



Prunes. For life.

SOUTH KOREA ACTIVITY REPORT

REPORTING PERIOD 1

August 2023 – November 2023



Measuring our success

- **Key performance indicators (KPIs) are established at the start of the program year for primary program activities aligning with two stakeholder requirements:**
1) FAS requirements under the MAP program 2) CPB industry measurements
 - These are anticipated outcomes that the in-market team expects to deliver as part of any given initiative
 - Goals established using historical performance and third-party metrics to set benchmarks whilst complying with FAS guidance
 - Benchmarks vary by program and platform, or medium used as well as available data
 - Program activities continuously optimized and strategies adjusted based on what the KPIs reveal
- KPIs are continually monitored and tracked in a quarterly measurement report
 - Measurement reports include analysis of activity performance and results to provide context and for team discussions on opportunities to pivot throughout the year
- To comply with FAS requirements under the MAP program we undertake full Usage and Attitude (U&A) consumer studies in rotation in one export market per year (each market undertakes a study on average every 3 years to comply with reporting requirements of FAS).

Target	KPI
Trade	<ul style="list-style-type: none">• Number of retail prune products using California Prune Boards new logo on pack• Trade Communications Reach with 100% positive California Prunes Mentions and AVE• E- Newsletter Opening Rate• Trade Seminars Attendance & satisfaction rating (survey)• Tier 1 Trade Meetings
Consumer	<ul style="list-style-type: none">• Increased consumer awareness in U&A report• PR Reach / Impressions• Social Media (SNS) Reach• SNS Engagement Rate• SNS Increase Instagram Followers• SNS #Californiaprunes and #prune mentions• eCommerce #Californiaprunes and #prune mentions• Website unique visitors
HCP	<ul style="list-style-type: none">• Reach of nutritional articles• E- Newsletter Opening Rate



Communications Highlights



Communications Summary – Year to date



Social Media CPB



Influencer-owned Social Media Activity



(Consumer + Trade + HCP) Digital and Traditional Print Media



TV and Digital TV Activity



Website

YTD performance
(Organic + Boosted total per platform)



Followers: 1,208

Reach: 4,219

Engagement Rate : 21.2%



Followers: 21,533

Reach: 996

Engagement Rate : 4.3%

YTD performance

Number of posts: 68

Total Followers: 17.2M

Total Comments, Likes & Shares: 7,201

YTD performance

Earned
Number of articles: 12
Reach: 23M

Paid for
Number of articles: 5
Reach: 15.3M

Combined Total
Number of articles: 17
Reach: 38.3M

N/A IN KOREA
FOR 2022/23
PROGRAM YEAR

YTD performance



Number of unique visits: 245



Average time per session: 6m 37s



Average pages per session: 3.83



Trade Strategy & Activities



Restore CPB presence in South Korea. Empower industry partners with creative and informative resources to support trade business.

Provide confidence in using California Prunes as safe, regulated, sustainable, high-quality products.

Focus on promotion of premium California Prunes and activities that will encourage loyalty from our trade partners to buy Californian, rather than other origins. Focus on whole and pitted prunes.

Activities include:

- Nurturing Trade Relations (Trade stakeholder meetings + CPB Logos on retail packs)
- Trade News Bureau
- Trade Seminar
- Food Show – Seoul Food and Hotel Show
- Trade E-Newsletter

Trade



Nurturing Trade Relations



South Korea, August - November 2023

Trade stakeholder meetings : Proactive and consistent meetings and involvement with trade stakeholders. Inform trade about CPB's role and programs to motive trade and help expand exports. Korean traders value long-term, personal relationships. They value in-person appearances and "we are here to help" attitude.

CPB Logos on retail packs : Engage in communication with the importers and remind the use of California Prunes to manufacturers. Deliver on pack CPB branding logo within the retail environment.

Annual Goal to have 5 meetings and 3 on pack logo.

What was the actual outcome?

- 2 trader direct meetings undertaken this period
- 10 phone meetings to introduce CPB Korea programs (Reached 23 companies requesting for trade meetings)
- CPB's 'How to apply for on pack logo' application translated to Korean and uploaded on SK website to encourage Logo on pack usage (<https://www.californiaprunes.co.kr/logo-license>)

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- CPB Korea presence was low in Korea over the last couple of years, so we need to develop and strengthen our presence among the trade
- Most companies have been positive about using the CPB logo on pack
- Traders are interested in our consumer program, and actively provide their products so we could use in our programs

Trade

캘리포니아 푸룬 협회, 3년 만에 한국사무소 재개

김경희 기자 lululala@chosun.com

기사입력 2023.09.19 15:45

캘리포니아 푸룬 협회가 19일 서울 장충동 서울클럽에서 국내 건과일 유통 및 업체 관계자를 대상으로 '캘리포니아 푸룬 협회 트레이드 세미나'를 개최했다. 코로나 이후 3년 만에 한국 사무소를 재개하는 첫 대면 행사로 열렸다.

