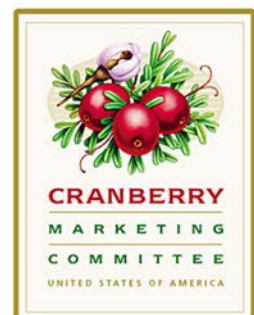




Activity Report

Media & Trade Relations in Switzerland
The Cranberry Marketing Committee

May 2011



Activity Report

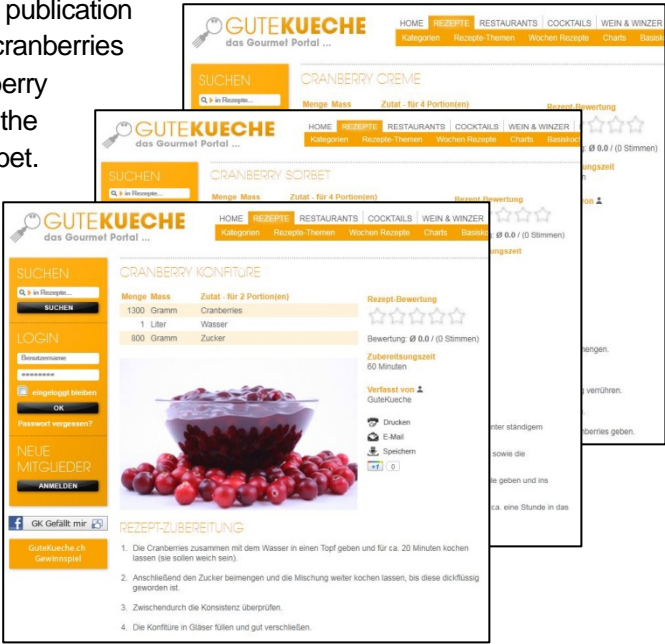
Media and Trade Relations in May 2011

Media Activities

MEDIA EXPOSURE

This month, we monitored **7 clippings** about cranberries from the USA, including one print and six online media articles. The publicity reached almost **428,000 consumers** with an **advertising equivalence of CHF 17,780** (approximately USD 21,125).

A highlight in May was the publication of three new recipes with cranberries on **gutekueche.ch**: Cranberry jam, cranberry cream and the CMC recipe cranberry sorbet. gutekueche.ch is a Swiss gourmet website with recipes, information on wine and wine growers as well as reviews and reports on the best and most popular Swiss restaurants.



This month 34 % of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	0	0 CHF	0 CHF	
Category 2	1	880 CHF	440 CHF	
Category 3	6	16.900 CHF	5.633 CHF	
Category 4	0	0 CHF	0 CHF	
Category 5	0	0 CHF	0 CHF	
Total:	7	17.780 CHF	6.073 CHF	34%

The share of preferred articles year to date is 35 %.

PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in CHF
1.	Kochen	110.000	01.05.11	1/4	Recipe : cranberry-yoghurt-cream	3	4.090

ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
2.	wildeisen.ch	44.000	07.05.11	1	Recipe : cranberry-yoghurt-cream	3
3.	heilpflanzen-info.ch	n.a.	08.05.11	1	UTI: PhytoTherapy: Bladder infection & Cranberry Juice	3
4.	gutekueche.ch	85.600	08.05.11	1	Recipe : cranberry jam	3
5.	gutekueche.ch	85.600	12.05.11	1	Recipe : cranberry cream	3
6.	gutekueche.ch	85.600	16.05.11	1	CMC Recipe : Cranberry Sorbet	2
7.	babymag.ch	16.300	27.05.11	1	Recipe : Orange-Cranberry-Smoothie	3


Trade

ACTIVITIES

CMC Switzerland will be a topic in the upcoming newsletter of the **SDV**, the **Swiss association for drugstores and pharmacists**. This monthly newsletter reaches 90% of all Swiss pharmacists and will present CMCs activities in Switzerland and information on cranberries.

NEW PRODUCTS

This month, three new cranberry products were introduced to the Swiss market, one of which has a high cranberry content.

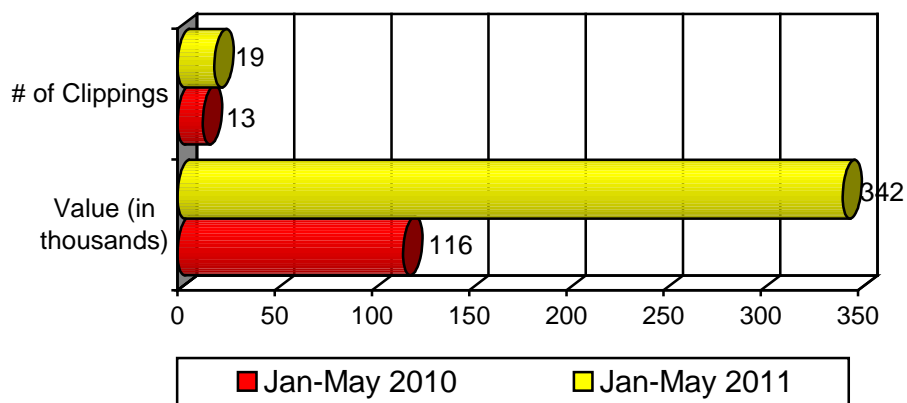
Product	Photo	Producer /Brand	Description
Beverage		Mojo AG, 4532 Feldbrunnen www.mojo.ch	Mojo Cranberry apple Sparkling fruit drink 5% cranberry juice Available at: Migros and online Size: 50 cl Prize CHF 1.90

Muesli bar		Weight Watchers (Switzerland) SA, Genf www.weightwatchers-shop.ch	Weight Watchers Cranberry, Orange & Raspberry Muesli Bar (limited edition) Available at: www.weightwatchers-shop.ch Size: 5 bars à 24 g Prize: CHF 6.00
Nutritional Supplement		Hogapharm AG, 6403 Küssnacht a. Rigi www.sanagreen.ch	Sana Green Cranberry & OM 24 300 mg cranberry concentrate pro capsule Available at: drugstores and pharmacies, online-shop Size: 90 capsules Prize: CHF 96.00 High content cranberry product

Performance Measures

MEDIA REPORT SUMMARY THROUGH MAY 2011

mk² upholds its commitment to meet goals set for the publicity in the Swiss 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 1st – May 31th, 2011:
Total advertising equivalent:
Total circulation:

19
CHF 342,145
5,226,950

Timeline

Month	Activity
June	<ul style="list-style-type: none">• Recipes "Budget Recipes" will be placed on consumer recipe pages• Press emailing "Muffins" takes place• Website update goes online
July	<ul style="list-style-type: none">• "Muffin" recipes will be placed on consumer recipe pages• Website update goes online
August	PROGRAM BREAK
September	<ul style="list-style-type: none">• "New Recipes 2011" mailing takes place• All 12/2009 recipes will be placed on consumer recipe pages
October	<ul style="list-style-type: none">• Consumer recipe development• Emailing "Christmas" takes place• Website update goes online
November	<ul style="list-style-type: none">• Online evaluation takes place
December	<ul style="list-style-type: none">• Emailing "tba" takes place• "Christmas recipes" will be placed on consumer recipe pages• Website update goes online