




















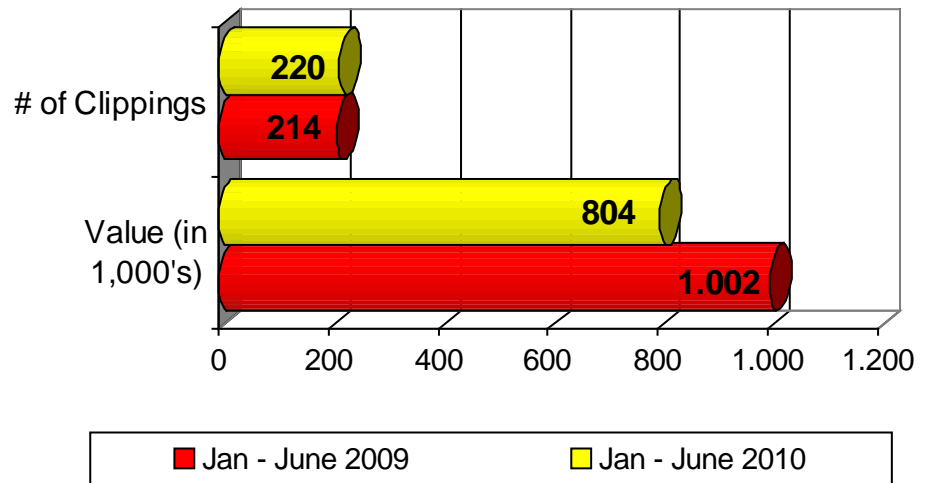
<p>IDECAP</p>		<p>IDECAP</p>	<p>Cranberry extract to prevent UTI's (10% PACs* = 40 mg PACs)</p> <p><b>High cranberry content product</b></p> <p>Capsules for 15 days</p>
<p>Pépites Orange Cranberry</p>		<p>N.A! Nature Addicts</p>	<p>Snack made of 100 % fruit: 2 apples, 5 g cranberry and 5 g orange per 30g</p> <p><b>High cranberry content product of 17%</b></p> <p>Bag of 30 g</p> <p>Sold in supermarkets for 1,59 – 1,69 €</p>
<p>Biscuits Compagnie Fleurs sauvages</p>		<p>Biscuits Compagnie Quartier libre</p>	<p>Organic handmade biscuits with wild flowers, cornflower, almond and cranberries</p> <p>Sold at the Grande Épicerie for 5,65 €</p>
<p>NIVEA Volume Shine Gloss Glacé</p>		<p>NIVEA</p>	<p>Lip Gloss in "Cranberry Rouge" color</p> <p>19g</p>
<p>Cosmopolitan</p>			<p>Alcoholic mix: Cosmopolitan cocktail 16° with vodka, cranberry juice, lemon and sugar</p> <p>70 cl bottle</p> <p>5,90 €</p>
<p>XL Cranberry Energy</p>		<p>XL</p>	<p>Energy drink with cranberry flavor</p> <p>6cl for 1,09 €</p> <p>Available in GMS</p>
<p>Vedrenne Liqueur de Cranberry</p>		<p>Vedrenne</p>	<p>Liqueur with cranberry flavor</p> <p>50 cl, 70 cl and 1 litre bottle</p>

Sirop Fruiss Cranberry Framboise		Fruiss	Syrup with strawberries and cranberries  70 cl for 2,85 € Available in GMS
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## Performance Measures

### MEDIA REPORT SUMMARY THROUGH JUNE 2010

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the French press on behalf of the CMC both in terms of value of articles as well as the number of articles published.



Total number of clippings from January – June 2010:	220
Total advertising equivalent:	€ 804.230
Total circulation:	32.194.000

## Appendix A

### Timeline

<b><i>Month</i></b>	<b><i>Activity</i></b>
<b><i>July</i></b>	<ul style="list-style-type: none"> <li>▪ Newsletter 02/2010</li> <li>▪ Media Breakfast</li> <li>▪ Media Emailing</li> <li>▪ Website update</li> </ul>
<b><i>August</i></b>	<ul style="list-style-type: none"> <li>▪ Website update</li> </ul>
<b><i>September</i></b>	<ul style="list-style-type: none"> <li>▪ Newsletter 03/2010</li> <li>▪ Cooking workshop for the press</li> <li>▪ Website update</li> </ul>
<b><i>October</i></b>	<ul style="list-style-type: none"> <li>▪ Media Breakfast</li> <li>▪ Website update</li> </ul>
<b><i>November</i></b>	<ul style="list-style-type: none"> <li>▪ Newsletter 04/2010</li> <li>▪ Media Emailing</li> <li>▪ Program Evaluation</li> <li>▪ Website update</li> </ul>
<b><i>December</i></b>	<ul style="list-style-type: none"> <li>▪ Recipe Production 2011</li> <li>▪ Program Evaluation</li> <li>▪ Website update</li> <li>▪ Final media and activity reports due</li> </ul>