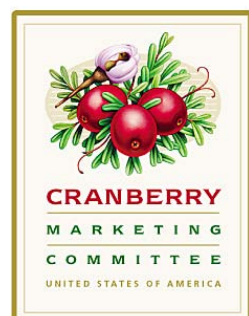


Activity Report

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

October 2010



Activity Report

Media and Trade Relations in October 2010

Media Activities

MEDIA COVERAGE HIGHLIGHTS

In October, we monitored **19 media clippings** about cranberries, reaching 6,518,000 readers including website visitors. Circulation exceeded **1.2 million** and the media value equivalent of the publicity was worth **Kč 1,284,000 (US \$ 72,900)**.

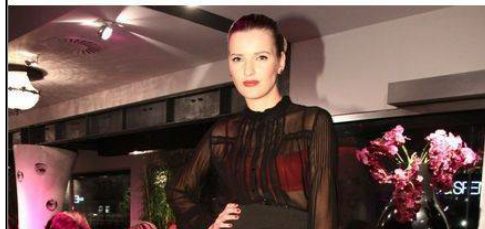


One media highlight was on the television channel Nova TV. The show “**Rady ptáka Loskutáka**” (viewers: 1,500,000) focusing on housework, cooking, and gardening, is aired every Sunday.

Urologist Dr. Vik suggests American cranberries as one of the most effective and healthy way to prevent UTI’s. He further recommends one handful of dried cranberries or a glass of cranberry juice every day.

Another media highlight is the coverage on **blesk.cz** (monthly users: 1,663,000) about the Cranberry Party this month. Blesk is a daily tabloid newspaper with an online presence. Blesk has the highest circulation of any newspaper in the Czech Republic. The newspaper reports mainly about celebrities, events and sports. Their webpage is the main source for the latest celebrity gossip.

Party v rudé: Miss Chmelířová to vyřešila červenou podprsenkou!



Vicemiss Chmelířová zvolila rafinovaný model - s rudou podprsenkou

Přidej svůj komentář

28.10.2010 13:16

Vstup na brusňkovou party byl podmíněn oblečkem barvě. Moderátorka Gábina Partyšová měla příprave Diora, ale bohužel se do nich nevesla, tak se musel košili. Vicemiss Veronika Chmelířová to vyřešila po botami na vysokém podpatku v rudé barvě.

BLESK.CZ



Gábina Partyšová přiznala, že se nemohla dopnout do šatiček od Diora, tak zvolila plán B - červenou košili

OCTOBER ARTICLES

The following articles about cranberries appeared in printed publications in October:

Publication	Circulation	Date	Pages	Headline	Cat.	Value in CZK
Gurmán	40,000	01.10.10	2	Four recipes with cranberries	1	300,000
Náš útulný byt	38,000	01.10.10	1/4	Recipe: couscous salad with goat cheese and cranberries	3	38,000
My life	46,000	07.10.10	1/5	Healing cranberries	4	32,000
Juicy	45,000	27.10.10	1	Let it be juicy!	1	160,000
Blesk	479,000	31.10.10	2/3	Celebrities on VIP cranberry party	1	156,000
Burda	23,000	31.10.10	2/5	Cranberry recipe	3	46,000

The following online articles about cranberries appeared in October:

Website	Unique users	Starting date	Pages	Headline	Cat.	Value in CZK
recepty.chytrazena.cz	77,000	06.10.10	3	Various recipes with cranberries	1	12,000
Ona.idnes.cz	679,000	11.10.10	1	Urinary tract infections	3	51,000
Topzine.cz	37,000	11.10.10	1	Urinary tract infections	4	2,000
Zenyprozeny.cz	8,000	18.10.10	1	Compete with American cranberries	1	1,000
Zdravi.denik.cz	634,000	20.10.10	1	Cranberries protect against periodontal disease	1	34,000
Novinky.cz	1,050,000	27.10.10	1	Cranberry VIP party	1	56,000
Facestar.cz	10,000	28.10.10	1	Cranberry VIP party	1	1,000
Super.cz	665,000	28.10.10	1	Cranberry VIP party	1	35,000
Revue.idnes.cz	562,000	28.10.10	1	Cranberry VIP party	1	51,000
Blesk.cz	1,663,000	28.10.10	1	Cranberry VIP party	1	88,000
Elle.cz	50,000	29.10.10	1	Art with cranberry: Maxim Velčovský	1	45,000
Tyden.cz	462,000	31.10.10	1	Cranberry model of the year	1	240,000

The following TV spots aired in October:

Channel	Circulation	Date	Length	Headline	Cat.	Value in CZK
Rady Ptáka Loskutáka	1,500,000	31.10.10	04:56	American cranberries	1	110,000

The following radio spots aired in October:

Station	Circulation	Date	Length	Headline	Cat.	Value in CZK
Expres Radio	20,000	10.10.10	0:45 (5 spots)	Cranberry Party ticket contest	1	N.A.

