

SOUTH INDIA PROMOTION CAMPAIGN

When the IPA Executive Committee met in Santiago in November 2006, it unanimously approved its first jointly funded generic promotion campaign. This resulted from concerns about a projected increase in world prune production that would necessitate a 5% annual sales increase in order to balance future supply and demand.

Initially, there was uncertainty about whether the IPA statutes would allow such a promotional campaign, but further investigation confirmed that the stated goal of the IPA “to increase prune consumption” would include promotional activities.

A budget of \$45,000 was established to fund the first year of the campaign with each country’s contribution based upon their “typical” production.

IPA Promotion Program Dues

Country	Typical ton.	Percent	Share US\$
California	140,000	48%	21,600
Chile	50,000	17%	7,650
France	50,000	17%	7,650
Argentina	40,000	14%	6,300
Australia	5,000	2%	900
Italy	2,000	1%	450
South Africa	2,000	1%	450
Total	289,000		45,000

South India was selected as the test area due to its growing consumer affluence, its well established food retailing system, the increasing health consciousness of its consumers and the fact that no IPA country had a dominant position in the marketing of prunes there.

It was agreed that the focus of the campaign would be to increase consumer awareness of the nutritional attributes of dried prunes. Both California and France have successfully emphasized prune nutrition in various markets, and it was believed that this could be replicated in South India. Planned activities included in-store sampling promotions using IPA POS materials, consumer publicity, nutrition seminars and tie-ins with medical associations.

The SCS Group in Delhi, India was selected to coordinate the South India promotion campaign due to its knowledge of the Indian market and extensive experience promoting imported foods like pears, table grapes, pistachios and prunes.

Problems encountered during the program's implementation included a delay in payment of promotion program dues by Argentina and difficulty in sending product samples to India. Hopefully, the first problem will be corrected following this IPA Congress. The cost of shipping prune samples from France was found to be as expensive as the product itself. In addition, the Indian customs laws require fumigation of all prunes, even those in retail packages. This problem has been addressed by using retail product already in India that has met the customs requirements in sampling promotions.

I had the opportunity to visit India for the third time in March 2007, and I can assure you that the Indian market for food products is undergoing exciting changes in retail expansion of supermarkets and hypermarkets and consumer nutrition awareness that will enhance the marketing prospects for healthful, packaged food products like prunes.

You will next hear a progress report on the South India campaign from Ms. Rachna Sharma. Rachna is a principal at the SCS Group and has over five years experience in public relations and promotion campaigns for a variety of products.

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GOAL:

To increase prune consumption



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Country Percent Share US\$

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Australia	2%	900
Italy	1%	450
South Africa	1%	450
Total		\$45,000



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South India



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FOCUS:

Increasing consumer awareness of prunes' nutritional attributes



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IPA stall at M.K. Retail, Bangalore

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Hyderabad Nutrition Seminar

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