



california<sup>TM</sup>  
prunes

Prunes. For life.

ITALY

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"> <li>• Set and improve the % average opening rate of CPB's Direct Marketing Emails by trade recipients</li> <li>• Estimated media value coverage achieved, per \$ invested</li> <li>• Achieve trade media coverage and reach trade contacts within trade-focused publications</li> <li>• Attend a major trade show and secure meetings with industry partners to deliver presentations on the benefits of the California Prunes Brand</li> </ul>
Consumer	<ul style="list-style-type: none"> <li>• Achieve consumer media coverage to reach Italian consumers (reach/AVE)</li> <li>• Generate reach across Social media including activities with influencers (reach/engagement rates)</li> <li>• Increase followers on Social media</li> <li>• Delight Italian consumers with the delicious taste of California Prunes, through eating a free sample</li> <li>• Generate visitors to CPB IT Website</li> <li>• Track reach and % viewability on Digital YouTube campaign</li> </ul>
HCP	<ul style="list-style-type: none"> <li>• Reach Italian HCPs in presence with scientific speech by local HCP ambassador</li> <li>• Reach consumers and support consumer and trade PR with ongoing local HCP ambassador</li> <li>• Set and improve the % average opening rate of CPB's Direct Marketing Emails by HCP recipients</li> <li>• Drive readership of our existing archive of newsletters and publish new developments in a timely manner</li> <li>• Reach HCPs through media relations (e.g., trade press releases published by specialist HCP publications (print and digital)</li> <li>• Estimated media value coverage achieved</li> </ul>



# Communications Highlights



# Communications Summary – Year to date



**Social Media CPB**



**Influencer-owned Social Media Activity**



**(Consumer + Trade) Digital and Traditional Print Media**  
*Does not include joint HCP coverage that is already included in the UK report*



**TV and Digital TV Activity**



**Website**

**YTD performance (Organic + Boosted total per platform)**

Followers: 4,786  
Reach: 279,995  
Engagement Rate : 21%

Followers: 57,125  
Reach: 377,230  
Engagement Rate : 16%

**YTD performance**  
Number of posts: 10  
Reach: 432,756  
Engagement Rate : 6.4%

**YTD performance**  
**Earned**  
Number of articles: 52  
Reach: 1,659,174  
**Paid for**  
Number of articles: N/A  
Reach: N/A  
**Combined Total**  
Number of articles: 52  
Reach: 1,659,174

**YTD performance**  
**Earned**  
Reach: N/A  
**Paid for**  
Reach: N/A  
**YouTube**  
Impressions: 12,185,156  
Viewability: 88.81%

**YTD performance**  
 Number of unique visitors: 20,194  
 Average time per session: 00:16  
 Average pages per session: 1.61



# Trade Strategy & Activities

## Cosa rende uniche le Prugne della California?

**Tutto.**

Scegliete la frutta essicata di prima qualità come le Prugne della California. Assicuratevi che sull'etichetta ci sia la denominazione d'origine "California" e/o "USA". Il 60% degli italiani che consumano frutta secca ha riferito che preferisce acquistare Prugne della California/USA\*.



### Attività in Italia



Partnership con maître chocolatier e chef italiani



Progetti integrati di marketing e comunicazione



Fiere consumer



Product placement TV



#### NEWSLETTER

Iscriviti per ricevere aggiornamenti sulle attività di promozione e marketing!  
[www.californiaprunes.net/it/contact-us/](http://www.californiaprunes.net/it/contact-us/)

Se siete interessati all'acquisto di Prugne della California o a maggiori informazioni visitate [californiaprunes.net/it/trade](http://californiaprunes.net/it/trade)

@PrugneDellaCalifornia @prugne\_della\_california

\*Studio promosso online dal California Prune Board con Rose Research durante il mese di Luglio 2021. Condotta su un panel rappresentativo di 401 consumatori italiani (donne e uomini) tra i 16 e i 75 anni che vivono a Milano e hanno acquistato frutta secca.



Leverage California Prunes' distinctive characteristics - designation of origin, premium quality, unique taste, versatility, and commitment to the sustainability of the production process - to continue positioning California Prune Board as a reliable trade partner in Italy.