이번 세미나는 협회 주요 관계자가 한국을 방문해 ▲캘리포니아 푸룬 산업 동향 ▲푸룬 식품 연구 및 영양 정보 ▲한국 소비자 조사 결과 및 마케팅과 협회의 새로운 비전과 향후 진행될 다양한 활동을 소개했다.

리사 앨런 주한미국대사관 농업무역관장은 "지난해 한미 양국의 식품과 농산품 교역은 사상 최고 수준을 기록했다"며 "여기 오신 분들이 새로운 사업 기회를 탐색하고 열심히 노력해 주신 덕분에 한국의 식품 시장은 혁신과 성장을 거듭하고 있으며 이를 토대로 한미 양국 관계도 더욱 공고해질 것"이라고 말했다.



Trade News Bureau



South Korea, September 2023

Distributing CPB's South Korea launch announcement via press release and arranging a face-to-face media interview with the top-tier media resulted in 9 news articles with 20.9M Unique Viewer Monthly impressions/circulation.

Annual Goal to develop 2 press release and 1 interview article, generate 10 articles, 30M impressions , \$25K AVE

What was the actual outcome?

- 1 press release regarding trade seminar generating 6 earned coverages
- 1 media interview generating 3 earned coverages (including 1 print)
- Total of 9 organically earned coverage generating 20.9 M media impressions with AVE worth of \$ 44.5K.
- All gained articles, 100% earned coverage, none paid

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Having an exclusive in-person interview of Esther with the top tier Food Magazine in Korea was a wonderful start of our trade news bureau program
- To build lasting good relationships with top tier media journalists

Trade



Trade Seminar

South Korea, September 19, 2023



Build relationships with traders and educate prune traders by providing prune information necessary for traders to do their business effectively in Korean market.

Held first face-face seminar since COVID-19 pandemic for key California Prune traders to share CPB industry updates, agenda included:

- Key findings and helpful insights from Korean consumer research
- Prune nutrition 101 information
- CPB Korea program and activity update

Activities includes:

- Prune Trader Seminar including CPB international staff visit
- Attendees: 1 media, 13 prune trade stakeholders, 2 ATO members
- ATO pre-meeting with Lisa Allen and Juhyun
- 2 trade office
- 1 Press release distribution post seminar – more details on news bureau slide
- 1 Interview post seminar – more details on news bureau slide

Goal was to have 15 attendees, aiming for 80% positive response on post event survey

What was the actual outcome?

- 100% satisfied with the seminar on post event survey
- 100% showed their willingness to attend again next year
- 60% responded they are interested in using CPB logo on pack

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Most definitely, traders appreciated the seminar and wish to attend every year
- Traders wanted to use our nutrition information reference for their marketing use



