summer recipes on the homepage and added an article about CMC's cooperation at the Polish Urologist Congress.

TRADE DATABASE UPDATE

This month we personally contacted 255 companies by telephone to restructure and expand our trade database. During the phone calls, we were able to update our current contacts and introduce ourselves to new contacts. This work has helped CMC have the most accurate trade database possible.

TRADE RELATIONS

New companies contacted this month by telephone received a follow-up letter that more formally introduced CMC Poland and presented promotional resources that CMC can offer them. We also informed them about the temporary suspension of duties for SDCs and cranberry concentrate which went into effect in July 2010 and January 2010 respectively, saying it is the perfect time to start working with USA cranberries. Fifteen companies were sent this follow-up information. We will be following up with them personally in the coming weeks.

CRANBERRY NEWSLETTER

A new edition of the Cranberry Newsletter was sent to all 255 trade contacts this month. The newsletter included a title article about the health benefits of cranberries. It also featured comments from Dr Jan Karol Wolski, a Urologist cooperating with CMC Poland for health PR. It reported on the CMC's activities at the PTU Congress last month, which was organized by the Polish Association of urologists.




Page two of the newsletter informed the trade about the growing popularity of USA cranberries in Poland and how this coincides with a growing awareness year-to-year. It explained that this is partly a result of activities undertaken by the CMC, including the many articles appearing about USA cranberries in the print, online and broadcast media.



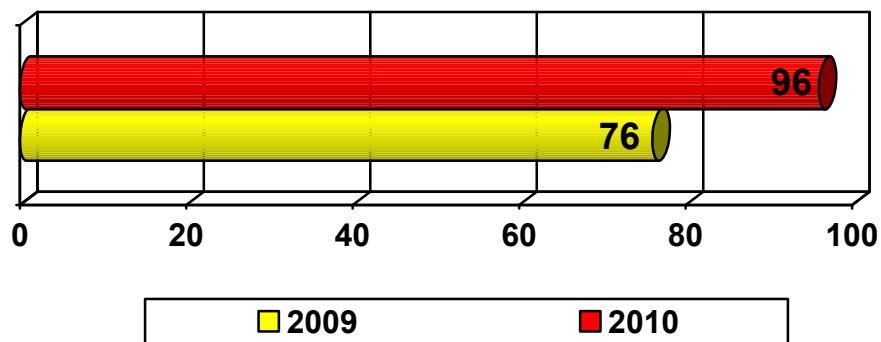
We naturally included a selection of new cranberry products previously unused in Poland to encourage the trade to create new products themselves. We also did this to convince them that the competition is busy working with cranberries.

NEW PRODUCTS

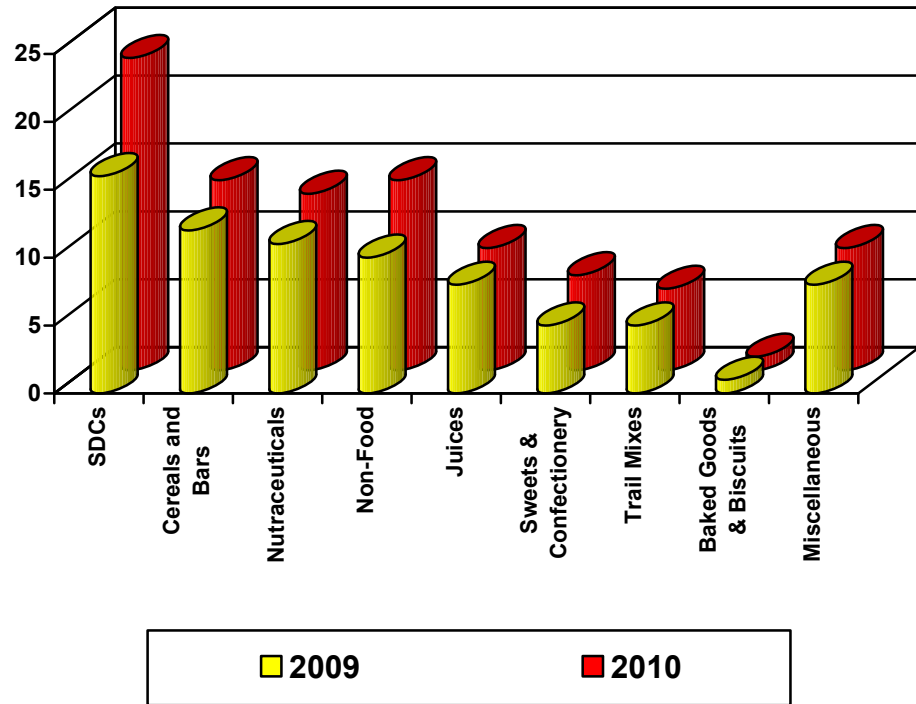
This month we monitored three new cranberry products being sold in Poland, which gave us a total of 96 products on the market. Four of the five products are considered "high-content", meaning that cranberries are responsible for 10% or more of the product content.