Highlight the nutritional benefits of California Prunes and its versatility and the Board's commitment to research and promotion in Italy and globally, in order to demonstrate the excellent positioning of whole prunes in the ever-growing "healthy food" market sector.

Activities include:

- News Bureau
- Trade Event
- Trade media partnership
- Trade Show - Anuga
- Trade E-Newsletters

# Trade



## Prugne della California: boom dei video promozionali

29 Settembre 2023



Autore Redazione

Oltre 12 milioni di Italiani hanno visualizzato i due spot pubblicati su YouTube

Il California prune board (Cpb) - che rappresenta coltivatori e confezionatori di prugne provenienti dalla California - conferma il suo impegno nel mercato italiano per la promozione della versatilità e dell'alta qualità delle Prugne della California con la pianificazione di una campagna video preroll su YouTube per i mesi di maggio e giugno 2023.

## Trade News Bureau



### Italy, August – November, 2023

Further strengthen CPB's relationship with trade media, increasing the touchpoints to catch all the coverage opportunities including events and interviews. Reach them with a balanced mix of content to keep on pushing key messages and CPB commitment in Italy and globally.

#### What was the actual outcome?

- 1 trade press release dedicated to Cardiovascular Health studies for a total of 6 articles; 19,685 total reach; \$27,400 total AVE
- 1 trade press release dedicated to CPB YouTube Campaign for a total of 8 articles; 36,200 total reach; \$28,900 total AVE
- 1 trade press release dedicated to CPB partnership renewal with Stefano Collomb for a total of 4 articles; 16,493 total reach; \$18,140 total AVE
- 1 trade press release dedicated to CPB partnership renewal with the Athletes for a total of 3 articles; 12,300 total reach; \$ 8,700 total AVE

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

- Communications like the Cardiovascular Health studies and YouTube Campaign performed very well among trade journalists as they confirmed CPB's commitment in showing California Prunes' distinctive nutritional characteristics and marketing activities in Italy



# Trade



## Chocolate Event – “Un match perfetto”



Italy, October 2023

Exclusive event for journalists and influencers to discover all the nuances of chocolate combined with California Prunes and other ingredients. During the event, the maître chocolatier Stefano Collomb created live Abeti in Festa with California Prunes and the Food Mentor Myriam Sabolla guided guests through the chocolate and California Prunes tasting.

The event aimed at generate media coverage and create an occasion to meet media in person to strengthen the relationship with them.

### What was the actual outcome?

- 26 guests among journalists and influencers
- The event was organized in two sessions one at 10.00 am and one at 11.30
- 1 consumer and 1 trade press release that generated: 16 articles, total reach: 1,023,863 total AVE: \$ 82,453
- 42 Instagram Stories posted during the event by the guests
- 1 Instagram and 1 Facebook post: Total Reach 143,116, Video Views 88,985, Engagement 89,139

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

- Creating an open agenda makes it easier for journalists to participate
- Meeting journalists and influencers in person is important to strengthen media relations and understand their interests
- Collaborating with experts is crucial for creating authoritative and quality content
- Actively engaging participants with questions is essential to best convey the messages of the versatility and quality of California Prunes

# Trade



## Prugne della California

### Protagoniste nella ricerca per il benessere di ossa e cuore

La ricerca conferma le proprietà positive che le Prugne della California hanno sulle ossa. California Prune Board ne promuove il consumo incentivando gli studi scientifici per valorizzarne i benefici per la salute.

Ottobre è il mese dedicato alla salute e al benessere delle ossa, e il California Prune Board (CPB), rappresentante dei coltivatori e confezionatori di prugne provenienti dalla California, vuole sottolineare quanto

sia importante mantenere le proprie ossa in salute attraverso una sana alimentazione. L'attenzione al cibo sano e gustoso, che può essere consumato a colazione, come spuntino o come ingrediente per pasti principali, è in costante crescita, e l'industria delle Prugne della California è in prima fila nel promuovere il profilo nutrizionale di questo alimento e nell'investire nella ricerca per valorizzarne i benefici per la salute.

