



California Prune Board

2023-2024 Canada Marketing Plan

AUGUST 1, 2023 – JULY 31, 2024





Canadian Market Overview

- Vision and Purpose
- Expanding Visibility
- Trends
- Market SWOT analysis
- Communication Opportunities/Challenges
- Target Audience



CPB Vision



A world enthusiastic
about California Prunes





CPB Purpose



Promote lifetime
wellness through the
enjoyment of California
Prunes





CPB Marketing Strategy - Expanding Visibility

Develop and execute Global PR & Marketing communication that builds awareness among audiences to help drive the consumption of California Prunes by informing and educating





Market Food Trends At-A-Glance



Growth of the Reducetarian

Recent research suggests that one-in-four Canadians are flexitarians who eat mostly a plant-based diet but occasionally consume animal products. Reducetarianism takes it one step closer to veganism and reduces animal products as much as possible.



Sustainable snacks

On the sustainability front, 70% of consumers believe that plant-based snacks are better for the environment in the long run.



Food costs on the rise

During the past year (April 2021-April 2022), the price of food rose by 9.7%. Canadians had to pay much more for basic food staples, such as fresh fruit (+10%), meat (+10.1%) and fresh vegetables (+8.3%). With rising costs in other areas such as shelter and transportation, Canadians have also been less able to budget money for food.



The rise of functional food and beverages

When asked “the reasons” for purchasing functional foods (highly nutritious with powerful health benefits, i.e. protect against disease and promote growth and development) and beverages, the immune system (58%), and healthy bones and joints (46%) were the top two responses.



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STRENGTHS

- Canada and the U.S. enjoy comparable food safety systems, providing shopper confidence.
- About 67% of Canadians say that in the past year, they've grown more interested in how their diets affect their overall health and immunity. (Deloitte 2021 Study)
- Taste is a proof point – at a sampling event in 2022 of those who said “No” they do not purchase prunes – 79% said they would in the next month.
- As the top market share holder in Canada, California Prunes has a strong foundation for sustained volume and value in the market.

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WEAKNESSES

- Origin opportunities are weak due to Canadian labelling laws.
- Canadians are hesitant to purchase dried fruit due to concerns about sugar level.
- Canadians often associate prunes with digestion and are less aware of other health benefits.
- When asked in which area they were most affected by rising prices due to inflation, 43% of Canadians answered food. (Statistics Canada 2022 study)

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OPPORTUNITIES

- Purchase frequency remains high with 4 in 10 consumers buying at least once a month. (Rose Research 2022)
- Research has shown that men purchase prunes more often than women in Canada (+10% from U&A 2021) making them a prime audience for more targeted messaging.
- Canadians are focused on health and wellness, and as a result, they are looking for healthy snacks and foods that will help them make improvements to their diet and lifestyle in the year ahead.
- In 2022 dates had a trending moment when a creator posted a recipe for a Snickers-like concoction using the snack referenced as nature's candy. With the right creator and recipe California Prunes could achieve the same.

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THREATS

- California Prunes are competing for share of stomach with other healthy snacks and are a low-interest product.
- California Prunes' competitors will be fighting to reclaim the shelf space, consumers, and market share they lost during the past 1-2 years.
- California/USA is considered to be the region/country that produces the best prunes (two-fifths) although just as many or more have no preference on the matter. (Rose Research 2022)



Who are our target audience categories and what are our priority approaches to them?

TRADE

- Importers, Wholesalers, Retail Buyers
- Continue stimulating the trade's enthusiasm for purchasing California Prunes by regularly communicating nutrition benefits, research findings, premium quality, sustainability and marketing support in the Canadian market
- Maintain the trade's engagement through targeted communication, consistent ads and coverage in trade outlets

HCP

- Dietitians, Nutritionists (holistic, sports, etc.)
- Increase education to/endorsements from Health Care Professionals (HCPs) for California Prunes by reaching out to HCPs and ongoing communication through e-newsletters
- Reach influential HCPs through ambassadors speaking at key events

CONSUMER

- **Primary:** Canadians who are interested in health and nutrition but have not bought California Prunes
- **Secondary:** Existing and lapsed prune-buying consumers who will purchase more with reminders of health benefits and versatility
- Increase brand awareness through a variety of activities including, PR, social, sampling, influencer, events, etc.



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"> • Increase California Prunes-origin labelled SKUs available at Canadian retail • Trade e-newsletters: open rate + contact list size • Trade ads impressions • Earned trade media pitching • Trade leads and new e-newsletter sign-ups at tradeshow
Consumer	<ul style="list-style-type: none"> • Social media influencers – impressions + ER • Digital display + YouTube ads – impressions + CTR • Podcast ads + downloads • New website content – page views • TV segments + earned media relations – impressions • Media partnerships with sponsored content – impressions • Search word ads – impressions + CTR • Website pageviews • Brand-owned social media – impressions + ER • Samples distributed to consumers • Influencer/media events – impressions + attendance
HCP	<ul style="list-style-type: none"> • Samples distributed to HCPs • Nutritionists/registered dietitians aware of the bone-related benefits of California Prunes • Nutritionists/registered dietitians recommend prunes to their clients/patients • HCP e-newsletter: open rate + contact list size • HCP panel: attendance



Canadian Marketing Program

- Campaign Creative Theme
- Program Activities
 - Trade
 - Consumer
 - HCP Nutrition Communications
 - Incremental Ideas



Campaign Creative Theme

Connecting the elements to each other and everything to the brand





Campaign Platform Overview

WHAT IT IS...

- Building on the success of the previous two program years, the platform will act as a north star to ensure that all campaign elements position California Prunes as the ideal choice when it comes to gut and bone health.
- The platform is an engaging theme that provides us a way in to hook our audience (consumer media, consumers, trade, HCPs) to communicate the primary health benefits of California Prunes, providing an opportunity to then speak to quality, origin, taste and versatility.

WHAT IT IS NOT...

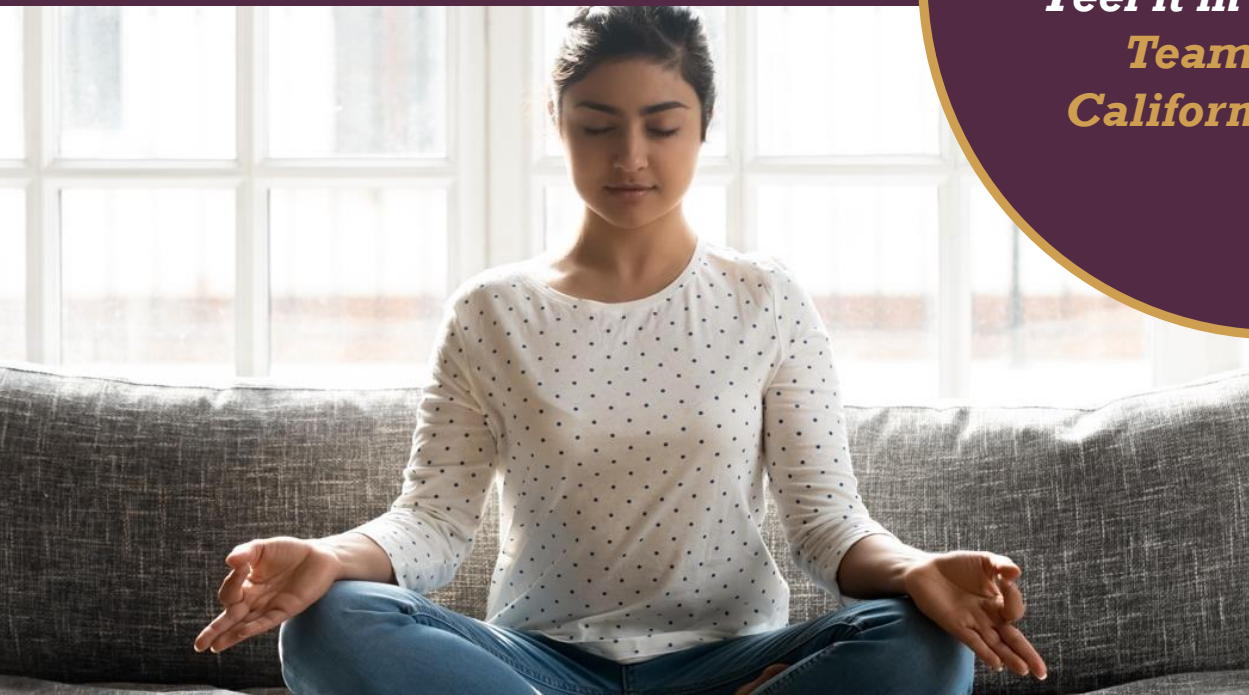
The campaign platform must complement, not replace, our brand platform





