

Coverage Chart

Publication	Date	Cat	Type	Circulation	Ad value in AUD
Adelaide Advertiser	01/09/10	5	Major Metropolitan Newspaper	180,853	\$10,738.42
Canberra Times	15/09/10	5	Major Metropolitan Newspaper	33,000	\$1952.44
Canberra Times	15/09/10	5	Major Metropolitan Newspaper	33,000	\$390.50
The Mercury	01/09/10	5	Major Metropolitan Newspaper	45,210	\$6,622.42
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WA Sunday Times	19/09/10	5	Major Metropolitan Newspaper	315,024	\$10,316.46
Weekly Times	29/09/10	5	Regional Newspaper	76,500	\$2,527.20
Yass Tribune	15/09/10	5	Regional Newspaper	1,744	\$417.60
Total:				>730,541	>\$39,587.46

Weighted Media Value Chart (Aug 2009 – September 2010)

Category	# of Articles		Weighted Media Value	
	Sep-10	Aug- Aug10	Aug -10	Aug- Jul-10
Category 1	0	48		\$209,088.99
Category 2	0	7		\$22,000
Category 3	0	7		\$35,988.86
Category 4	0	31		\$211,624.73
Category 5	8	165	\$7,917.00	\$596,307.56
Total:	8	258	\$7,917.00	\$1,075,010.10

Website Update

In September, the US Cranberries Down Under website received:

- 552 visits
- 1,851 page views
- 3.35 pages/visit

When the term “cranberries” is searched in Google, the US Cranberries Down Under website is listed fourth:





cranberries

Search

About 7,290,000 results (0.16 seconds)

[Advanced search](#)

Everything

- Videos
- News
- Images
- Blogs
- More

The web
Pages from Australia

Any time
Latest

Standard view
Sites with images
[More search tools](#)

Cranberry - Wikipedia, the free encyclopedia

Cranberries are a group of evergreen dwarf shrubs or trailing vines in the genus *Vaccinium* subgenus *Oxycoccus*, or in some treatments, in the distinct genus ...
[Species and description](#) - [Etymology and history](#) - [Cultivation](#)
en.wikipedia.org/wiki/Cranberry - [Cached](#) - [Similar](#)

The Cranberries - Wikipedia, the free encyclopedia

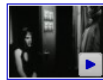
The **Cranberries** are an Irish rock band formed in Limerick in 1989 under the name The **Cranberry** Saw Us, later changed by vocalist Dolores O'Riordan. ...
[History](#) - [Discography](#) - [References](#) - [External links](#)
en.wikipedia.org/wiki/The_Cranberries - [Cached](#) - [Similar](#)

[Show more results from en.wikipedia.org](#)

Videos for cranberries



The Cranberries - Zombie
5 min - 16 Jun 2009
Uploaded by
TheCranberriesVEVO
youtube.com



The Cranberries - Linger
5 min - 16 Jun 2009
Uploaded by
TheCranberriesVEVO
youtube.com

The Cranberries - Official Site

Official site features news, biography, pictures, discography, contacts and tour news.
www.cranberries.com/ - [Cached](#) - [Similar](#)

News for cranberries

[Fort Langleys Cranberry Festival](#) - 2 days ago
A **cranberry** bratwurst, two long breakfast sausages and pancakes the size of a dinner plate with coffee and juice for only \$5? That alone was worth the trip. ...
[The Province \(blog\)](#) - 3 related articles
[Mass celebrates cranberry harvest](#) - Boston Herald - 25 related articles
[Wild rice with cranberries](#) - Toronto Sun - 7 related articles

Cranberries: Home

We love **cranberries**... and we know you will too. You probably already know **cranberries** are good for you but there's so much more to the **cranberry** than you ...
www.cranberries.com.au/ - [Cached](#)

Cranberries: Buying Cranberries

In Australia you can buy a variety of **cranberry** products all year round in major supermarkets, including dried and frozen **cranberries**, **cranberry** juice, ...
www.cranberries.com.au/buying-cranberries.aspx - [Cached](#)

[Images for cranberries](#) - [Report images](#)

Sponsored links

Cranberry Products

From \$12.98 Up to 30%Off Buy Now
Free Postage For Orders Over \$100
VitaminWarehouse.com.au

[See your ad here](#) »

Activity Update

In September, H&K continued to plan and implement different components of the Best Little Fruit in Australia competition. Taste.com.au was secured as a media partner for the competition. H&K also worked with Taste and Clarity Communications to develop appropriate marketing collateral and promotional copy, as well as to finalize all promotional logistics. H&K liaised with and managed high-profile ambassadors, chef Darren Simpson and nutritionist Kate Di Prima in regards to all aspects of their involvement with the competition.

H&K continued its media engagement program in September, meeting with the managing editor of *Delicious*, Danielle Opperman, who was interested in the different ways that cranberries could be infused into traditional recipes. H&K also met with the editor of *Sunday Life*, the lifestyle liftout in the *Sun Herald*, Sarah Oakes, who expressed an interest in the nutritional benefits of cranberries.

Upcoming Activities

Month	Activity
October	<ul style="list-style-type: none">• Best Little Fruit in Australia campaign activation• Media 1:1s• Thanksgiving recipe development and media outreach• Monthly Account Management

CMC MONTHLY REPORT: September 2010 Produce Marketing Australia

Important Note: All reports are due by email the 15th of the following month. Your report will be reviewed and posted by the end of that month.

1. Trade Activities update:

- Please include a brief summary of completed activities first, then activities that are in the planning stage.