Il California Prune Board ha condotto numerosi studi negli ultimi anni per esaminare la connessione tra prugne secche e la salute delle ossa. Uno dei più recenti, condotto dalla Pennsylvania State University, ha dimostrato che il consumo quotidiano di prugne secche può



**Annamaria Acquaviva**



## IL CALIFORNIA PRUNE BOARD RINNOVA LA COLLABORAZIONE CON IL MÂITRE CHOCOLATIER STEFANO COLLOMBI: GLI "ABETI IN FESTA" CON PRUGNE DELLA CALIFORNIA LA CREAZIONE PER LE FESTIVITÀ 2023

Il California Prune Board (CPB) - che rappresenta coltivatori e confezionatori di prugne provenienti dalla California - rafforza l'impegno in Italia con un'attività integrata di marketing e comunicazione volta alla promozione della versatilità, alta qualità e gusto distintivo delle Prugne della California.

Proseguir, infatti, anche per l'anno 2023/24 la collaborazione tra il CPB e il maître chocolatier Stefano Collobi, proprietario della storica pasticceria-chocolateria "Chocolat" di La Thuile, in Valle d'Aosta.

La partnership, nata nel 2018, porta avanti con successo lo speciale incontro tra l'arte cioccolateria italiana e la versatilità delle Prugne della California, promosse in Italia e in tutto il mondo dal CPB.

Le Prugne della California trovano nel cioccolato un abbinamento unico che ne mette in risalto l'alta qualità e la versatilità. Siamo felici di rinnovare la collaborazione con il maître chocolatier Stefano Collobi, che interpreta al meglio l'elegante connubio del cioccolato con le Prugne della California, offrendo agli sviluppatori di alimenti e al pubblico italiano nuove interpretazioni di altissima qualità: sempre più innovative e gustose", spiega Esther Ritson-Elliott, Director of International Marketing & Communications del California Prune Board.

In vista delle Festività 2023 Stefano Collobi ha creato "Abeti in Festa" con Prugne della California, una coppia di abeti di cioccolato fondente decorati con Prugne della California. Il gusto distintivo e la qualità premium delle Prugne della California donano al cioccolato fondente 62% un'inconfondibile consistenza, accompagnata nel primo abete dalla consistenza del granulo morbido delle amande candite, mentre nel secondo da un tocco di croccantezza finale di scaglie di caramello e burro salato.



La qualità premium e il gusto inconfondibile delle Prugne della California si sposano alla perfezione con il cioccolato artigianale. La consistenza elastica e la versatilità di questo ingrediente unico mi permettono di sperimentare nuovi abbinamenti con creazioni inedite, molto apprezzate dai miei clienti fidelizzati grazie alla continuità nel rinnovo dell'offerta della mia cioccolateria", afferma il maître chocolatier Stefano Collobi.

Le nuove creazioni al cioccolato con Prugne della California realizzate tra la fine del 2023 e la primavera 2024 da Stefano Collobi saranno disponibili presso la pasticceria-chocolateria "Chocolat" di La Thuile in Valle d'Aosta.

[SCOPRI DI PIÙ](#)

### Perché scegliere le Prugne della California?

#### Gusto

Dolci, succose, morbide

Clicca qui per saperne di più



## Trade media partnership - Italia a Tavola

Italy, September – November, 2023

Partnership agreement with the top Italian trade media 'Italia a Tavola' implementing a focused digital and print plan to strengthen California Prunes brand reputation and reliability among B2B stakeholders and buyers in Italy.

### What was the actual outcome?

- 1 print double page editorial for a total circulation of 65,000
- 1 print and 1 digital ADV page for a total circulation of 1,065,000
- 1 digital ADV page on CHECK-IN magazine for a total circulation of 600,000
- 1 DEM distributed to 150,000 subscribers and 1 dedicated social post on Italia a Tavola's Instagram and Facebook with 240,000 total followers
- 1 WEB-Banner on the website homepage between October and July with 10,000 average daily users. Average total clicks rate will be provided by editor at the end of the activity in July 2024
- 2 WEB-banner one in weekly newsletter and one in weekly professionals' newsletter between October and June. Average total clicks rate will be provided by editor at the end of the activity in July 2024.

