



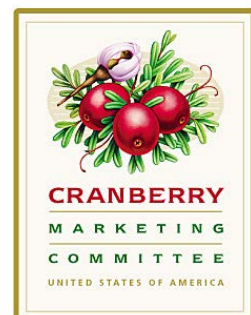
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# Activity Report

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Media & Trade Relations in Austria  
The Cranberry Marketing Committee

March 2011



# Activity Report

## Media and Trade Relations in March 2011

### Media Activities

#### MEDIA EXPOSURE

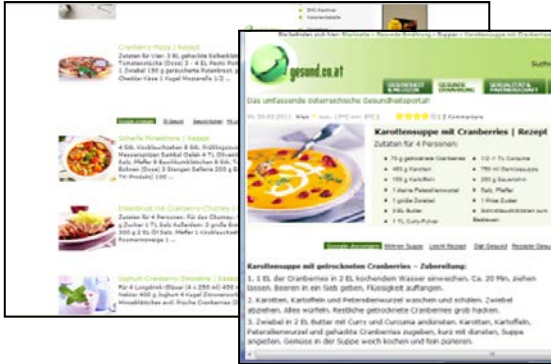
In March, we monitored **19 clippings** about cranberries from the USA, including 14 printed and five online media mentions. The publicity reached more than **2.5 million consumers** with an **advertising equivalence of EUR 41,100** (approximately USD \$59,600).

**Gusto** is one of the premium culinary magazines in Austria with a circulation of 67,000. It is a medium priced magazine published monthly. It focuses on CMC's target group of people who love to cook with the red power berry. After a one year break and getting a new owner, Gusto shows new cuisine creations with cranberries in their issues. CMC Austria consistently provides the editorial team with samples of U.S. cranberries. The editor constantly creates cranberry recipes: in March, a fruity cream cheese dessert with peaches and cranberries was developed.



**Madonna**, the weekend supplement of the newspaper *Österreich* (circulation: 240,000) published an elaborate article about the top 100 cancer killers, ranking cranberries among the first 15 products that can help prevent cancer.

The health portal **gesund.co.at** published five CMC recipes on its webpage, expanding the existing cranberry archive with CMC recipes. The recipes of the week are the eye-catcher on the nutrition page of this health portal and are sent out to 3,500 subscribers in a weekly newsletter.



## PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in €
1.	Gusto	67.600	01.03.11	1	Recipe: Cream cheese hot dish with peaches and cranberries	3	10.600
2.	MAXIMA	107.700	01.03.11	1/4	Recipe: Red Chutney	4	2.500
3.	Steirer Monat	25.000	01.03.11	1/3	On trail harvest impression	2	1.700
4.	Wellness Magazine	85.000	01.03.11	1/3	Recipe: Camenbert in cornflakes coat with cranberry chutney	5	2.900
5.	Wellness Magazine	85.000	01.03.11	1/3	Truth of the power berries	3	2.900
6.	HGV Praxis	17.600	01.03.11	1/4	Recipe: Cosmopolitan	3	1.500
7.	Apotheker Krone	7.500	04.03.11	1/4	UTI	3	1.600
8.	Raiffeisen Zeitung	41.000	10.03.11	1/10	Detox diet	4	1.000
9.	KronenZeitung	938.900	12.03.11	1/4	UTI	3	7.500
10.	Madonna	240.000	19.03.11	1/10	Top 100 Cancer killers	4	1.300
11.	Seitenblicke	83.000	24.03.11	1/4	Beauty tricks	5	1.500
12.	Madonna	240.000	26.03.11	1/4	What kind of vitamins?	4	2.600
13.	Medical Tribune	16.100	30.03.11	1/4	UTI new study	5	2.000
14.	Seitenblicke	83.000	31.03.11	1/4	Recipe: Pasta Detoxiana	4	1.500

## ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
15.	gesund.co.at	72.000	01.03.11	1	CMC recipe: Cranberry-Pizza	1
16.	gesund.co.at	72.000	08.03.11	1	CMC recipe: Clubsandwich	1
17.	gesund.co.at	72.000	16.03.11	1	CMC recipe: Onions gratiné	1
18.	gesund.co.at	72.000	23.03.11	1	CMC recipe: Roasted turkey on a spit	1
19.	gesund.co.at	72.000	29.03.11	1	CMC recipe: Soup of carrots with cranberries	1

This month, 30% of the media exposure was preferred.

Category	# of Articles	Ad Value in €	Weighted Value in €	% of Preferred Articles
Category 1	5	0	0	
Category 2	1	1.700	850	
Category 3	5	24.100	8.033	
Category 4	5	8.900	2.225	
Category 5	3	6.400	1.280	
<b>Total</b>	<b>19</b>	<b>41.100</b>	<b>12.388</b>	<b>30%</b>

The share of preferred articles year to date is 42 %.

## WEBSITE



This month, **239 unique visitors** visited the Austrian CMC website compared to 153 in March 2010. Most web users clicked onto the press link for journalists ([www.cranberries-usa.at/aktuelles](http://www.cranberries-usa.at/aktuelles)) or looked up contact details. Others were interested in the history of U.S. cranberries.

To get users in the mood for Spring, the homepage appeared with a seasonal background this month.

This was complemented by the new text "Spring has Sprung...", which was linked to seven baking recipes for delicious coffee breaks and/or family meetings.

