



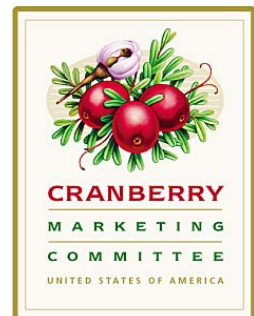
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# Activity Report

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Media & Trade Relations in Poland  
The Cranberry Marketing Committee

September 2010



## Activity Report

### Media and Trade Relations in September 2010

#### Media Activities

#### MEDIA EXPOSURE

In September, we monitored **14 clippings** about cranberries from the USA, including five printed and nine online media mentions. The publicity reached a total of **3.5 million people** and had an **advertising equivalence of 53,000 EUR (US\$74,000)**.



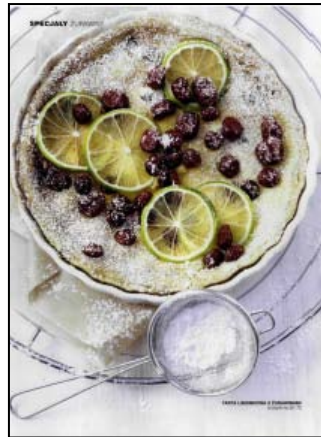
A first highlight clipping appeared in **Moje Gotowanie** (circulation: 65,000), one of the most popular culinary magazines in Poland. This clipping is the result of the cooperation with the famous chef Robert Sowa who presented appetizers with cranberries from the USA. He also mentioned how well the cranberries taste and that they are a healthy snack too.

More recipes with cranberries from the USA can be found in the culinary section of the women's magazine **Poradnik domowy** (circulation: 561,000). The article was themed "recipes on a shoestring". The recipes were reprinted on the website [kopieta.gazeta.pl](http://kopieta.gazeta.pl) (daily page users: 1,980,199). This

webpage belongs to the media publisher, Agora, who published the **Poradnik domowy** and also the most popular daily magazine in Poland, **Gazeta Wyborcza**.

Another clipping highlight in September was the issue with cranberry cakes in the culinary magazine, **Kuchina** (circulation: 36,500). **Kuchina** is known for publishing extraordinary and creative recipes and is dedicated to readers who want to try new things in their kitchens. Cranberries were mentioned as a trendy fruit that can be used for sweet and savory dishes.





The high quality photo production received very good feedback from the readers and also from other publishing houses.



The magazine **Poradnik domowy** is going to use the photo with the cranberry lemon tart for their calendar in 2011. This calendar will be added as an extra feature in the magazine's December issue.

## SEPTEMBER ARTICLES

The following articles appeared in printed publications in September:

Publication	Circulation	Date	Pages	Headline	Cat.	Value In PLN
Moje Gotowanie	65.000	01.09.2010	1	Issue with Robert Sowa	1	19.173
Samo zdrowie	115.000	01.09.2010	1/8	Healthy smile with cranberries	1	1.805
Poradnik Domowy	561.000	01.09.2010	2	Recipes with cranberries	1	129.635
Kuchnia	36.500	01.09.2010	5	Various recipes: Cranberry cakes	1	53.169
Gazeta Częstochowska	10.000	09.09.2010	1/2	Protection of heart and circulatory system with cranberries form USA	2	534

The following online articles appeared in September:

Website	Unique users	Starting date	Pages	Headline	Cat.	Value In PLN
roik.pl	17.930	12.09.2010	1	Cranberry juice prevent UTIs	1	120
kobieta.gazeta.pl	2.161.300	13.09.2010	1	Belaud cranberries	1	1.842
poradnikzdrowie.pl	191.160	21.09.2010	1	Cranberries for good health	1	1.298
abczdrowie.pl	39.410	24.09.2010	1	What kind of benefits gives cranberry?	1	355
naobcasach.pl	38.680	24.09.2010	1	Recipe: Chicken shish-kebab with cranberry souse	1	1.396
aktywni.pl	97.930	27.09.2010	1	Cranberry – fruit of the 21 <sup>st</sup> century	1	452
superpani.pl	9.000	27.09.2010	1	Healthy snacks – yes, but which to chose	5	80
swiatzdrowia.pl	40.380	27.09.2010	2	Wonderful cranberries	1	800
babyonline.pl	85.020	28.09.2010	1	Strengthen only in natural way	5	2 054