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

- Ongoing planning on the primary Italian trade food media boosts CP scores for premium quality, service, and category representation among a targeted yet broad audience, making it a key marketing support for Italian trade members



# Trade

## Anuga 2023

Cologne (Germany), October 2023

In October we visited Anuga, one of the largest and most important food and beverage fairs worldwide. We met industry stakeholders from around the world and strengthen relationships with old and new partners. This meets our Activity Level Goal for Trade.



### What was the actual outcome?

- We took multiple meetings with key trade stakeholders and CPB industry
- We also met with Trade Media and attended the International Nut & Dried Fruit evening event with other major collaborators
- Secured one media interview with Esther Ritson-Elliott – IHS

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

- It is very important that CPB attends these high-profile exhibitions as they are the perfect platform to network and showcase our premium brand





# Trade E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
<b>Open Rate</b>	Maintain the average opening rate across the E-Newsletters	25%	41.18%			41.18% (+16.18%)
<b>Number of E-Newsletters sent throughout the year</b>	Deliver at least 3 E-newsletters within 23/24	3	1			1
<b>Number of Trade Contacts/Reach</b>	Increase mailing list contacts to 55	52 (at time of sending the P1 newsletter)	52			52
<b>CTR (Click through rate)</b>	n/a	n/a	3.92%			3.92%

# Consumer Strategy & Activities



Encourage consumers to take care of themselves by enjoying an active and positive lifestyle where California Prunes can help them feel good with taste.

Promote California Prunes for snacking, as a versatile ingredient with healthy benefits delivering their key messages in a consumer friendly and impactful way:

- News Bureau
- Social Media Communication and Content Creation
- Chefs, Influencers and Creators with content on Instagram and Facebook
- Professional athletes' collaboration – Drive in Paris 2024
- Digital - YouTube Campaign
- Website management

# Consumer

LA CUCINA  
ITALIANA

## Idee regalo di cioccolato per un dolcissimo Natale (e oltre)

di Redazione e Fabiana Salù  
21 novembre 2023

**Alla ricerca di idee regalo di cioccolato?** Oltre al panettone, al pandoro, alla miriade di dolci regionali natalizi, durante le feste non può mancare nemmeno il cibo degli dei. Difficile è scegliere: sotto l'albero si possono mettere veri e propri capolavori, dalle scatole con selezioni di cioccolato pregiato, che fanno la gioia degli intenditori, alle creazioni con le forme delle feste, fino a piccole meraviglie pensate per la gioia dei bambini.



5/24

### Prugne della California e Chocolat

Prive di grassi e di zuccheri aggiunti, le Prugne della California sono anche estremamente versatili. Perfette, in particolare, in pasticceria. Un esempio? **Gli Abeti in Festa**, realizzati da **Stefano Collomb**, maître chocolatier per il California Prune Board e pasticcere della pasticceria-cioccolateria "Chocolat" di La Thuile, in Valle d'Aosta.  
Possono essere ordinati telefonicamente al numero 0165.884783

## Consumer News Bureau



### Italy, August – November, 2023

Further consolidate relationships with key media contacts and expand the media circle with an engagement program made of different assets: on-going creative and fresh newsworthy stories, authoritative advocates/experts' quotes/interviews, appealing events, product tasting through creative press kits and special food creations deliveries.

#### What was the actual outcome?

- 1 Consumer press release dedicated to Cardiovascular Health for a total of 7 articles, 204,204 Total reach and AVE \$ 62,420
- 1 Consumer press release dedicated to Bone health for a total of 4 articles, 1,442 Total reach and AVE \$ 4,510
- 1 Consumer press release dedicated to the Pairing between Chocolate and California Prunes and the Christmas Trees of Stefano Collomb for a total of 12 articles, 1,007,370 Total reach and AVE \$ 64,313
- 11 press kits sent to the top Italian lifestyle and food outlets with Stefano Collomb's Christmas creation

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

- The collaboration with health professionals always add value and credibility to the PR communication to media , especially with consumer outlets who do are not specialized only in those fields
- The possibility to meet media and send them creations with California Prunes is fundamental for the relationship and to achieve great and high quality results in terms of reach and visibility



# Consumer



## Social Media Communications



### Italy, August – November, 2023

Use Social Media platforms as a tool to establish a relationship with consumers and deliver key messages of California Prunes of quality, health and versatility. Gain precious insights and increase California Prunes' visibility, generating reach and engagement rate and expand the Italian community.