COMPLETED ACTIVITIES:

Trade Meetings:

Fine Food Show

The first of the consumer focus groups in Melbourne was scheduled to coincide with the Fine Food Show, the largest food and hospitality industry event on the Australian calendar. This provided the opportunity to identify potential new suppliers of cranberries, as well as follow up with existing contacts.

Existing contacts who were met at the show included:

- The Agricultural Counselor and his staff from the US Embassy in Canberra

New contacts included:

- Two distributors of dried fruits and nuts to the retail sector
 - Trumps in Queensland
 - Yummy Snack Foods, based in South Australia

Qualitative Market Research:

Qualitative research, using three focus groups in Sydney and Melbourne, provided excellent insight to make 'the case for cranberries in produce', as well as direction for the retail promotion programs. Each of the focus groups consisted of women who had purchased cranberries. All of the groups were observed (Hill and Knowlton also attended one of the Sydney groups) and some of the observations noted were:

- Most had purchased dried cranberries, as well as juice
- People think of cranberries as 'fresh', even though they know they are dried. This was linked to the experience of purchasing dried cranberries which were bright, red and juicy i.e. they expect a moist product, not dry.
- They are regarded as a berry, even though they are dried and not usually a 'whole' fruit.
- Fresh blueberries are seen as competition, as well as strawberries (but not to the same extent, because they are seen as cheaper). Interestingly, pomegranates were not mentioned, despite significant shelf space and promotions in Australia.
- People are aware of the UTI health benefit. Others mentioned antioxidants (without really knowing what antioxidants are or what they do, other than knowing they are good for you). They also made the point that while many food products are claiming to have antioxidants and heart health benefits, (in Australia this includes blueberries, apples, cereals), UTI benefits are specific to cranberries.
- Unique taste was another feature of the responses. People described the taste as unique, with a mix of tart/tangy, sweet and fresh. Although people knew dried cranberries contained added sugar, it was not a big issue in any group.
- All of the groups said it makes sense to have dried cranberries in produce - they are seen as 'fresher' and healthier.
- The most common location suggested was in the berry section, rather than the dried fruit and nut area of fresh produce, although this was an option. If the latter, they did not want loose, self-serve offerings, because of health/contamination issues that could arise from shopper behaviour.
- The supermarket grocery section, where cranberries are currently located, is seen by consumers as the dried fruit and nut/cooking section.
- Current pricing is acceptable, although dried cranberries are not seen as inexpensive.
- Packaging has a powerful influence on consumer perceptions
 - it has to be eye-catching - good graphics and colors were essential
 - consumers want to see the product (i.e. in a punnet or through a clear window in the packaging)
 - a range of pack sizes were requested for different usage occasions - punnets (clamshells), tubs, volume packs
- Participants were shown six possible tag lines. The strongest by far was "Cranberries the Wonderfruit". Other lines tested were "Cranberries the Perfect Partner", "Just Add

Cranberries", "Cranberries - the Best Little Fruit in Australia", "Cranberries the Superfruit", "Cranberries the Magic Fruit"

- In terms of imagery, it is important to show the fresh fruit and the leaf
- Two questions people asked when shown some of the health statements from the cranberry web sites were:
 - What is a 'serving'?
 - What is 'regular', as in regular consumption?

In summary, from our perspective, consumers said:

- Dried cranberries are perceived to be a fresh product
- Therefore, they should be in fresh produce
- Positioning: Preferred location is with the other berries (Blueberries)
- Personality: female (an ideal projection)
 - young, vital, healthy, vigorous, robust, bright, radiant, active
- Price: acceptable; communicates a premium top-shelf product
- Promotion:
 - 'Wonderfruit'
 - Unique "sweet & sour" taste
 - Unique health benefits (UTI) - tap the 'inner health' trend
 - Continue consumer PR, publicity
- Product preferences: product needs to be plump, moist, juicy, red. i.e. fresh product
- Packaging:
 - fundamentals: must be eye-catching, able to see the product
 - options: offer a range of pack sizes

An initial draft report has been received for review and comment. The deadline for the receipt of the final report being submitted by the market research company is October 20th. The report will include a component "The Case for Cranberries in Produce", which will be used as the basis for subsequent documentation and meetings with retailers.

Trade Communication:

The summary of research results has been conveyed to three of the major retailers (Woolworths, Coles and Thomas Dux Grocer), as a lead in seeking meetings as soon as the final report is accepted. In the case of Woolworths and Coles, the meetings will be to present a detailed case for 'cranberries in produce'.

With Thomas Dux Grocer, the meeting will be to plan promotion opportunities leading up to Christmas and beyond, as cranberries are already retailed (in punnets/clamshells) in their 11 stores. A similar approach is planned with Harris Farm Markets, with 21 stores in and around Sydney.

2. New Products update:

A number of products were observed in the booths of Trumps and Yummy Snack Foods at the Fine Food Show. Both companies have a number of trail-mix type products containing cranberries, which they market primarily to independent retailers.

3. Upcoming activities section

- a. Example: mk2 reports (online)
- b. Especially highlight activities that industry may want to participate in

Trade Communication:

Upon receiving the final consumer research report, a document/brochure will be prepared for presentations to the major retailers, including both national supermarket chains, and other retailers, some of whom are already stocking cranberries in the produce section of their stores. The document will include the case for cranberries in produce, plus other consumer insights, such as product preferences, packaging options etc. It will also be shared with the suppliers of dried cranberries to those retailers.

Meeting with H&K:

When the Market Research report is received it is planned that we will share the report with Hill & Knowlton, then meet with them on October 26, to develop a detailed retail promotion plan.

Appendix

- c. Press Releases*
- d. Newsletters*
- e. Other completed materials*

October 1, 2010