This month 99% of the media exposure was “preferred”.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	11	210.045 zł	210.045 zł	
Category 2	1	534 zł	267 zł	
Category 3	0	0 zł	0 zł	
Category 4	0	0 zł	0 zł	
Category 5	2	2134 zł	711zł	
<b>Total:</b>	<b>14</b>	<b>212.713 zł</b>	<b>211.023 zł</b>	<b>99%</b>

## POLISH WEBSITE UP DATE



This month, 344 unique visitors visited the CMC Polish language website, compared to 140 in September 2009. Many readers visited the page about the cranberry harvest.

This web page was updated on the 1<sup>st</sup> of September. It announces the commencement of the new cranberry harvest in the US, which also means that fresh cranberries will be soon available in the supermarkets.

## Trade Work

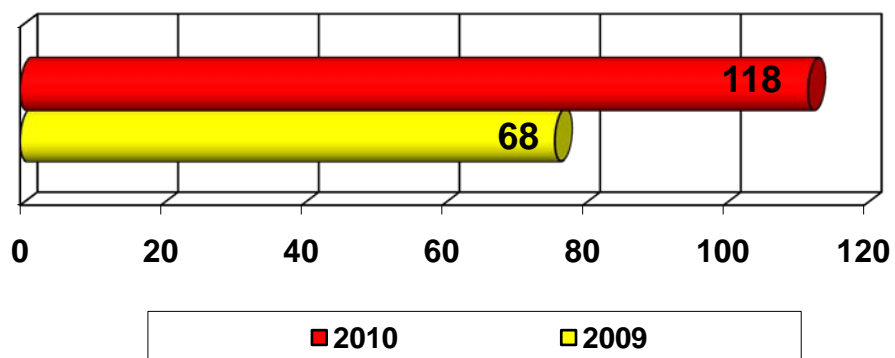
## NEW PRODUCTS

This month, we monitored six new cranberry products being sold in Poland for a total of 118 in the market. One of these new products contains a high cranberry content over 10%.

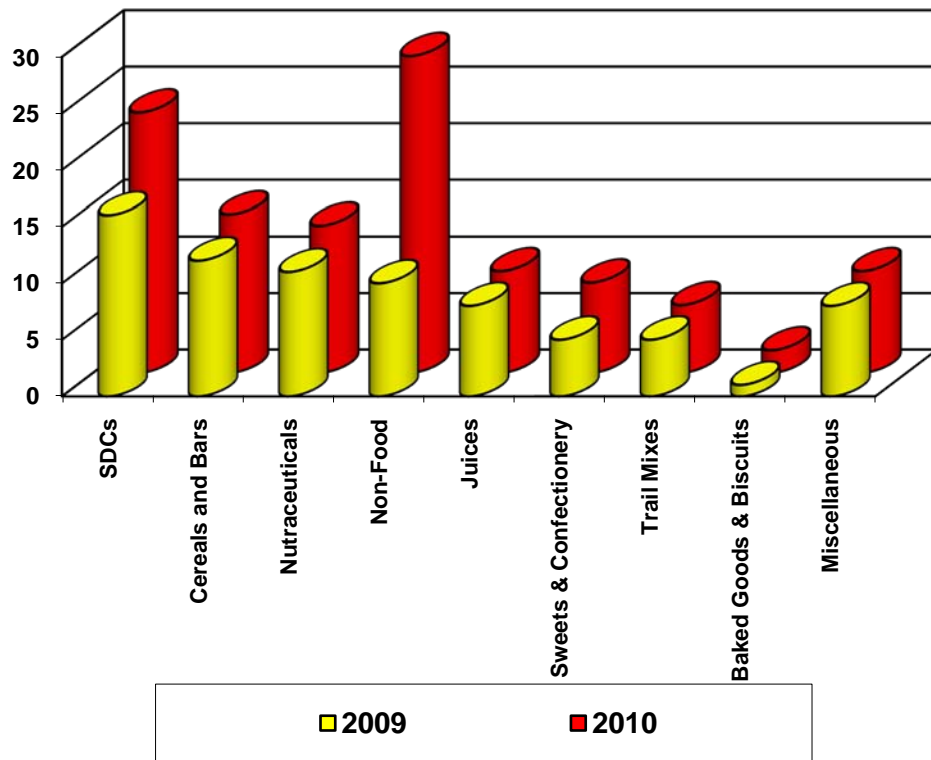
New Products			
Product	Photo	Producer/Brand	Description
Dried cranberries		Bakal / Atlanta Polska	Dried cranberries in 150g packaging. Price: 5 PLN <b><u>High Cranberry Content Product</u></b>