CONCEPT

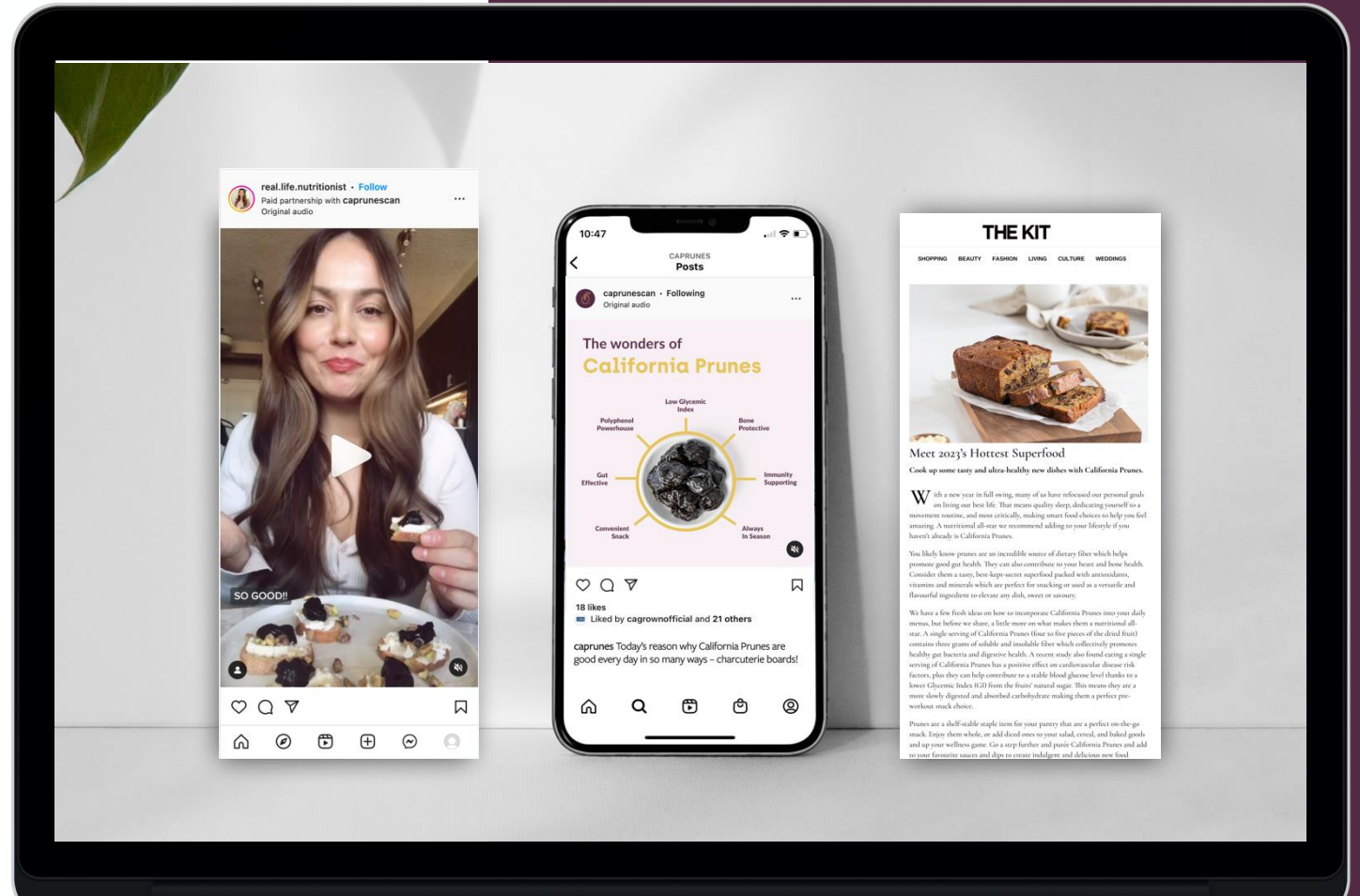
*Go with your gut.
Feel it in your bones.
Team Up with
California Prunes.*





Go with your gut. Feel it in your bones. Team up with California Prunes will come to life through:

- Trade communications and events
- Influencer/social/ digital communications
- Broadcast and media relations
- Consumer and media/influencer events
- Owned channels
- Healthcare professional communications and events





Program Activities





23/24 Trade Strategy

Integrate the themed consumer concept of "Go with your gut. Feel it in your bones. Team up with California Prunes" into trade communications to demonstrate how California Prunes is increasing mass consumer awareness, thereby encouraging retailers to give shelf prominence to prunes from California.

We will continue keeping the trade engaged to ensure their enthusiasm for promoting California Prunes in the retail sector.

Focus on loyalty towards premium Prunes from California and activities that will promote the California difference.

Activities include:

- Trade Advertising
- Trade E-newsletters
- Trade Press Releases & Media Relations
- Taste Canada Cook the Books – Student Cooking Competition



The infographic features the California Prunes logo at the top left with the tagline "Prunes. For life." The main headline reads "Go with your gut." Below this, it states "Team up with the preferred superfood of 2023" and notes that "The California Prune Board has an extensive national promotional program to assist retailers." A map of Canada is shown with callouts for "Meet us at CHIA NOW Vancouver April 5-2, 2023", "Sampling Events", and "Influencer Dinner Montreal". A list of "National Activities" includes Television, Media Partnerships, Podcasts, and Digital Advertising. A "VISIT" section points to CaliforniaPrunes.ca/trade for e-newsletter sign-ups. A quote states: "Consumers are going into stores looking for not just any dried fruit or prune — they want California Prunes. 47% of Canadians reported they would prefer to purchase Prunes from California than anywhere else." A final note says: "Don't miss out! Make sure it says 'California' on the label. Visit us at CaliforniaPrunes.ca/trade to inquire about placing the California Prunes logo on pack to signal quality to your customers." The bottom of the infographic includes the website CaliforniaPrunes.ca/trade, the Twitter handle @CAprunesCAN, and social media icons for Facebook and Instagram. A small footnote at the bottom left reads: "Based on an independent survey conducted by Stone Research in June 2023 among 1,502 English- and French-speaking adults and female Canadians, aged 18 to 75, who are the primary grocery shopper and have ever purchased an dried fruit."



