



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.



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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



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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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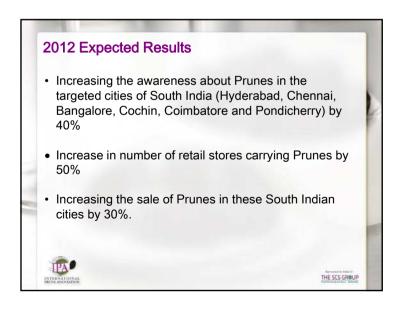


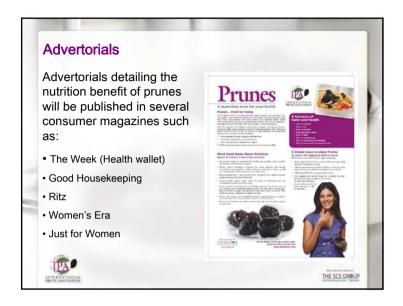












Activity	Budget (USD)
Consumer Promotions	\$16,000.00
Consumer Advertising & Public Relations	\$12,000.00
In-store Nutrition Messaging	\$22,000.00
The SCS Group - Project Execution Fee	\$10,000.00
Total	\$60,000.00