Consumer Strategy & Activities

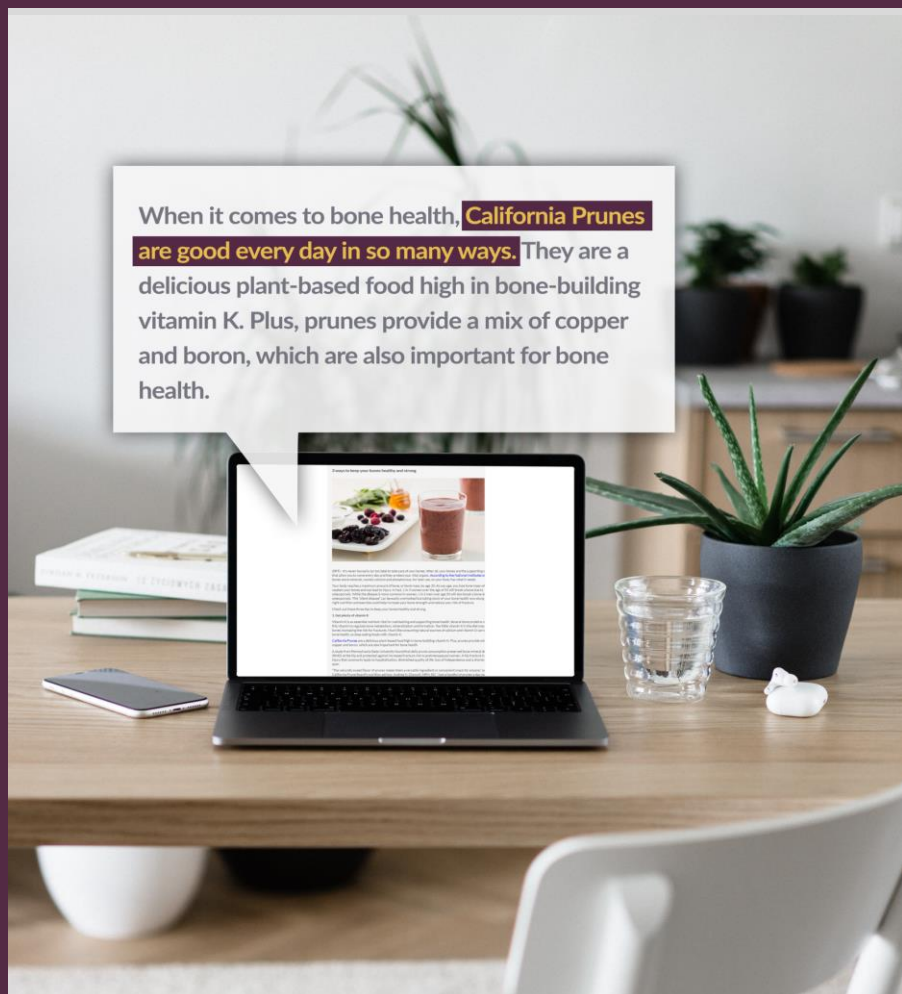


Spark a new yet consistent conversation around California Prunes which enables us to stand out. Communicate the prune benefits in an effective and easy-to-understand way via digital marketing. Use cutting edge images and visuals to attract communication target audience. Promote California Prunes for snacking and make the California Prunes key messages as prominent and accessible as possible.

Activities include:

- News Bureau (Public Relations)
- Social Media (SNS) campaign on Instagram, Facebook, YouTube
- Website management
- Influencer programs and Mom café community forum

Consumer



News Bureau



South Korea, August - November 2023

Regular meeting with top tier media to educate prune information. Sent media kit and California Prune health benefit information to health/lifestyle reporters. Distribute information on California Prunes on traditional and digital media bimonthly to top tier media.

Make CPB's activities newsworthy and exciting to grab consumer attention.

Annual Goal is to develop 6 press release, generate 30 articles, 90M impressions, \$50K AVE

What was the actual outcome?

- 1 press release distribution to Top tier media earning 1 article, reaching 377.2K impressions and achieve \$4K of AVE

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- CPB Korea office did not have a strong presence among media reporters. Priority was to introduce CPB Korea's plans to the top tier media reporters in the first half of the year
- In the second half of the year we plan to proactively pitch featured articles to media to earn more coverage

Consumer

Social Media (SNS) Campaign on IG and FB



South Korea, August - November 2023

Over 98% Koreans own smartphones which can provide easy access to social media. Monthly IG/FB postings and contest covering different topics (Recipes, photos, videos) to up consumer's direct engagement. General activity posting 1 post per week on Instagram and Facebook. Engage target audience in CPB activities and create buzz on the social network. Contest offered prizes (unique California products and California Prunes) to grab attention and ultimately increase California Prune awareness.

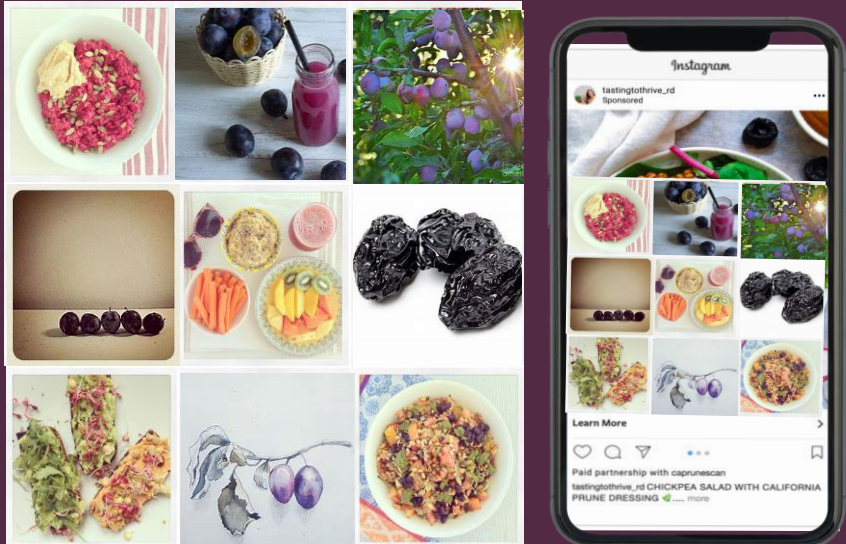
Annual Goal is to increase follower number by 5% from 88 IG/FB posts and events

What was the actual outcome?