Top-Tier Target Media Outlets

Trade	Hybrid Publications (Consumer & Trade)
<p>Outlets intended to reach the trade audience that is interested in the latest news on Food service, food innovations etc.</p> <ul style="list-style-type: none"> • <i>Grocery Business</i> – 92,400 impressions • <i>Western Grocer</i> – 74,800 impressions • <i>Canadian Grocer</i> – 324,000 impressions • <i>Food in Canada</i> – 60,500 impressions • <i>Food Service & Hospitality</i> – 150,000 impressions • <i>Canadian Food Business</i> - 52,000 impressions • <i>Menu Magazine</i> – 181,000 impressions 	<p>Outlets intended to reach the health, lifestyle and food audience through important news</p> <ul style="list-style-type: none"> • <i>Elle Gourmet</i> – 600,000 impressions • <i>National Post</i> – 738,00 impressions • <i>Toronto Star</i> - 2,213,000 impressions • <i>Best Health</i>- 798,000 impressions • <i>Reader's Digest</i>- 205,000 impressions • <i>Impact</i>- 300,000 impressions • <i>Toronto Life</i>- 1,054,000 impressions • <i>Nuvo Canada</i> – 3,531,500 impressions • <i>House & Home</i> – 3,996,000 impressions



grocery BUSINESS **westerngrocer**

CANADIAN GROCER **FOOD.CANADA**
Canada's Food & Beverage processing magazine

FOODSERVICE
AND HOSPITALITY

MENU
CANADA'S FOODSERVICE MAGAZINE

CANADIAN
HOUSE & HOME

E L L E
Gourmet

NATIONAL POST

IMPACT
MAGAZINE

TORONTO STAR

READER'S DIGEST
best
health





TRADE ACTIVITY

ACTIVITY: Trade Advertising

Trade contacts including retailers, buyers, chefs, product developers, etc., continue to be an important audience for the CPB. They provide a platform to reach the end audience and play a key role in acting as a bridge between the consumer and the product.

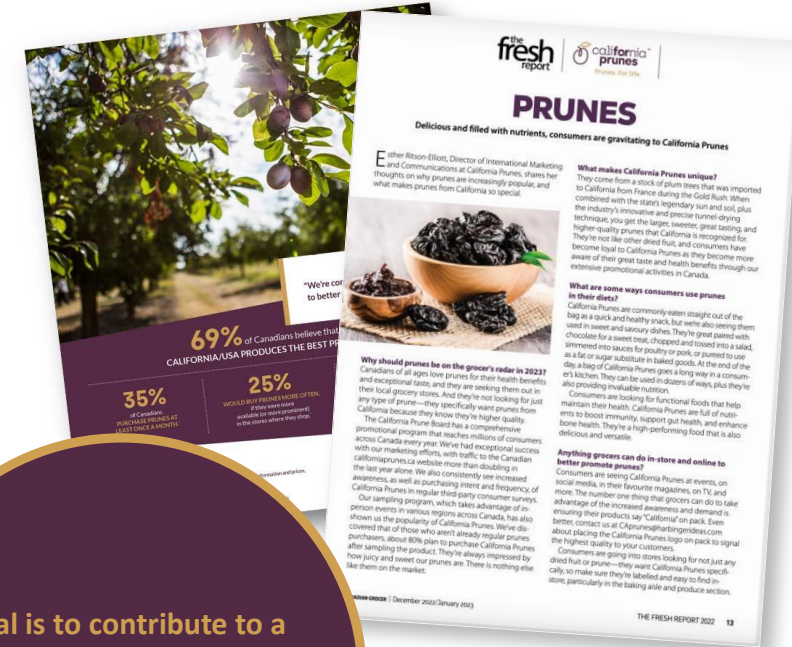
Over the years the California Prune Board has successfully forged strong relationships with influential trade contacts through partnerships that come to life through advertising and ongoing media relations. Building on the momentum of our past programs we will continue to reinforce our key messages including nutrition and health claims, quality and the versatility of prunes in seasonal recipe applications through a series of digital ad buys.

The goal of the trade advertising program is to encourage our target audience to team up with California Prunes through inspirational themes/content and convincing statistics and research.

OUTPUT

- Execute a digital advertising program with four (4) publishers
- Content will vary from banner ads, sponsored content, e-newsletters and full-page spreads and messaging will be customized to suit the readership of the publication
- Garner over 500,000 impressions
- CPI: \$0.05

Please see subsequent slides for this year's recommendations, including rationale and CPI (Cost per Impression).



Goal is to contribute to a total of 950 page views of the Trade section of the website

TRADE ACTIVITY



ACTIVITY: Trade Advertising - Canadian Grocer

Canadian Grocer (CG) is the most influential brand among key decision-makers in the grocery industry. To reach retailers and key decision makers about the nutrition benefits, quality and versatility of California Prunes, the CPB team recommends a paid partnership with CG. Leveraging key seasonal themes, the first round of content is suggested to run in *September with a "Back to School Brain Foods" narrative while the second round of content is suggested to run in May leveraging "Functional Food for Bone Health." Each article will be supported with nutrition facts, a quote from our RD, recipes and research.

OUTPUT

- Two sponsored content digital articles (September and May). The sponsored content will be supported with the following assets:
 - Newsletter ads that will link to the articles
 - Two banner ads with a call to action *"Are you looking for California Prunes?"* - redirecting readers to the Trade section on Californiaprunes.ca
 - Sponsored content and newsletter impressions will vary depending on the performance reports provided by the publisher. Banner ads will garner approximately 128,000 impressions
 - CPI: \$0.02



CANADIAN GROCER



TRADE ACTIVITY



ACTIVITY: Trade Advertising – Grocery Business

Grocery Business is Canada's most authoritative and exciting grocery b2b publication. To keep California Prunes top-of-mind as the world's best prunes among trade professionals, the CPB team recommends purchasing full-page ad space within two monthly issues - November and February. The ads will appear in both the print and digital editions - highlighting and validating *the California Difference i.e., how and why California prunes are the most favourable for delicious, quality prunes.*

OUTPUT

- Two full page ads (digital and print) - November and February issues
- Grocery Business ads will yield approximately 164,800 impressions
- CPI: \$0.067

Goal is to contribute to a total of 950 page views of the Trade section of the website

TRADE ACTIVITY



ACTIVITY: Trade Advertising – Western Grocer

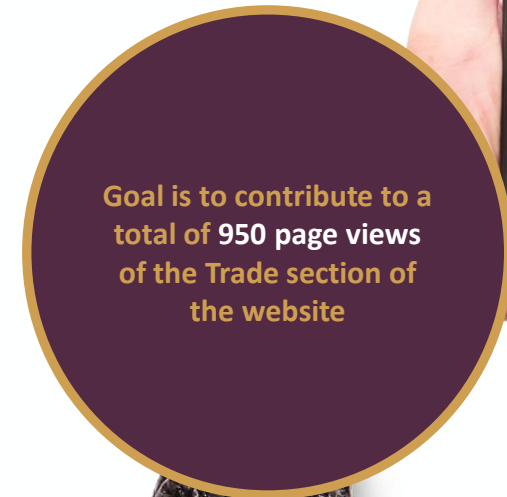
Western Grocer has served as a voice for the Western Canadian grocery, allied non-food and institutional industries since 1916. Each issue features a selection of relevant trade news and event coverage from the West and around the world.

The CPB team recommends securing two e-newsletter ads with this publisher - one in November and the other in March. November content will focus on the Functional Uses and Health Benefits of California Prunes, while March will capitalize on Nutrition Month and initiatives taken by The California Prune Board to promote the overwhelming health benefits of prunes. Ads will link to the Trade section of Californiaprunes.ca for retailers to learn more about the world's best prunes for their customers.

OUTPUT

- Two e-newsletter ads both linking to Californiaprunes.ca, Trade section
- The e-newsletters will yield 10,000 impressions
- CPI: \$0.091

westerngrocer



Goal is to contribute to a total of 950 page views of the Trade section of the website



TRADE ACTIVITY



ACTIVITY: Trade Advertising – Elle Gourmet – Hybrid publication for Trade and Consumers

Elle Gourmet is one of Canada's premium magazines for all things food. The magazine is a division of the elite publication Elle – a worldwide women's magazine of French origin that offers a mix of fashion and beauty content, together with culture, society and lifestyle.