This month 98% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	15	6.308.000 Kč	6.307.000 Kč	
Category 2	0	0 Kč	0 Kč	
Category 3	3	135.000 Kč	45.000 Kč	
Category 4	1	34.000 Kč	8.500 Kč	
Category 5	0	0 Kč	0 Kč	
Total:	19	6.477.000 Kč	6.360.500 Kč	98%

CZECH WEBSITE

This month **685** unique visitors visited the CMC Czech language website, compared to 367 in September 2009. The most popular pages were the recipe archive pages.


CRANBERRY PARTY






The absolute highlight this month was the Cranberry Party in Prague. More than 100 journalists, 2 national TV channels, 5 trade partners and 10 Czech top celebrities attended the event at the Kogo Duplex, one of Prague's most modern and up-to-date venues.

The event was hosted by Prague's top celebrity and model **Lejla Abbasová**. She was wearing a specially-designed cranberry dress by **Petra Balvínová**.

EVENT PROGRAM

From 17:00	Preparations
18:45 – 19:15	DJ starts to play First journalists are coming – welcome drink, Cranberry necklace, finger foods.
19:15 – 19:30	Moderator Lejla Abbasová is opening the party Introduction Basic information about Cranberries 
19:30 – 19:45	Cranberry States competition – part I Introduction of celebs and the US states they represent (every celeb had a name and flag of his/her state) First competition – which of the celebs has the best “Cranberry costume”?

	<p>The winner is the celebrity with the biggest applause</p> 
<p>19:45 – 20:00</p>	<p>Cranberry States competition – part II</p> <p>Who will be the best in the high jump competition?</p>
<p>20:00 – 20:15</p>	<p>Cranberry states competition – part III</p> <p>Who will be the first to design a cranberry necklace?</p> 
<p>20:15 – 20:30</p>	<p>Ceremony – “The Cranberriest celebrity”</p> <p>Interview with celebrities.</p> <p>Which celebrity was the best in the previous three competitions and some info about his/her state.</p> <p>DJ plays</p> <p>Celebrity photo shoot</p>
<p>20:30 – 20:45</p>	<p>“Cranberry Bowl” introduction</p> <p>Formal introduction to Czech market</p> <p>Designer’s foreword</p> <p>Photo shoot</p> 
<p>20:45 – 21:00</p>	<p>Tombola + Farewell</p> <p>A raffle in which every visitor can win a prize</p>

	Thanks for coming – farewell
21:00 – 00:00	Free Entertainment DJ plays Bartenders´ exhibition High jump competition for public Exclusive interviews “Cranberry Bowl” with some cranberries in the small bag as a parting gift
Next day	Journalists receive press materials (press release about celebrities and Cranberry Bowl) and thank you letter for coming

MEDIA COOPERATIONS

The Cranberry Party was promoted through media cooperation with Expres Radio, a Prague radio station focused on young and educated people.

The media partnership with Expres Radio included five sweepstakes (on air one week before the party) and radio spots two weeks before the party. 20 people could win a free entrance ticket.



PRESS MAILINGS

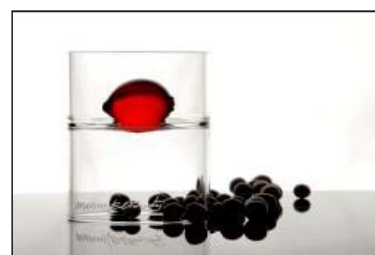
Before the event, two press mailings were sent out to the press to promote the event and to raise media attention. One mailing announced the Cranberry Party as a tribute to the recent cranberry harvest in the U.S.A. The other mailing promoted the cranberry art piece by the famous and hip artist **Maxim Velčovský**.

LIFESTYLE COOPERATION



Cranberries and contemporary art united! **Maxim Velčovský** – the young and popular Czech designer created, for the Cranberry Party, a special glass art piece. Limited editions were produced and handed out to VIPs at the party as gifts. Designer Maxim Velčovský inspiration for this piece of art is the American cranberry harvest.

This unique glass artwork is a serving bowl for fresh and dried cranberries from the USA. This tube has a double bottom with a hole where a larger-than-life-size glass cranberry is placed. The red berry from blown glass serves as a plug and symbolizes the cranberry floating on the water’s surface. The bowl will also be sold exclusively in the design shop, **Qubus**.





CELEBRETIES



The Cranberry Party was visited by the “Who’s Who” of the Czech Republic entertainment force. X-Factor finalist **Martina Pártlová**, the Mr. and Miss Czech Republic of the Year 2010, as well as actors, singers and designers, all came to celebrate the cranberry harvest.