## EMAILING

On March 10<sup>th</sup>, we emailed out a recipe to 144 food journalists. The title of it was "**Wenn Frühlingsgefühle erwachen...**" (Spring Fever). The complete press mailing can be viewed in the appendix.



## Trade







### TRADE ACTIVITIES

In March, REWE's Billa, the biggest retail chain in Austria, published a coupon in their consumer magazine MAXIMA (circulation: 265,000), offering a 2 for 1 deal on 250 g packages of cranberries of the Pesendorfer brand.



## NEW PRODUCTS

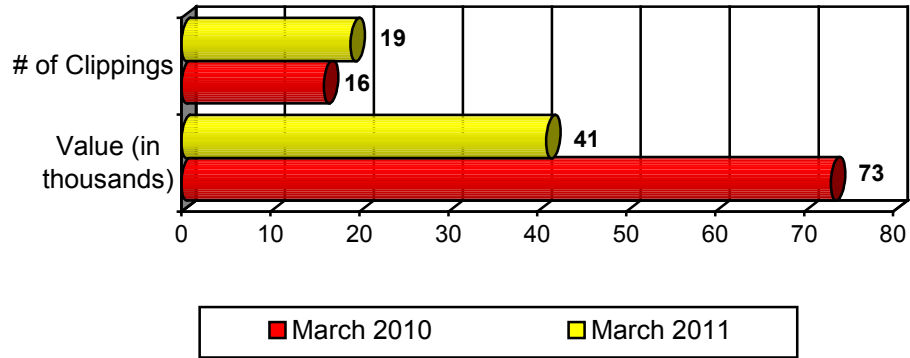
This month, six new cranberry products were introduced into the Austrian market, four of which were of a high cranberry content.

Product	Photo	Producer /Brand	Description
Cranberry Stollen		www.stroeck.at	Cake with cranberries. Available at: Ströck bakeries
Organic chocolate berries		Spar www.spar.at	Organic cranberries coated with orange chocolate. Available at: Spar, Interspar, Eurospar <b><u>High content cranberry product</u></b>
Premium organic trail mix		Landgarten www.landgarten.at	Organic trail mix with apple and cranberries (15 %). Size: 50 g Prize: 1.50 € <b><u>High content cranberry product</u></b>
Premium organic trail mix		Landgarten www.landgarten.at	Organic trail mix with chocolate and cranberries (16 %). Size: 50 g Prize: 1.50 € <b><u>High cranberry content product</u></b>
Organic cranberries		biolifestyle www.biolifestyle.at	Organic dried cranberries (60 %). Size: 100 g / 250 g / 500 g / 1.000 g Prize: 2.70 € Available online <b><u>High cranberry content product</u></b>
Casali Chocolate Bananas		Manner www.manner.com	Casali chocolate bananas with a fruity filling of raspberries and cranberries. Size: 140 g

## Performance Measures

### MEDIA REPORT SUMMARY THROUGH MARCH 2011

mk<sup>2</sup> upholds its commitment to meet goals set for the publicity in the Austrian 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).

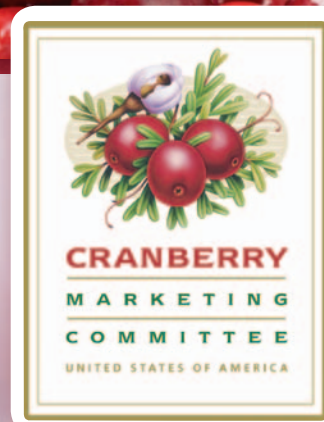


Total number of clippings from January 1 <sup>st</sup> – March 31 <sup>st</sup> , 2011:	56
Total advertising equivalent:	€ 148,632
Total circulation:	7,610,700

## Upcoming Promotions & Activities

Month	Activity
<b>April</b>	<ul style="list-style-type: none"> <li>• Press emailing “Muffins” takes place</li> <li>• Website update goes online</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• Recipes “Muffins” will be placed on consumer recipe pages</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• Website update goes online</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• <b>PROGRAM BREAK</b></li> <li>• Website update goes online</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• “New Recipes 2011” mailing takes place</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• Consumer recipe development</li> <li>• Website update goes online</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Online evaluation takes place</li> <li>• Text for “Christmas” website update due</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Website update goes online</li> </ul>

**Appendix A**  
Press Emailing “Spring Fever”



# Wenn Frühlingsgefühle erwachen ...

Liebe Foodredaktion,

scharfe Gewürze, die den Kreislauf anregen; Speisen, die unsere Empfindsamkeit steigern – mit den richtigen Zutaten verwandelt sich die Cranberry in ein echtes Aphrodisiakum und ist die ideale Zutat für das Überraschungsmenü am Valentinstag. Artischocken, Erdbeeren, Feigen und Garnelen machen aus der betörend fruchtigen Beere einen echten Verführungskünstler.

**Einfach Foto anklicken und Rezept auswählen.**



**Artischocken mit Cranberry-Aioli**



**Erdbeer-Cranberry-Becher**



**Feigen-Crostini mit Cranberry-Frischkäse**



**Guacamole mit Cranberries und  
gebratener Garnele**



**Beach Cocktail**



**Cosmopolitan**

Um mehr über Cranberries aus den USA, ihre gesundheitsfördernden Eigenschaften und vielseitigen, kulinarischen Verwendungsmöglichkeiten zu erfahren, setzen Sie sich gerne mit uns in Verbindung oder besuchen Sie uns auf unserer Webseite [www.cranberries-usa.at](http://www.cranberries-usa.at)

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