Elle Gourmet provides a credible platform for the California Prune Board to showcase the versatility of prunes to trade and consumer audiences alike, through a variety of inspirational and approachable seasonal holiday recipes. Leveraging the likeness of our celebrity chef, Rodney Bowers, our sponsored article will highlight Rodney's prune-inspired recipes (perfect for entertaining), while endorsing the quality and taste of California prunes.

OUTPUT

- One Sponsored Article - November 2023 – entertaining recipes for the holidays
- One Banner ad - linking to the recipe section on Californiaprunes.ca
- One social post to promote the article
- The number of impressions will vary depending on the performance from the publishers, but the Elle Gourmet sponsored article will yield a minimum of 100,000 impressions
- CPI: \$0.0985

ELLE

Gourmet

Goal is to garner 100 clicks to the recipe section of the website





TRADE ACTIVITY

ACTIVITY: Trade e-newsletters

Developing strong connects with the trade industry in Canada and constantly communicating with them, has given us great results in the past with our trade e-newsletter contacts growing every year.

To continue and encourage the growth we will send out 3 trade e-newsletters to showcase the successful results of our consumer outreach and how these marketing initiatives drive consumers to buy California Prunes.

OUTPUT

- The 3 trade e-newsletters will increase our total number of subscribers to 155
- First E-newsletter Timing: November
- Theme: Get ready for the Holiday Season with no-fail recipes care of CPB's celebrity chef, Rodney Bowers
- Second E-newsletter Timing: February/March
- Theme: California Prune Board New Year marketing activities for Nutrition Month, with a message from our RD – Dr. Nanci Guest
- Third E-newsletter Timing: May/June
- Theme: California Prune Board welcomes summer
- The newsletter open rate will remain an average 33%



**Goal is to increase
trade contacts to 155**

TRADE ACTIVITY

ACTIVITY: Trade Press Releases & Media Relations

Press releases and media relations are the most efficient ways to share latest research and messaging with the media. Four press releases/earned media pitches will be conducted which will focus on new research pointers and create meaningful relationships with the media for California Prunes.

Trade outreach in October will focus on new research and sustainability trends while January will concentrate on health messaging. April and June messaging will highlight stats from consumer research that will reinforce California Prunes as the #1 choice of prunes in the Canadian Market.

OUTPUT

- Four press releases/ earned media pitches with key trade media contacts
- The media relations program will achieve 145,000 impressions
- CPI: \$0.06



Goal is to contribute to a total of 950 page views of the Trade section of the website

westerngrocers.com

Home About Us Events Subscribe News Releases Articles Past Issues

Home / News Releases / Montreal Influencer Dinner – cocktail dinatoire

california prunes™

Prunes. For life.

MONTREAL INFLUENCER DINNER – COCKTAIL DINAIOIRE

485 Views

This November, California Prunes and social media influencers in Montreal. The dinner was inspired by the art of Quebec French cuisine and local Quebec ingredients.

Chef Christopher Kassab used California Prunes as the star ingredient in nine bespoke tasting dishes and **Anton Dutot**, mixologist from Tap Tap, crafted two custom cocktails. The creations offered a wide range of delectable flavour profiles and pairings, such as Oka cheese with bacon-prune jam, or prosciutto with spiced walnuts and prunes.

Influencers and media at the event learned that California Prunes are the not-so-secret ingredient that balance other flavours to elevate and refine dishes – and they shared that with their audiences on social media and in articles, achieving hundreds of thousands of impressions and deepening California Prunes' relationship with French-speaking Quebec.



TRADE/CONSUMER ACTIVITY

ACTIVITY: Taste Canada – Cook the Book - Student Cooking Competition

Supporting the growth and development of the next generation of foodservice professionals is an impactful way to inspire and influence their future ingredient choices whether it relates to developing new menu ideas or product formulations. To reach Canada's emerging food professionals about the versatility and quality of California Prunes, the CPB team suggests sponsoring *Taste Canada's Cook the Books* student culinary competition.

Taste Canada is the only book awards program that celebrates Canadian authors and culinary students. Taste Canada's *Cooks the Books* event is a student culinary competition that invites up to 12 teams of two full-time students from culinary schools across Canada to compete in the event. The winning team is honoured with the title of *Canada's Best New Student Chefs*.

This year's Cooks the Books event will be hosted at [Cirillo's Kitchen Academy](#) on Sunday, October 29, 2023, in Toronto, ON. As a Gold level sponsor, the CPB will be integrated into the event – not only as a mandated ingredient in the competition, but in event signage and pre and post promotional efforts.



TASTE CANADA AWARDS
LES LAURÉATS DES SAVEURS DU CANADA



TRADE/CONSUMER ACTIVITY

ACTIVITY: Taste Canada – Cook the Book - Student Cooking Competition

OUTPUT

- Exclusivity in the dried fruit category and no fresh plums to be offered as an ingredient. Note: seasonal Canadian vegetables and fruits may be included as an ingredient within the recipe development, but not as a sponsor.
- CPB logo and sponsorship recognition within the Taste Canada's newsletter, social channels, website and at the Cooks the Books event.
- California Prunes will be written into the official Rules & Regulations of *Cooks the Books* with an integral role in the competition criteria. Teams will be mandated to use a cut of Canadian beef as their center of plate and California Prunes as a complementary ingredient to the beef.
- Integration in a co-branded social media campaign that will promote the partnership and share all the students' recipes. All recipes will be posted on the Taste Canada website with the partner's branding and shared on social media with live links to their channels.
- CPB may leverage all student recipes throughout marketing efforts – social posts, images, etc. Minimum of 6 recipes (total amount of recipes will be dependent on number of teams).
- California Prunes will showcase its support for Canada's foodservice industry (200,000 impressions), while simultaneously highlighting versatility in recipe applications
- Estimated CPI: \$0.065



Building relationships
with 2 new chefs



23/24 Consumer Strategy



Through continued strategic relationships with credible partners, California Prunes will create an emotional and functional connection with consumers by communicating the health benefits of prunes and the role that healthy snacking plays in both physical and mental health to share this year's theme, *Go with your gut. Feel it in your bones. Team up with California Prunes.*

We will drive awareness and trial of California Prunes and make the California Prunes key messages as prominent and accessible as possible, through activities including:

- Celebrity Chef Ambassador
- Press Release and Pitching
- Podcast Advertising
- Integrated Media Partnerships
- Consumer Sampling
- Influencers/Media Events
- Wellness Retreat Courtesy of California Prunes
- Consumer Research
- TV/Digital/Social Media
- Website Management





Top-Tier Target Media Outlets



General Consumer	Consumer Health & Wellness	Consumer Food
<p>Outlets intended to reach the target demographic audience, including men and women, age 30-75, health & wellness-minded, passionate about healthy aging, enjoy cooking/baking, primary household shoppers:</p> <ul style="list-style-type: none"> • <i>The Globe and Mail- 949,000 impressions</i> • <i>National Post- 738,000 impressions</i> • <i>Toronto Star- 2,213,000 impressions</i> • <i>Buzzfeed- 338,000 impressions</i> • <i>Daily Hive- 676,000 impressions</i> • <i>The Kit- 704,000 impressions</i> • <i>Narcity- 584,000 impressions</i> • <i>Elle Gourmet- 600,000 impressions</i> • <i>HELLO!- 2,994,000 impressions</i> 	<p>Outlets intended to reach the health, nutrition and wellness focused audience:</p> <ul style="list-style-type: none"> • <i>Best Health- 798,000 impressions</i> • <i>Reader's Digest- 205,000 impressions</i> • <i>Canadian Living- 1,985,000 impressions</i> • <i>Chatelaine- 1,747,000 impressions</i> • <i>Alive- 656,000 impressions</i> • <i>Impact- 300,000 impressions</i> • <i>Toronto Life- 1,054,000 impressions</i> • <i>Canadian Running- 125,100 impressions</i> 	<p>Outlets intended to reach the at home food enthusiast, baker, and recipe seeker:</p> <ul style="list-style-type: none"> • <i>Food Network- 658,000 impressions</i> • <i>Food & Drink- 2,003,000 impressions</i> • <i>Foodism- 300,000 impressions</i> • <i>Taste Toronto- 320,000 impressions</i> • <i>Now Toronto- 765,000 impressions</i> • <i>LUXE Magazine- 325,000 impressions</i> • <i>Good Times- 340,000 impressions</i> • <i>Taste of Home- 1,982,000 impressions</i> • <i>EatingWell- 139,000 impressions</i>