New Products		
Product		Producer/Brand
Garnier / L'Oreal Shampoo		Shampoo with cranberry extract and argon oil in 400 ml bottle.  Price: 8 PLN
Garnier / L'Oreal Hair conditioner		Hair conditioner with cranberry extract and argon oil in 200 ml bottle.  Price: 8 PLN
Garnier / L'Oreal Hair color		Hair color with cranberry extract and argon oil in 110 ml packaging.  Price: 13 PLN

## TOTAL PRODUCTS



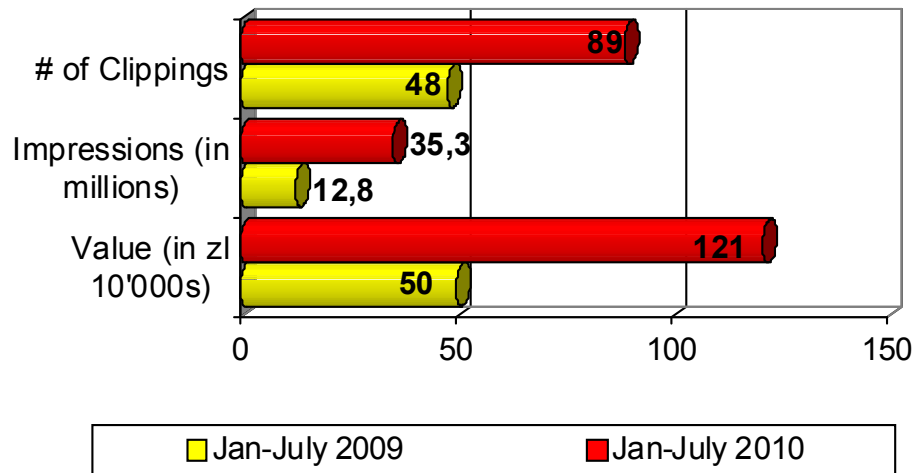
The historical development in 2010 is as follows:



## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JULY 2010

mk<sup>2</sup> upholds its commitment to meet the goals set for the publicity in the Polish media, as well as on the TV and radio, on behalf of the CMC. We will assess the publicity both in terms of value as well as in the number of clippings published.



Total number of clippings from January – April 2010:

89

Total advertising equivalent:

zł 1,219,361  
(US\$ 389,099)

Total impressions:

35,261,312

## Upcoming Promotions & Activities

<b><i>Month</i></b>	<b><i>Activity</i></b>
<b><i>August</i></b>	<ul style="list-style-type: none"><li>▪ Press mailing</li><li>▪ Website update</li></ul>
<b><i>September</i></b>	<ul style="list-style-type: none"><li>▪ Press emailing</li><li>▪ TV Promotion</li><li>▪ Website update</li></ul>
<b><i>October</i></b>	<ul style="list-style-type: none"><li>▪ Restaurant Promotion</li><li>▪ Press Event</li><li>▪ Press mailing</li><li>▪ Website update</li></ul>
<b><i>November</i></b>	<ul style="list-style-type: none"><li>▪ Press emailing</li><li>▪ Trade Event</li><li>▪ Website update</li></ul>
<b><i>December</i></b>	<ul style="list-style-type: none"><li>▪ Press mailing</li><li>▪ Recipe development &amp; photography</li><li>▪ Website update</li><li>▪ Final media and activity reports due</li></ul>