



## Generic/Branded Promotional activities

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November 5 2007



- Volume: 60,000 tons
- 30,000 t. Prunes
  - 30,000 t. Other dried fruit
- Markets:
- 60% Domestic
  - 40% Export
- Domestic Market:
- 50% Distributor brands
  - 34% Maitre Prunille brand
  - 16% Other brands



« MAITRE PRUNILLE » branded volume is not enough to pay back significant promotion on the Brand



Thus we are implementing activities that are complementary with the BIP generic advertisement:

- Fitting periods with the BIP activities
- Enhancing presence on shelf during those periods



# Promotional agenda 2007/2008

**Example of the Rugby  
World Cup**



2007				2008							
AUTOMNE			HIVER	PRINTEMPS		ÉTÉ					
Septembre	Octobre	Novembre	Décembre	Janvier	Février	Mars	Avril	Mai	Juin	Juillet	Août
RAMADAN		Fair in prunes		2 months EPIPHANIE		Operation Walibi		Operation Rugby World Cup		Fair in dried fruits	
Operation Rugby World Cup		Fair in dried fruits		Operation Winner Ski		Operation winner Euro 2008 Football		3 months of advertising campaign on all the radios		CHINESE New Year	



**Du 15 août au 31 octobre 2007**

**THEME**

- **Claim the origin of Maître Prunille products :**  
REAL AGEN PRUNES !
- **Value the naturally energy profits of Maître Prunille products**  
**indispensables to keep some tonus** throughout a match.
- **Join to the conviviality and to the division** of this Rugby celebration for all the family.



**RUGBY WORLD CUP**

From 8 septembre to 20 octobre 2007 **in France**

Bordeaux, Lens, Lyon, Marseille, Montpellier, Nantes, Paris, St Denis, St Etienne, Toulouse




**Du 15 août au 31 octobre 2007**

**PERIOD**

- From August the 15th till October the 31st in selling point

**DISTRIBUTION NETWORK**

- **national distribution :**  
Hypermarkets and Supermarkets FRANCE

**E.LECLERC**  **Casino**  **Carrefour**  **systeme U**  **INTERMARCHÉ** 

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**CARRIERS PACKS VOLUMES**

- 600 000 products Prunes, Soft and Mediterranean fruits Maitre Prunille

**APPEAL PACK THEMATIQUE**

**THE ENERGY FROM THE RUGBY COUNTRY TO WIN**

**150 rugby balls**



**20 DVD READERS RECORDERS**




DU 15 août au 31 octobre 2007



**MECHANICS OF THE OPERATION**

- Game lottery with immediate revelation on pack via promotionals stickers.

**PRINCIPLE OF THE OPERATION**

- The consumer buys 1 product Maitre Prunille with a sticker 5/6 pages
- He discovers a labyrinth « **MARK YOUR TRY** » inside the sticker appeal pack
- And having drawn his road, the participant arrives at one of the symbols corresponding to the revelation of the game lottery :
  - DVD** : one of 20 PHILIPS DVD reader/recorder gained
  - BALL** : one of 150 balloons DUARIG gained
  - WHISTLE** : What a pity !
- The consumer sends back his winning railing in the center of management with its coordinates to receive his subsidy.



Example  
of advancing products  
in selling point



Labège



Du 15 août au 31 octobre 2007



OP Results

**200 Tons of Prunes**  
over the period