NATIONAL POST



NARCITY



CHATELAINE



CONSUMER ACTIVITY

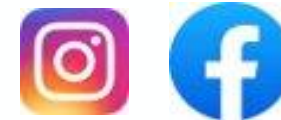
ACTIVITY: *Celebrity Chef Ambassador*

Collaborate with celebrity Chef Rodney Bowers who can communicate the versatility and approachability of cooking with California Prunes in a variety of consumer-friendly recipes. Chef Rodney will add third party credibility to the quality, taste and versatility of California Prunes throughout a variety of communication channels, offering a consistent voice and common thread throughout media partnerships and events. And, with over 40K followers on Instagram, Rodney's influence reaches beyond traditional media outlets and presenting opportunities to create one-of-a-kind content that will bring some fun to the California Prunes program.

OUTPUT

The partnership with Chef Rodney will include the following outputs:

- Development of 2 unique, seasonally inspired recipes for use across select media activities including 1 paid media partnership, 1 press release, social amplification and influencer cooking event. Recipes are not owned in perpetuity yet have licensing rights for one year. May renew for 2024/25 program year.
- Host of the Toronto media and influencer cooking event
- Use of likeness and quote in one paid media partnership within a food publication e.g., Elle Gourmet (reaching and trade and consumer media)
- Guest appearance at T.O. Food and Drink Fest
- 3 infeed Instagram posts. 2 static and 1 reel or carousel
- Use of likeness, quote and recipes in 1 press release
- Attributing 627,500 impressions due to enhanced credibility, increase in 250,000 impressions at media event and 250,000 due to enhanced press release pick-up and 127,500 from social media



Celebrity chef endorsement of a brand or product is an effective marketing tool and can assist in increasing sales and brand perceptions



CONSUMER ACTIVITY

ACTIVITY: **Celebrity Chef Ambassador**

ABOUT RODNEY

Rodney Bowers is passionate about sharing his love of all kinds of food. His culinary skills and natural charm have catapulted him to the forefront of Canada’s culinary scene. He is currently the go-to cooking expert on *The Marilyn Denis Show*, and the co-host of *Double Your Dish*, with his partner Meredith Shaw.

Rodney quickly rose from entremetier in the Toronto kitchens of North 44 and Canoe to junior sous chef at the Four Seasons Hotel with chef Lynn Crawford. He then became restaurant chef at Massimo Capra’s Mistura. In 2005, Rodney opened his own restaurant, The Rosebud, which quickly became one of Toronto’s top eateries. He followed that up with a bistro called The Citizen, and then with Hey Meatball!, which was one of Canada’s first farm-to-table restaurants that served quick-service style food.

In 2020, Rodney and Meredith created *Double Your Dish*, where viewers joined them in their home kitchen to learn how to create two very different recipes from the same base ingredients. In addition, Rodney has appeared on *Diners, Drive-Ins, and Dives* and CBC’s *Fridge Wars*, and was the host of *The Delinquent Gourmet*.

Rodney is known for encouraging his social media followers to embrace a healthy lifestyle in order to live life to the fullest. He is currently a culinary arts professor and coordinator for the food media program at Centennial College.

HOUSE & HOME



CONSUMER ACTIVITY

ACTIVITY: Press Releases and Pitching

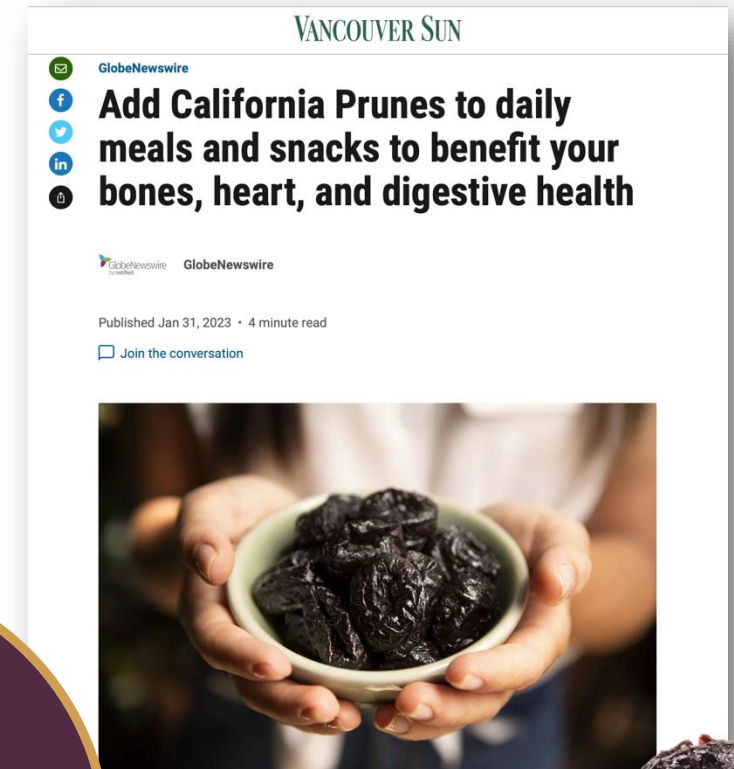
To reach consumers through the credibility of Canadian media outlets we will disseminate consumer-facing press releases followed by targeted one-to-one pitching. A new study shows that mainstream media sources still show Canadians (86%) consume daily news. The Maru Public Opinion survey found that 45 per cent of Canadians get their updates from an evening TV newscast or late broadcast, followed by a newspaper website (29%), and a TV news website (29%). The survey also found that 25% of Canadians are watching more broadcast television news than prior to the pandemic, with 22% reading more online news from established daily newspapers.

Media relations efforts will leverage new research as well as key holidays, recipes and trends to promote the taste and versatility of California Prunes. In addition, we will reinforce our theme of Go with your gut. Feel it in your bones. Team up with California Prunes, reinforcing our gut health, bone health and overall health messaging as well as speaking to quality and origin.

OUTPUT

- Disseminate 3 press releases over the news wire to garner earned media coverage.
- News releases/media relations will garner a total of 20,000,000 impressions.
- CPI: \$0.00017

Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website





CONSUMER ACTIVITY

ACTIVITY: **Press Releases and Pitching**

First Release Timing: August

Theme: Simple and nutritious recipes for getting back to routine

Content

- Use of likeness and quote from RD, Dr. Nanci Guest.
- Highlighting the importance of maintaining a healthy routine.
- Showcasing simple and nutritious recipes featuring California Prunes as a key ingredient.
- Sharing expert insights on how a balanced gut contributes to mental health as well as physical.

