



US Cranberry Marketing Committee Details: January 2010 Activity Report Author: H&K Cranberries Team

Media Coverage Highlights

In January, H&K monitored 36 pieces of media coverage, reaching approximately 10,794,144 Australians, with an advertising equivalent of \$196,019 AUD (\$172,705.37 USD).

Below is media coverage which appeared on leading Australian search engine and news site, Yahoo!7. The recipe article was featured on the home page for one day and was then featured in the lifestyle section. The coverage is a direct result of H&K's relationship with the "Features" editor of *Prevention* magazine, who forwarded our recipe to the online editor of Yahoo!7. In Australia, Yahoo!7 reaches one in two Australian Internet users, with over seven million people visiting the site each month.

The screenshot shows a web browser window displaying a recipe for 'Tantalising Trifle' on the Yahoo!7 Lifestyle website. The page includes a navigation menu with categories like HOME, HEALTH, FITNESS, MIND, NUTRITION & RECIPES, WEIGHT LOSS, BEAUTY, and COMMUNITY. The recipe section features a photo of the trifle, preparation time (25 mins plus chilling time), servings (10), and a list of ingredients: 3 cups skim milk, 2 large eggs, 1 1/2 tbs cornflour, 1 1/2 tbs caster sugar, 1 1/2 tsp vanilla extract, and 250 g basic sponge cake, cut into 4 cm cubes. There are also print options for A4 and 5x3 cards. To the right, there is a 'NEW ISSUE ON SALE NOW' banner for Prevention magazine and an advertisement for 'fernwOOD' with a 'SAVE \$99' offer. The browser's address bar shows the URL: http://au.lifestyle.yahoo.com/prevention/recipes/recipe-/6662866/tantalising-trifle/.

Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Good Taste	December, 2009	3	Magazines Lifestyle	154,185	\$12,970
Retail World	18/01/2010	3	Magazines Trade	10,804	\$12,450
Australian Good Food	December, 2009	4	Magazines Lifestyle	71,250	\$6,900
Australian Good Food	December, 2009	4	Magazines Lifestyle	71,250	\$1,725
Australian Good Food	December, 2009	4	Magazines Lifestlye	71,250	\$3,450
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Australian Healthy Food Guide	January, 2010	4	Magazines Lifestyle	33,760	\$2,200
Northern Territory News	14/1/2010	4	Capital City Daily	22,128	\$301.92
Southern Highland News	20/1/2010	4	Regional	3,094	\$409.44
ABC Delicious	January, 2010	5	Magazines Lifestyle	130,465	\$3,012.50
Australian Healthy Food Guide	January, 2010	5	Magazines Lifestyle	33,760	\$275
Australian Good Food	December, 2009	5	Magazines Lifestyle	71,250	\$3,450
Australian Women's Weekly	January, 2010	5	Magazines Lifestyle	491,476	\$4,374
Girlfriend	January, 2010	5	Magazines Lifestyle	110,000	\$10,165
Good Health	January, 2010	5	Magazines Lifestyle	60,123	\$2,360
Good Taste	December, 2009	5	Magazines Lifestyle	154,185	\$12,970
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Health Smart	3/1/2010	5	Magazines Lifestyle	85,707	\$5,500
Launceston Examiner	20/1/2010	5	Regional	32,199	\$273.92
Pregnancy & Birth	1/12/2009	5	Magazines Lifestyle	21,500	\$862.50
Super Food Ideas	February, 2010	5	Magazines Lifestyle	271,298	\$12,251.25
Voyeur	January, 2010	5	Magazines Lifestyle	78,264	\$656.25
Women's Health and Fitness	February, 2010	5	Magazines Sport	44,039	\$672
Australian Good Food	December, 2009	5	Magazines Lifestyle	71,250	\$2,300
Australian Women's Weekly	January, 2010	5	Magazines Lifestyle	491,476	\$11,665
Australian Good Food	December, 2009	5	Magazines Lifestyle	71,250	\$2,300
Better Homes & Gardens	January, 2010	5	Magazines Lifestyle	38,000	\$16,897.50
Good Health	January, 2010	5	Magazines Lifestyle	60,123	\$18,880
Good Taste	December, 2009	5	Magazines Lifestyle	154,185	\$12,970

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Grazia	4/1/2010	5	Magazines Lifestyle	66,804	\$7,875
Instyle	February, 2010	5	Magazines Lifestyle	61,788	\$1,412.50
Men's Health	1/1/2010	5	Magazines Lifestyle	50,000	\$661.50
Yahoo!7 (Online)	January, 2010	5	Online	7,000,000	NA
Take 5	20/1/2010	5	Magazines Lifestyle	241,161	\$10,120
Australian Women's Health	January, 2010	5	Magazines Lifestyle	86,500	\$2,152
Total: 36				10,794,144	\$196,019

Weighted Media Value Chart (Aug 2009 – Jan 2010)