Cookies		Oskroba	Cookies with cranberries in 250 g packaging. Price: 7,00 PLN
Drink		Herba fit	Drink with cranberries in 300 ml bottle. Price: 5,50 PLN
Yoghurt beverage		Carrefour	Cranberry yoghurt in 500 ml bottle. Price: 2,35 PLN
Kefir		Tesco	Cranberry kefir in 450 ml bottle. Price: 2 PLN
Chocolate		Wedel	Milk chocolate with cranberry and peach filling in 100 g packaging. Price: 3 PLN

## TOTAL PRODUCTS



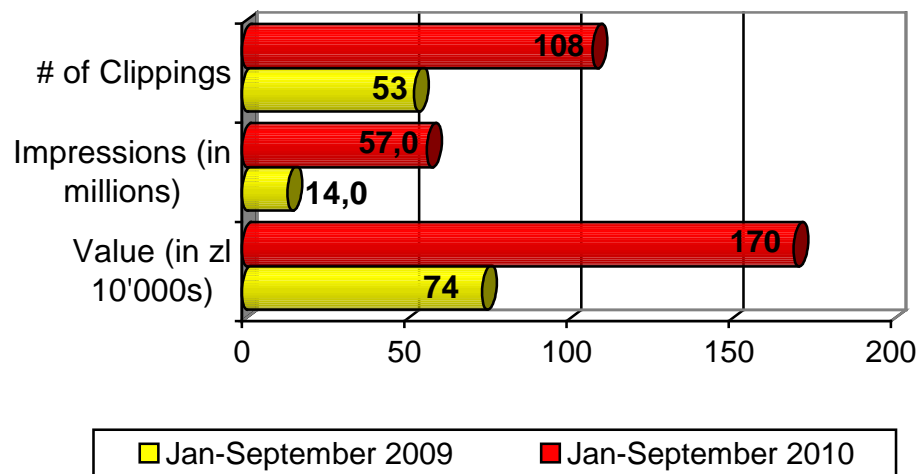
The historical development in 2010 is as follows:



## Performance Measures

### MEDIA REPORT SUMMARY THROUGH SEPTEMBER 2010

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 2010:

Total advertising equivalent:

Total impressions:

122  
 zł 1,716,934  
 (US\$ 596,070)  
 53,853,512

## Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
<i>October</i>	<ul style="list-style-type: none"><li>▪ Press mailing</li><li>▪ Website update</li></ul>
<i>November</i>	<ul style="list-style-type: none"><li>▪ Press emailing</li><li>▪ Website update</li></ul>
<i>December</i>	<ul style="list-style-type: none"><li>▪ Press mailing</li><li>▪ Website update</li><li>▪ Final media and activity reports due</li></ul>