



### Objective

- Educate target audience on prunes in order to create and increase demand for prunes.
- Increase the product visibility and off take of prunes at retail level through consumer promotions in target cities.
- Generate demand for prunes at the retail level through in-store displays and branding.
- Reinforce the health attributes of prunes through nutrition talks and distribution of literature.

### Target Cities

Top six cities of South India

- Bangalore
- Chennai
- Hyderabad
- Cochin
- Coimbatore
- Pondicherry

### Campaign Activities

- Development of Point of Sale Material
- Merchandizing
- Consumer Promotions
  - Nutrition Seminars
  - Cooking Demo
  - TV Show 'Oggarane Dabbi' on Zee Kannada
- In-store Promotions
- Public Relations
  - PR
  - Advertorials

### Point of Sale Material

The image displays three promotional materials for prunes. On the left is a flyer with text and images of prunes. In the center is a circular dangler with the word 'PRUNES' at the top and 'A MARVELOUS TREAT FOR YOUR HEALTH' at the bottom, featuring a photo of prunes. On the right is a poster with the heading 'Prunes A marvelous treat for your health' and a list of health benefits, accompanied by photos of prunes and pruned products.

Flyer                      Dangler                      Poster

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### Merchandizing

The image shows two photographs of a grocery store aisle. The left photo shows a display of pruned products on a counter with various informational cards. The right photo shows a large display of pruned products on a shelf, with a sign that reads 'PRUNES A marvelous treat for your health'.

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### TV Show – Oggarane Dabbi

- Oggarane Dabbi is a popular cookery show on Zee Kannada, a national channel with strong viewership in Karnataka state.
  - Zee Kannada holds 68% of market share in Karnataka
- Prunes will be featured on the show.
- A nutritionist will speak on the health benefits of Prunes while a chef will create recipes using Prunes.

The photograph shows two women in a kitchen. One woman is wearing a black top and the other is wearing a purple and white striped sari. They are standing behind a counter with various kitchen items and a digital display showing '00:39'.

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### Nutrition Seminars

- Nutrition seminars will be conducted in following cities
  - Bangalore
  - Hyderabad
  - Chennai
  - Coimbatore
  - Cochin
  - Pondicherry
- Over 2,000 women and health professionals to be directly targeted through the seminars
- Local media coverage will be generated through the event

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### Nutrition Seminars




### Tie up with Timeout

- Nutrition talk with demo by renowned chef in Bengaluru will be conducted in association with Timeout magazine.
- Timeout is a lifestyle and informative magazine with reach of 50,000 readers in Bengaluru.
- The magazine will feature a pre event and post event write-up and invite its readers who are target consumers for Prunes to the events.





### In-store Promotions

- 150 Promotion days will be conducted in 2012
- 75 retailers and stand alone stores will be targeted
- Expected consumer outreach - 50,000




### Public Relations – Expected results

Reach	<ul style="list-style-type: none"> <li>• Circulation: 15 million</li> <li>• Impressions: 30 million</li> </ul>
Placements	• 25 - 30 print / web
Value	\$ 150,000



### PR Coverage

There's no start & end to eating right

Packed with a punch

Cheers to prune snacking

Prunes are the way to go!

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### Advertorials

Advertorials detailing the nutrition benefit of prunes will be published in several consumer magazines such as:

- The Week (Health wallet)
- Good Housekeeping
- Ritz
- Women's Era
- Just for Women

Prunes - Fruit for today

A treasure trove of taste and health

More Good News About Nutrition

Simple ways to enjoy Prunes

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### 2012 Expected Results

- Increasing the awareness about Prunes in the targeted cities of South India (Hyderabad, Chennai, Bangalore, Cochin, Coimbatore and Pondicherry) by 40%
- Increase in number of retail stores carrying Prunes by 50%
- Increasing the sale of Prunes in these South Indian cities by 30%.

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### Budget

Activity	Budget (USD)
Consumer Promotions	\$16,000.00
Consumer Advertising & Public Relations	\$12,000.00
In-store Nutrition Messaging	\$22,000.00
The SCS Group - Project Execution Fee	\$10,000.00
<b>Total</b>	<b>\$60,000.00</b>

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