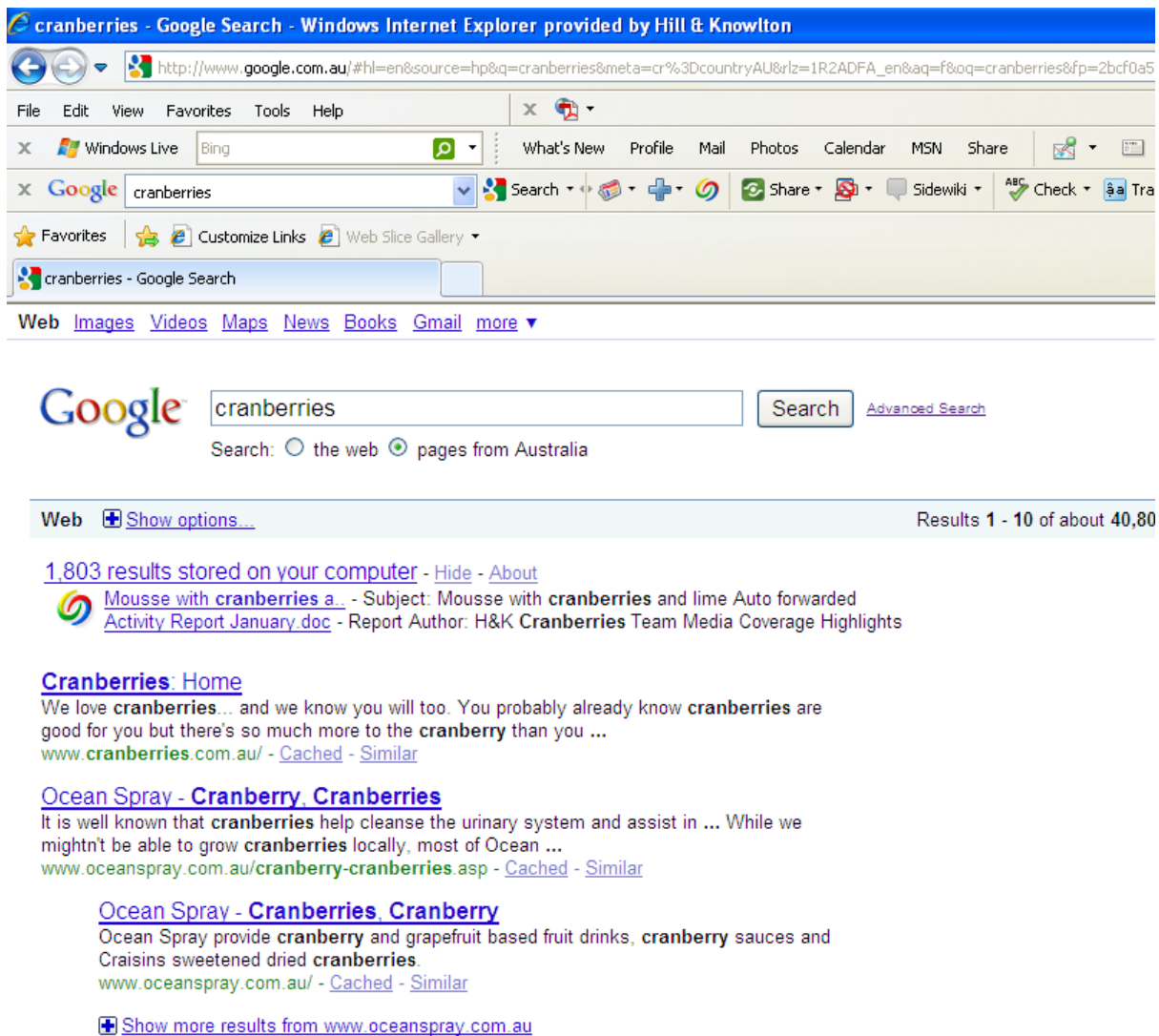
Category	# of Articles		Weighted Media Value	
	Jan-10	Aug-Jan 10	Jan-10	Aug-Jan 10
Category 1	0	11		\$142,122.07
Category 2	0	6		\$22,000
Category 3	2	7	\$25,420	\$35,988.86
Category 4	7	22	\$18,436.36	\$119,368.73
Category 5	27	63	\$152,162.17	\$308,856.47
Total:	36	109	\$194,622.40	\$628,336.13

Website Update


In January, the USA Cranberries Down Under website received:

- 708 visits
- 2,651 page views
- 3.74 pages/visit.

When cranberries is entered as a search term on the Australian Google site, and “pages from Australia” is clicked, the CMC Australian site is the first listed, directly above the Ocean Spray Australia website.



New Products Update

Name	Brand	Description	Price in AUD	Photo
Wallaby Bar, Cranberry Fruit & Nut	Wallaby Bar	Muesli bar combining cranberries with other fruits and nuts. Designed to be a healthy and low GI snack	\$2.50	

Activity Update

In January, H&K continued to undertake 2010 planning and research, and made budget adjustments where required.

The 2009 media coverage evaluation was finalized.

H&K also updated the media contact database for 2010, as well as identified upcoming opportunities in forward features lists.

H&K liaised with PMA regarding details of the CMC stand, as well as coordinating meeting times.

Upcoming Activities

Month	Activity
February	<ul style="list-style-type: none"> Valentine's Day Release Monthly Account Management