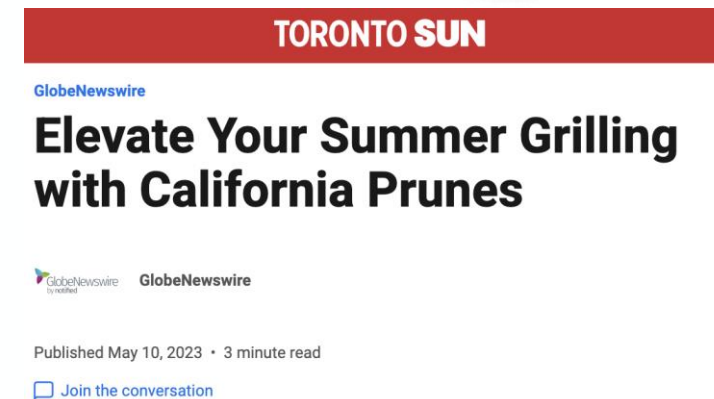
Pitches

- Back-to-school wellness and routine maintenance
- Easy snacks for lunches (yours and your kids)
- Good snacks for your gut
- Emphasizing the importance of gut health for mental clarity.

OUTPUT

- Secure release coverage and recipe placements in lifestyle, news, food and parenting media outlets.
- Impressions: 5,000,000
- CPI: \$0.00022

Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website





CONSUMER ACTIVITY

ACTIVITY: **Press Releases and Pitching**

Second Release Timing: December

Theme: Holiday recipes with California Prunes

Content

- Use of likeness, quote and recipes from Chef Rodney Bowers
- Showcasing festive recipes featuring California Prunes as a key ingredient

Pitches

- Holiday recipes you can feel good about
- Holiday baking with the natural sweetness of California Prunes
- Easy appetizers featuring California Prunes

OUTPUT

- Secure release coverage and recipe placements in lifestyle, news and food media outlets
- Impressions: 10,000,000
- CPI: \$0.00011



GlobeNewswire

Delicious Holiday Dishes with a Healthy California Prune Twist

GlobeNewswire
GlobeNewswire

Published Dec 16, 2022 • 2 minute read

[Join the conversation](#)



Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website



CONSUMER ACTIVITY

ACTIVITY: **Press Releases and Pitching**

Third Release Timing: January

Theme: Veganuary Brought to You by California Prunes

Content

- Use of likeness and quote from RD, Alyssa Fontaine
- Highlighting the importance of your pre-workout fuelling routine.
- Showcasing simple and nutritious recipes featuring California Prunes as a key ingredient
- Sharing expert insights on how to eat to optimize your workout

Pitches

- California Prunes as a nutritious and convenient vegan snack option for pre-workout energy
- Eat like an athlete, showcasing tips from an athlete RD
- Simple snacks you can make ahead to optimize your workouts

OUTPUT

- Secure release coverage and placements in lifestyle, news, food and health media outlets
- Impressions: 5,000,000
- CPI: \$0.00022

Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website

yahoo/finance

Search for news, symbols or companies



Why California Prunes should be your go-to snack this year



California Prune Board

January 12, 2022 · 3 min read



California Prunes are perfect healthy snack for 2022



With many health benefits and a delicious taste, California Prunes are the perfect snack for working from home or when on the go.

With many health benefits and a delicious taste, California Prunes are the perfect snack for working from home or when on the go.

TO, Jan. 12, 2022 (GLOBE NEWSWIRE) -- Canadians are focused on health and



CONSUMER ACTIVITY

ACTIVITY: Podcast Advertising

Podcast advertising allows us to reach captive consumers through a medium they are actively listening to, providing the opportunity to communicate the benefits of California Prunes while leveraging popular and credible spokespeople's advocacy and channels. In 2022, 34% of Canadians indicated they listen to podcasts monthly and of those, 91% reported they listen to most or all of an episode. Research has found that 55% of podcast listeners have purchased products advertised on podcasts.

In the 22/23 program we have seen this tactic effectively achieve mass reach with curated ads that allow California Prunes to deliver key messaging including health, quality, taste, versatility and origin, surpassing our goal of 160,000 impressions by 54,606. In 23/24 we will build on this success by promoting California Prunes to audiences listening to health, wellness and lifestyle themed podcasts.

OUTPUT

- Work with 1 podcast partners to create host-read or narrator-read ads that will allow us to deliver messaging supporting our campaign theme of *Go with your gut. Feel it in your bones. Team up with California Prunes.*
- An average of 15,000–45,000 downloads per podcast and a total of 84,600 impressions
- CPI: \$0.082

**We've included impressions and downloads as not all podcasts report on downloads but all report on impressions*



Goal is to build awareness of California Prunes via a more 'intimate' marketing mechanic through a trusted Host



The Papaya Podcast

ACTIVITY: Podcast Advertising

In February, we will continue to build on the success of our existing partnership with *The Papaya Podcast* to communicate messaging on trusting your instincts (*Go with your gut*). The Papaya Podcast is a weekly show where the host, Sarah Nicole, dishes out some sweetness mixed in with some seeds of wisdom. Leveraging Sarah as a credible and trusted source for brand message dissemination, we will reach targeted Canadian audiences with continued, authentic and controlled brand messaging.

OUTPUT

- 4 host-read ad-spots
- 84,600 impressions
- CPI: \$0.082

Goal is to build awareness of California Prunes





CONSUMER ACTIVITY



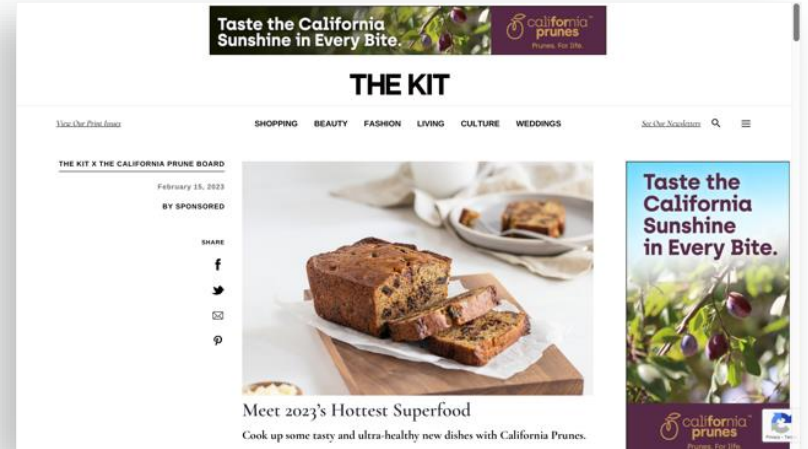
ACTIVITY: Integrated Media Partnerships

Integrated media partnerships allow us to reach our target consumer with longer form content than we typically receive from earned coverage. Through this tactic we are able to create controlled, key message-driven content that reaches the audiences of top Canadian publications and leverages their established credibility as third-party health, food and lifestyle experts. The credibility of the publishing outlet is the top factor in determining trustworthy news for Canadians. Almost two-thirds (63%) cited the credibility of the outlet where the story is from, followed by the credibility of the reporter (35%), according to a study that was conducted by Maru Public Opinion. Integrated media partnerships will bring controlled key messaging on health and nutrition by leveraging the theme *Go with your gut. Feel it in your bones. Team up with California Prunes.*

OUTPUT

- Execute 3 paid partnerships
- 4,500,000 impressions
- CPI: \$0.0071

Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website



ELLE GOURMET



CONSUMER ACTIVITY



ACTIVITY: Integrated Media Partnerships

Partnership with Chatelaine

Chatelaine is the ideal partner to collaborate with California Prunes to promote the concept of providing simple back-to-routine recipes for good gut health. With a scheduled launch in early September, this partnership aligns with the timing for individuals seeking to establish healthy habits as they get back to regular routines. The target audience for Chatelaine includes women who are aged 35+.