Add value to the social media presence with content creation to communicate the premium level of the product and engage with the community.

#### What was the actual outcome?

- 33 posts on California Prune Board' Instagram and Facebook accounts generated 657,225 Total Reach, 19.2% Engagement rate and led to 1,086 New Followers
- 86 stories shared on California Prune Board' Instagram account generated 1,831 Total Reach and 1,744 Total Engagement
- Content creation: 2 static visuals, 1 motion graphic content and 1 stop motion video on the brand's owned channels generated 50,123 Total Reach and 60,762 Total Engagement

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

- Social media activity is among the primary vehicles to promote brand awareness, engagement and website traffic
- Content creation allows to support the key messages of the consortium and reach a higher audience
- It is important to always find new engaging formats that keep the community interested



# Consumer



## Michela Coppa collaboration



Italy, August – November, 2023

Content creation with Michela Coppa to highlight the benefits of California Prunes for a healthy lifestyle

Position California Prunes as the key ingredient for a healthy lifestyle, generate reach across social media and create engagement.

### What was the actual outcome?

- 4 posts on Michela Coppa's Instagram account and 14 Instagram Stories: 327,427 Total Reach and 5,687 Total Engagement
- Sharing of the video of Michela Coppa on CPB Instagram and Facebook accounts generated: 6 posts and 9 Instagram Stories, 94,480 people reached, 131,631 total engagement
- 3 recipes on CPB website generated: 350 Page Views

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

- The simplicity of the video recipes has generated a significant amount of interest among the public
- It is important to insert all the ingredients and more details in the copy of the content as users are looking to replicate the recipes

# Consumer



## Teresa Balzano collaboration



Italy, August – November, 2023

Renewing the collaboration with Teresa Balzano as the historical Italian food expert of California Prunes and the creator of ever-new and tasty recipes that perfectly enhance the versatility in cuisine of California Prunes.

Create always new recipes and follow food trends with an Italian touch to inspire consumers of the Italian market.

### What was the actual outcome?

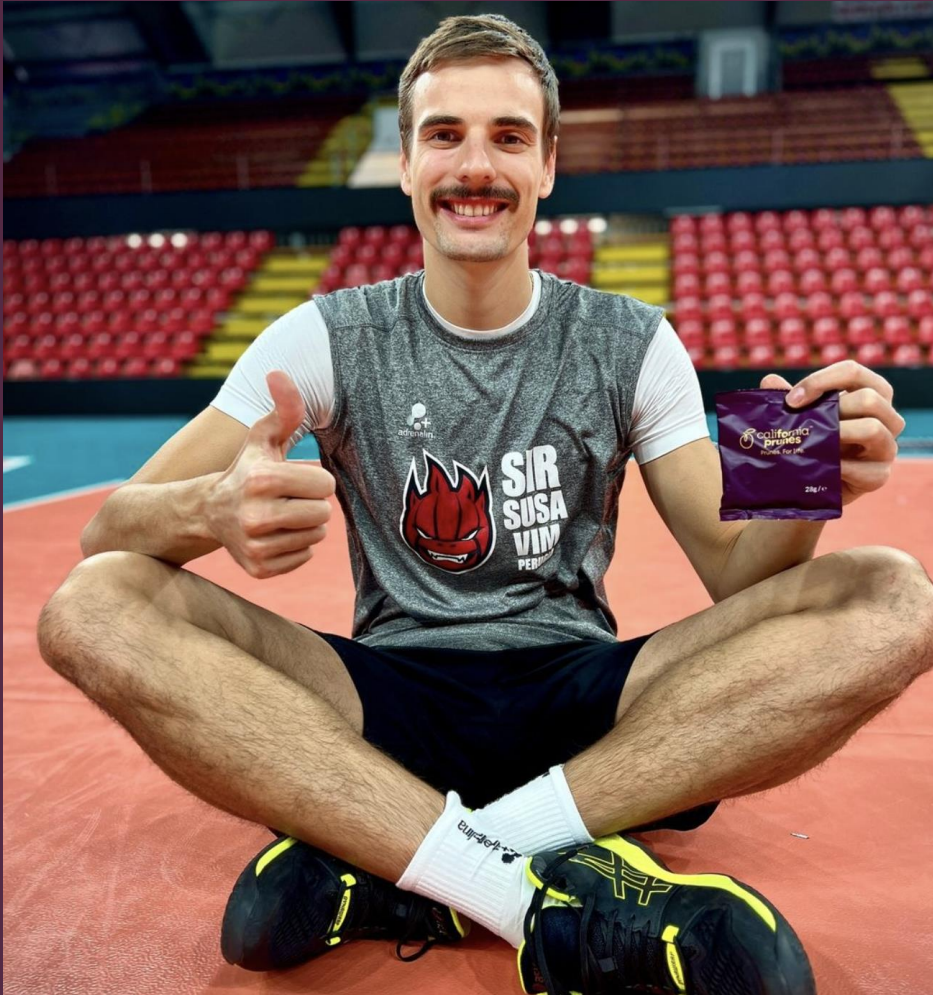
- 4 posts on Teresa Balzano's Instagram account and 2 Instagram Stories: 15,422 Total Reach and 1,963 Total Engagement
- Sharing of the video of Teresa Balzano on CPB Instagram and Facebook accounts generated: 9 posts and 3 Instagram Stories, 31,425 people reached, 44,320 total engagement
- 3 recipes on CPB website generated: 256 Page Views