- Social Media Page Tone & Manner Transition
To change the look of our social media pages, we uploaded more posts than set goal and successfully aligned with CPB's premium tone and manner
- IG #Follow Event
The number of IG followers increased by 21.3% from one boosting event. CPB hoodies, CPB tumblers, and canvas bags were used for the event giveaways. Most of the event winners voluntarily posted event reviews on their IG pages, generating additional followers

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Instagram #Followevent was very successful to increase followers and engagement rate. Thus, we plan to utilize consumer #events more frequently
- Plan to run the second boosting event on Facebook to compare the results with the first Instagram boosting event



Consumer



Website Management

South Korea, August - November 2023



Reactivate and develop and reactivate the South Korea website to provide official information to Koreans.

Annual Goal is to update CPB Korea website on a regular basis

What was the actual outcome?

- 1. Developed and activated Google Analytics 4
- 2. Website Domain ownership transferred from the previous agency to current agency
- 3. Website server ownership also transferred to current agency
- 4. Connected SNS (IG, FB, YT) links to the website
- 5. Created "Privacy" and "Use of Term" pages on Korean website
- 6. Created "Handler List" button to navigate to the US's "Handler List Page"
- 7. Created "How to apply for CPB on pack logo" page
<https://www.californiaprunes.co.kr/logo-license>
- 8. Created "Purchase Channel Page" page to find CPB logo on pack
<https://www.californiaprunes.co.kr/how-to-buy>
- 9. Aligned UR: address to the website page content (Benefit of Prunes-
<https://www.californiaprunes.co.kr/benefits-of-prunes>)
- Total visitors to the website so far- 245

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Utilize Google Analytics 4 to monitoring our CPB Korea website activities
- Aim to increase visitors to the website

Consumer



Influencer Programs



South Korea, November 2023

Instagram, Naver blog, and Mom café forum have high traffic and considered the most effective platform to communicate our key messages to our target audience. California Prune information will be delivered by influencers on above platforms.

Annual Goal to promote California Prunes via power influencers on their SNS channels, blogs, and via Mom café community forum

What was the actual outcome?

- 68 postings on Instagram, Naver blog, and Mom café forum
 - 4 Power Bloggers
 - 4 Health Influencers
 - 30 Lifestyle Influencers
 - 20 Instagram Influencers
 - 10 Mom Café Forum Posting

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- It was one of the most successful program we ran in P1. Managed to post rich and “controlled” contents to top tier blogs and community forums via power influencers
- Controlled contents were needed to spread correct information for consumers
- Influencers used SEO (search engine optimization) and many of their postings won Highest Rank Post of the day