OUTPUT

- One digital article on the homepage of Chatelaine
- Roadblock article/ brand sell ad units
- 1x e-newsletter content block - driving to the article
- 1x Boosted Facebook dark post - driving to the article
- 1x Boosted Instagram dark post- driving to the article
- The partnership is expected to yield more than 1,700,000 impressions
- CPI: \$0.0060

** The exact number of impressions will vary based on the reach and engagement of Chatelaine's digital platform, newsletter, roadblock ads and social media channels.*

CHATELAINE

CHATELAINE Food Style Living Health Horoscopes MORE

SPONSORED

4 Reasons Why California Prunes Are The Superfood Ingredient You Need To Try This Summer

This powerhouse ingredient is as delicious as it is good for you.
The California Prune Board
 Updated May 19, 2022



Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website



CONSUMER ACTIVITY



ACTIVITY: Integrated Media Partnerships

Partnership with Best Health

In January, Best Health will produce compelling content that focuses on the "Feel it in Your Bones" messaging, emphasizing the importance of maintaining good bone health. This content piece will highlight how California prunes can be seamlessly integrated into individuals' New Year's health routine resolutions. It will showcase the numerous benefits of incorporating California Prunes into a balanced diet, particularly for bone health.

Best Health is an ideal partner for California prunes as the target audience for this partnership includes health-conscious individuals, nutrition enthusiasts, and those seeking information on maintaining a balanced lifestyle. Featuring Dr. Nanci Guest as the health spokesperson will bring enhanced credibility and authority to the partnership.

OUTPUT

With Best Health's extensive digital platform and expertise in producing high-quality health content, the collaboration offers a diverse range of deliverables:

- Use of likeness and quote from Dr. Nanci Guest
- 1x written content piece featured on Best Health's website
- High-impact brand sell ad units
- 1x organic Facebook posts + social amplification
- 1x print adaptation
- 1,200,000 impressions
- CPI:\$0.0095

** The exact number of impressions will vary based on the reach and engagement of Best Health's digital platform, brand sell and social media channels.*



Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website





CONSUMER ACTIVITY



ACTIVITY: Integrated Media Partnerships

French partnership with Coup de Pouce

Coup de Pouce presents an excellent opportunity for a French media partnership to showcase California Prunes as it reaches readers who are seeking content related to cooking, health, and lifestyle focused content. The timing of the partnership in May, will be themed around highlighting the versatility of California Prunes positioning them as a must-have superfood, sharing simple cocktail/mocktail and appetizer recipes for summer outdoor entertaining.

Coup de Pouce caters specifically to the interests and needs of French readers in Canada. By crafting branded articles and content tailored to the Quebec lifestyle, we can effectively communicate the versatility of California Prunes and position them as a must-have ingredient in French cuisine and healthy lifestyle choices.


OUTPUT

The collaboration offers a diverse range of deliverables:

- 1x branded article for use on Coup de Pouce print
- 1x branded content hosted on Coup de Pouce website
- 1x Facebook post with partner amplification
- 1x Instagram story with drive-to-web sticker
- Amplification in the content recommendation
- 1,600,000 impressions
- CPI: \$0.0048

**The exact number of impressions will vary based on the reach and engagement of Coup de Pouce's digital platform, and social media channels.*

COUP de POUCE^{MD}



Goal is to contribute to a total of 90,000 page views of the recipes and recipe section of the website

CONSUMER ACTIVITY

ACTIVITY: Consumer Sampling at Toronto Food & Drink Festival

When it comes to California Prunes – tasting is believing. The more consumers who taste them again or are introduced to the naturally sweet flavour of California Prunes, the more likely we are to motivate purchase and drive mass consumption. As we have found through our 22/23 consumer sampling surveys, an average 81% of consumers have said they are more likely to purchase California Prunes after trying them. To showcase versatility of California Prunes and encourage consumers to taste, the California Prune Board will sample a savoury bite created by our celebrity chef ambassador, Rodney Bowers (i.e., feta and pecan stuffed California Prunes) at the Toronto Food & Drink Festival in April 2024. Our booth/footprint will showcase California Prunes branding as well as showing delicious recipes/usage ideas. We will leverage the notoriety of Chef Rod at the show, attributing the recipe to him as well as having him onsite for a few hours to meet and greet with consumer guests and speaking to the benefits of California Prunes. The food preparation itself would be managed by a caterer.

OUTPUT

- Sample over 5,000 dishes over the course of 3 days
- Distribute 1000 recipe cards
- Distribute 500 survey cards for consumers to fill out
- Cost per sample: \$3.00



**T.O.
FOOD & DRINK
FEST**

**April 5 - 7, 2024
Metro Toronto
Convention Centre**

**Goal will be to
achieve an average
of 80%
survey respondents
who are willing to
buy California
Prunes in the next
month**



CONSUMER ACTIVITY

ACTIVITY: Consumer Sampling at Goodlife Gyms

The benefits of California Prunes as a contributor to bone, gut and heart health along with the source of natural sugar and energy they provide make them an ideal snack for gym-goers. To further strengthen this messaging amongst the target audience, we will execute a consumer sampling activity through multiple locations of Goodlife Gyms across Canada from January 2024 – March 2024. Goodlife is one of Canada's biggest gym chains with over 200 locations across Canada. Each location averages 2,500-3,000 visitors every day from 7 am –11 pm. Members will be given sample packs and survey cards that can be completed for a chance to win a \$250 visa gift card.

OUTPUT

- Distribute 13,500 samples across 6-7 priority locations across Canada
- Full sampling day with approximately 2,000 samples distributed per location
- Cost per sample: \$1.11

Goal will be to achieve an average of 80% survey respondents who are willing to buy California Prunes in the next month



GoodLife
FITNESS





CONSUMER ACTIVITY

ACTIVITY: Influencer/Media Events

Through our recent 22/23 influencer/media events, we have found that by hosting events and engaging with media and influencers in person we are able to make lasting relationships that result in earned social and media coverage, ongoing ambassadorship and quality influencer content. Hosting events in both English and French Canada helps to set California Prunes apart as a category leader, ensuring we have strong and diverse relationships with trend and taste-makers across Canada. In Canada, more than 40% of the population is actively trying to incorporate more plant-based foods into their diets. Leaning on this trend, we will focus on sharing healthy plant-based recipes incorporating California Prunes. By inviting influencers to our events, we will be able to leverage their third-party credibility which helps to impact consumer purchasing decisions.

OUTPUT

- We will execute 2 influencer/media events, themed as interactive and educational cooking classes that will be replicated across our Canadian markets in Toronto and Montreal
- Inclusion of a chef spokesperson to add credibility and expertise, as well as speaking to the flavour and tasting notes of each dish
- Distribution of 30-40 California Prunes nutrition information and recipe cards to recreate the dishes at home
- Approximately 15-20 attendees per event to share content and messages with their own audiences, and ultimately become stronger ambassadors for the brand
- Approximately 1,000,000 impressions will be garnered from combined social and media coverage (influencer and media)
- CPI: \$0.031



Goal will be to build relationships with 4 influencers who will become ongoing partners





La Guilde Culinaire

ACTIVITY: Influencer/Media Events

In October, we will host an event in Montreal at La Guilde Culinaire. With the intention of deepening and building new relationships with French media representatives and influencers, we will host an **interactive cooking class** where attendees can experience and taste the California difference. The goal of the event in Montreal will be to reinforce the consumer desire for premium quality prunes and to further develop positive relationships with active and credible voices in the French-Canadian landscape.

Jonathan Garnier did his culinary apprenticeship in France at various renowned establishments on the Côte d'Azur. He was very quickly considered a talented cook and became a private chef for a royal family in the Middle East. Upon his return to Quebec, Jonathan Garnier and his brother chose to open the prestigious LA GUILDE CULINAIRE cooking school in the heart of Montreal. In just a few years, their school has become renowned. In the company of the best chefs in Quebec, Jonathan Garnier offers cooking classes for individuals and corporate activities with an authentic approach where the love of good food gives his classes a very special atmosphere.