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

- Staying up-to-date on big and small changes in food trends is a very important element in keeping the community's attention
- Videos will increasingly focus on gourmet pairings, creative pairings and industry trends also to create distinctive and interesting content for an integrated communication online and with media



# Consumer



## Drive into Paris 2024 (Olympic Games)



Italy, October – November, 2023

Strengthen the collaboration with top Italian athletes to reinforce the connection with California Prunes and sport in the year of the Olympics Games in which athletes will be on the spotlight, especially those who will compete for medals.

Reinforce the message of California Prunes as top ally for the people who practice sport and create reach among social media.

### What was the actual outcome?

- 2 posts on Simone Giannelli and Simona Quadarella Instagram account and 2 Instagram Stories: 89,907 Total Reach and 11,647 Total Engagement
- Sharing of the video of Giannelli and Quadarella on CPB Instagram and Facebook accounts generated: 4 posts and 2 Instagram Stories, 94,743 people reached, 11,923 total engagement

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

- The strength of the content lies in natural communication close to the athlete's community
- The video format and the stories of the athletes during their trainings are an interesting point of view for users and a good connection with California Prunes

# Consumer



Cosa rende uniche  
le Prugne della  
California?



Avete mai preparato  
un menù con le  
Prugne della California?

## You Tube Campaign

Italy, November 2023



Raising awareness and drive interest of California Prunes amongst target audiences with a 2-phase campaign. This delivered a first 15" video to two different audiences in the first phase and retargeted each audience with the 2<sup>nd</sup> video in the second phase.

**What was the actual outcome? (what results did we achieve, and how do they contribute to overall goals)**

- Total Delivered Impressions 12,185,156
- Viewability Rate 88.81%
- Clicks 7,093
- Unique Users

Provenance Video	1 <sup>st</sup> Phase	2,518,985
Provenance Video	Retargeting	1,034,501
Versatility Video	1 <sup>st</sup> Phase	2,526,435
Versatility Video	Retargeting	1,015,250

**What did we learn from the activity?**

- The overall results of the campaign were positive in comparison to the activity in the previous year
- All planned impressions were delivered
- The clicks increased since the last campaign



# HCP Strategy & Activities



Leverage on CPB long term commitment in scientific research to further consolidate California Prunes healthy nutritional characteristics among Italian Healthcare Professionals (HCPs).

Implement the focus of communication on bone and gut health messages with sport-based content, consistent with the integrated consumer communication activities in Italy.