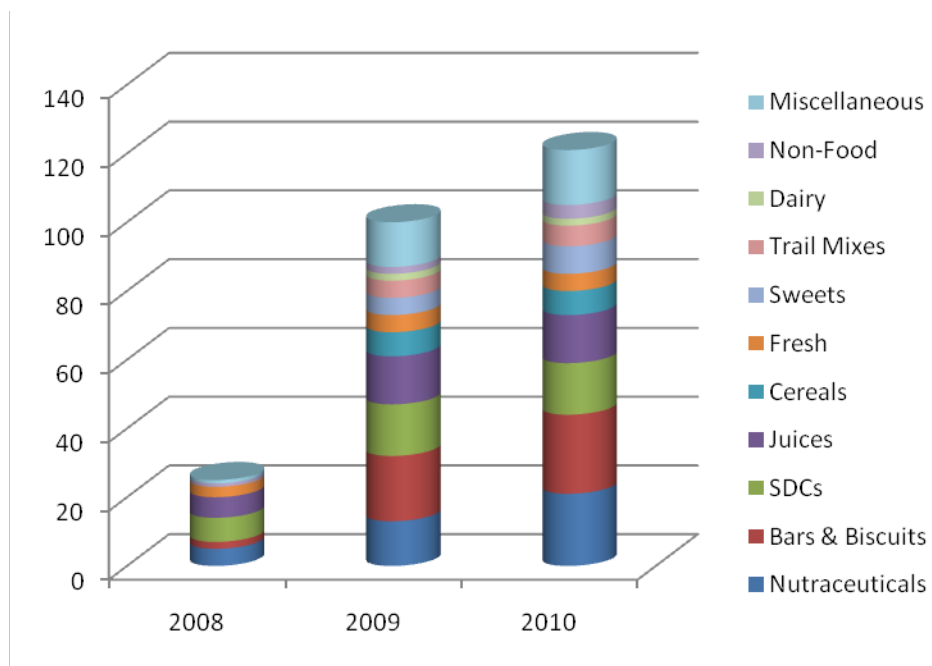
NEW PRODUCTS

This month, we discovered **four** new cranberry products being sold in the Czech Republic. That makes a total of 131 in the market. Two of these new products contain a high cranberry content over 10 %.

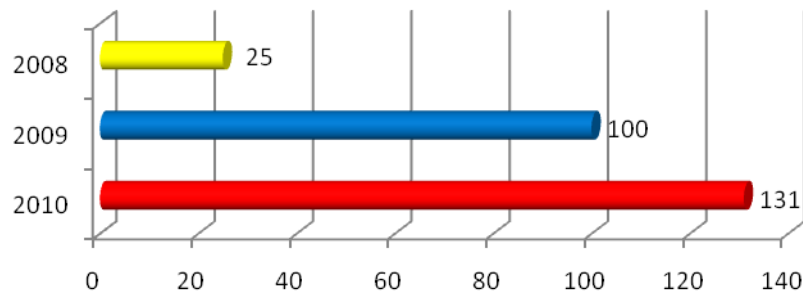
Product	Photo	Brand / Manufacturer	Description
Cranberry blackcurrant tea		Jemča VIVA	Jemča VIVA Cranberry and blackcurrant Cranberry content: 0.3 %
Cranberry and cashew cereal bars		Marks & Spencer	3 cranberry and cashew cereal bars Cranberry content: 13 % <u>High Cranberry Content Product</u>

Cranberry & raspberry sparkling water		Marks & Spencer	Sparkling water with natural cranberry & raspberry flavors
Cranberry & orange cookies		Marks & Spencer	Cookies with cranberries & orange Cranberry content 27 % <u>High Cranberry Content Product</u>

The historical development in 2010 is as follows:



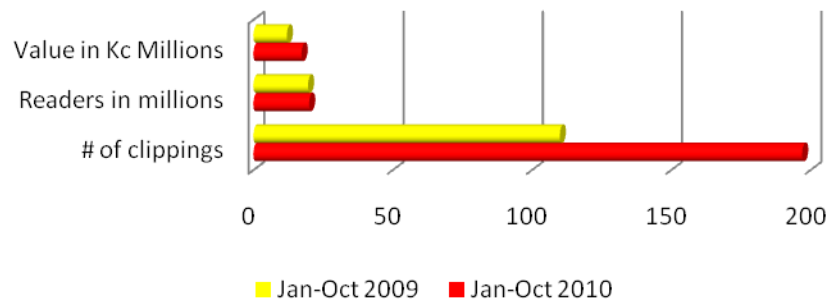
TOTAL PRODUCTS



Performance Measures

MEDIA REPORT SUMMARY THROUGH OCTOBER 2010

mk² upholds its commitment to meet goals set for the publicity in the Czech 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 – October 2010:	197
Total advertising equivalent:	Kč 17,276,400 (US\$ 950,400)
Total circulation & unique viewers:	19,917,000

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
November	<ul style="list-style-type: none"> ▪ Press emailing #8 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update
December	<ul style="list-style-type: none"> ▪ Press emailing #9 ▪ Trade newsletter #3 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Final media and activity reports due ▪ Program evaluation