HCP Strategy & Activities



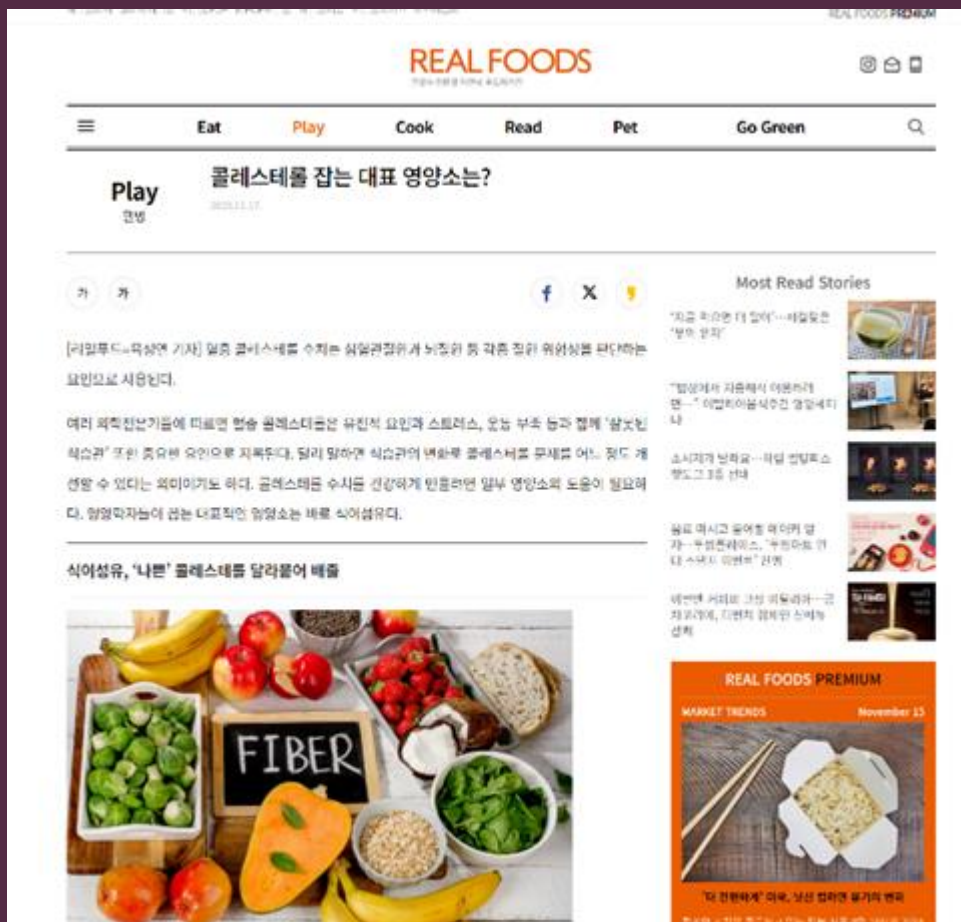
Start “new” exciting conversation and provide California Prune information to Healthcare professional. Exciting content to breakthrough the already noisy and crowded health space.

Deliver the latest California Prune Nutrition Research results when required.

Earn HCP’s attention to become their top of mind “it” food when they think of “gut and bone” health.

Promote California Prunes for snacking and make the California Prunes key messages as prominent and accessible as possible, including:

- News Bureau (Public Relations)
- HCP E-Newsletter



Translate and localize global Nutrition research press release to appropriate health and nutrition media.

Distribute information on California Prunes on traditional and digital media.

Learn the findings of CPB new research results, digest the information thoroughly, translate the global research and distribute to Korean media on time with other global markets.

Annual Goal to develop up to 4 research press release, generate 20 articles, 60M impressions, \$50K AVE

What was the actual outcome?

- **Total of 7 articles, generating 17M with \$9K AVE.**
 - Earned: 1 press release distribution to top tier media earning 2 articles, reaching 1.75 M impressions and achieve \$9K of AVE. (1 Herald Economy and 1 Real Food magazine)
 - Paid: 1 press release distribution to top blog media earning 5 articles, reaching 15.3 M impressions. (5 media reporters' blogs)

What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Media reporters loved nutrition-based information with a registered dietitian's direct quotation
- Continue to utilize research press release from the global office to promote newly published nutrition research results



Marketing Activities:



Timeline



Timeline

	Reporting Period: AUGUST – NOVEMBER 2023	Reporting Period: DECEMBER – MARCH 23/24	Reporting Period: APRIL – JULY 23/24
Trade	<ul style="list-style-type: none">Stakeholder relationship nurturing – meetingsTrade seminarTrade media interviewTrade media PR	<ul style="list-style-type: none">Stakeholder relationship nurturing – meetingsTrade E-Newsletter	<ul style="list-style-type: none">Stakeholder relationship nurturing – meetingsTrade E-NewsletterSeoul Hotel & Food Show (June)Trade media PR
Consumer	<ul style="list-style-type: none">Consumer SNS (Weekly)Social boosting campaign (October)Influencer activity (November)	<ul style="list-style-type: none">Consumer SNS (Weekly)Social boosting campaign (December, Lunar New Year)Influencer activity (Lunar New Year)	<ul style="list-style-type: none">Consumer SNS (Weekly)Social boosting campaign (May, June)Influencer activity (May – Family Month)Social listening
HCP	<ul style="list-style-type: none">Nutrition research PR	<ul style="list-style-type: none">Nutrition research PR (if available)HCP E-Newsletter	<ul style="list-style-type: none">Nutrition research PR (if available)HCP E-Newsletter

Year-Round Programming

- Nurturing trade relations
- News Bureau (Public relations)
- Social Media content development – Instagram, Facebook
- Website – ongoing content updates