Activities include:

- Local dietitian and nutritional annual partnership
- Video pills with health professionals (consumer crossover)
- Targeted E-Newsletters
- News bureau and media relations (joint activity with UK)



# HCP



## HCP Ambassador Annamaria Acquaviva



Italy, August-November, 2023

Renew the successful partnership with local dietitian and nutritionist Annamaria Acquaviva to support CPB reaching Italian target audiences thanks to her effective professional and communication skills and her full understanding of California Prunes. Her long-lasting relationship with the California Prune Board enhances credibility and reliability.

### What was the actual outcome?

- Contribution to 1 consumer press releases dedicated to children nutrition, 1 to Heart Health and 1 to Bone Health for a total of 15 articles, 88,960 Total reach and AVE \$ 95,600
- Consultancy for social media content creation dedicated to Fall nutrition

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

- Annamaria Acquaviva is as a key reference point for the the California Prune Board in Italy, providing added value to all media targets and communication
- The expertise of a professional like Annamaria Acquaviva adds value not only in creating media-targeted communications but also in developing digital content to directly engage with consumers

# HCP/Consumer



## Video Pills

Italy, August – November, 2023

Renew the video pills format by having CP's nutritionist Annamaria supported by an osteopath and a psychologist to make these videos more engaging and richer in content.

Put attention on the benefits of California Prunes as part of a healthy lifestyle, with a focus on bones and mental health. The goal is to educate consumers and reach new audiences on social media.

### What was the actual outcome?

- The first video pill generated 1 post and 1 story on California Prunes' Instagram and Facebook accounts, 39,685 Total Reach, 34,135 Total Engagement
- 1 post Annamaria Acquaviva's Instagram account generated 1,756 Total Reach, 2,856 Total engagement

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

- The effectiveness and immediacy of videos on social media is a successful tool for divulgation
- The project has benefited from the participation of a new expert that gave a new perspective on the topic of bone health, adding new insights for the audience





# HCP E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
<b>Open Rate</b>	Maintain the average opening rate across the E-Newsletters	25%	36.67%			36.67% +11.67%
<b>Number of E-Newsletters sent throughout the year</b>	Deliver at least 3 E-newsletters within 23/24	2	1			1
<b>Number of Trade Contacts/Reach</b>	Increase mailing list contacts	63 (at time of sending the P1 newsletter)	63			63
<b>CTR (Click through rate)</b>	n/a	n/a	3.33%			3.33%



# Marketing Activities:



Timeline

## Timeline

	Reporting Period: AUGUST – NOVEMBER 2023	Reporting Period: DECEMBER – MARCH 23/24	Reporting Period: APRIL – JULY 23/24
<b>Trade</b>	<ul style="list-style-type: none"> <li>▪ Stefano Collomb PR event</li> <li>▪ Italia a Tavola media partnership</li> <li>▪ Trade e-newsletter</li> <li>▪ Trade Show - Anuga</li> <li>▪ Press kit with Stefano Collomb</li> </ul>	<ul style="list-style-type: none"> <li>▪ Italia a Tavola media partnership</li> <li>▪ Trade e-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>▪ Italia a Tavola media partnership</li> <li>▪ Food media partnership</li> <li>▪ Trade e-newsletter</li> </ul>
<b>Consumer</b>	<ul style="list-style-type: none"> <li>▪ Michela Coppa Campaign</li> <li>▪ Athletes project</li> <li>▪ Teresa Balzano collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Michela Coppa campaign</li> <li>• Athletes project</li> <li>• Andrea Mainardi collaboration</li> <li>• Welcome to virtual California event</li> <li>• Teresa Balzano collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Andrea Mainardi collaboration</li> <li>• Sonia Peronaci project</li> <li>• Consumer event</li> <li>• Digital YouTube campaign</li> <li>• Teresa Balzano collaboration</li> </ul>
<b>HCP</b>	<ul style="list-style-type: none"> <li>▪ HCP Newsletter</li> </ul>		<ul style="list-style-type: none"> <li>• HCP Newsletter</li> </ul>

## Year-Round Programming

- Consumer and Trade News Bureau (Public Relations and Press Office)
- Website Content Nurturing
- Social Media Content, Communication and Engagement
- Video pills with Annamaria Acquaviva and professionals
- Ongoing deliveries (samples, kits, media gifts)
- HCP News Bureau (Public Relations)
- Local Nutritionist – Dr Annamaria Acquaviva