OUTPUT

- Host 15-20 attendees to learn about California Prunes, share content and messages with their own audiences, and ultimately become stronger ambassadors for the brand
- Approximately 500,000 impressions will be garnered from combined social and media coverage (influencer and media)
- Approximately 15-20 nutritional and recipe cards distributed
- CPI: \$0.031



Goal will be to build relationships with 2 influencers who will become ongoing partners





Cirillo's Culinary Academy

ACTIVITY: Influencer/Media Events

In April, we will host an event in Toronto at Cirillo's Academy. As the hub of Canada, Toronto is home to over 6 million individuals and Canada's most prominent media outlets and influencers. With the goal of maintaining relationships with existing media and influencer partners, as well as developing new ones, we will engage attendees in an immersive California Prunes cooking experience that will further generate awareness of the brand.

Chef Rodney Bowers will be the spokesperson for the Toronto event. As a celebrity chef, he will lend third party credibility to the event as well as being able to speak authentically to the benefits of California Prunes as a versatile ingredient for cooking.

OUTPUT

- Host 15-20 attendees to learn about California Prunes, share content and messages with their own audiences, and ultimately become stronger ambassadors for the brand
- Approximately 500,000 impressions will be garnered from combined social and media coverage (influencer and media)
- Approximately 15-20 nutritional and recipe cards distributed
- CPI: \$0.031

Goal will be to build relationships with 2 influencers who will become ongoing partners





CONSUMER ACTIVITY

ACTIVITY: Wellness Retreat Courtesy of California Prunes

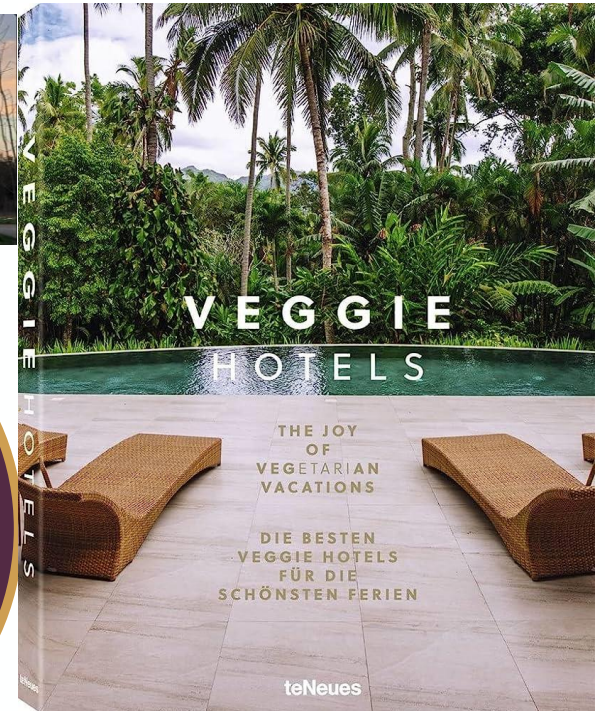
California Prunes are a naturally sweet snack and easily incorporated into healthy meals -from granola to salads and smoothies – to name a few. Sampling opportunities that target audiences who are interested in making mindful food choices offers the perfect platform to introduce the nutritional benefits and superior taste that California Prunes has to offer.

Sugar Ridge is a 150-acre retreat centre, located 200 kilometers north of Toronto. The centre is open year-round and each retreat has a themed schedule that typically includes yoga, mindfulness, mindful eating and mediation. Sugar Ridge also stands by a plant-based food philosophy – offering vegetarian only menu options that receive rave reviews from its patrons. The food is so good, that the retreat centre is featured in the coffee table book "Veggie Hotels" and Trip Advisor reviewers have given Sugar Ridge a 5-star rating.

California Prunes has the opportunity to be integrated into weekly meal offerings and patron sampling this fall and early winter. To receive guests' sentiment on California Prunes, a QR code will be added to the nutrition cards where they can fill out a short survey for a chance to win a weekend retreat at Sugar Ridge.

OUTPUT

- California Prunes to be integrated into weekly vegetarian meal offerings
- Samples readily available in the "common area" for convenient, self-serve on-the-go snacking
- Nutrition cards to be placed by samples to relay key messages
- Consumer survey to gauge sentiments towards California Prunes
- Over 250 monthly visitors exposed to California Prunes in menu integration and sampling, over a 6-month period.
- Estimated CPI: \$3.33





CONSUMER ACTIVITY

ACTIVITY: Consumer U&A Study

Conduct a third-party national research consumer survey targeting Canadian Consumers to track the program against performance measures.

OUTPUT

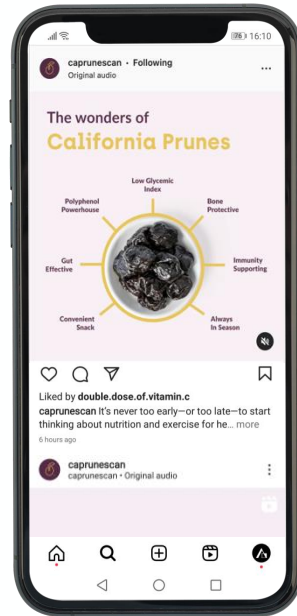
Specifically, the survey will measure the percentage of consumers who:

- View California Prunes as a healthy snack they would consider purchasing for their families with a goal that the campaign results in an increase of +4%;
- Are aware of the specific health properties (bone and digestive health benefits), ideally increasing awareness by +4%;
- And who buy them at least once every six months, with a goal of increasing purchase by +4%.



Goal is to gain insights to strengthen campaign elements through real consumer insights

TV/Digital/Social Media





TV/DIGITAL/SM COMMUNICATIONS

ACTIVITY: Television Broadcast Segments

To reach mass consumer audiences with controlled, curated campaign messages we will leverage the credibility of third-party experts on morning shows across the country. In 2022, a survey found that 82% of Canadians continue to consume mainstream media including broadcast segments and news media websites. We will focus on the campaign theme *Go with your gut. Feel it in your bones. Team up with California Prunes.* to promote the bone and gut health benefits of prunes and encourage consumers to Team up with California Prunes. Each spokesperson will integrate both health-focused messaging and messaging on the taste and versatility of California Prunes to ensure a variety of brand messaging.

OUTPUT

- We will execute 4 sponsored TV segments.
- Each spokesperson will create nutritious recipes that inspire consumers and showcase the versatility and quality of California Prunes, while also integrating health-focused messaging surrounding gut and bone health
- We will work with a combination of existing and new partners including Taylor Kaye, Nicole Osing and Angela Dufour. We will also develop a positive relationship with new partner, Andrea Holwegner.
- TV broadcast will garner a total of 4,000,000 impressions.
- CPI: \$0.003



Goal is to achieve a 2% engagement rate (industry standard) over 4 TV broadcast partners social posts



Taylor Kaye

ACTIVITY: Television Broadcast Segments

In September, we will partner with lifestyle expert Taylor Kaye to speak to family-friendly snack ideas for back to school, incorporating California Prunes. This segment will showcase the versatility of California Prunes while positioning them as a convenient, healthy snack the whole family can enjoy.

OUTPUT

- Taylor Kaye will share California Prunes brand messaging on a Toronto Broadcast Tour.
- The segment will air on CTV, CP24, CTV2 Toronto, and CTV2 Barrie with anticipated coverage of 2,872,100 impressions
- In addition to the broadcast segment, Taylor will share brand messaging on her social media, garnering 90,400 impressions.
- 1 CPB recipe for use on social media and website
- The total partnership with Taylor Kaye is anticipated to garner 2,962,500 impressions.
- CPI: \$0.031

Goal is to achieve a 2% engagement rate (industry standard) on social media posts from partnering with Taylor Kaye





Andrea Holwegner

ACTIVITY: Television Broadcast Segments

In November, we will partner with registered dietician, Andrea Holwegner, to share health messaging around California Prunes, specifically regarding the theme *Go with your gut*. In this segment, Andrea will speak to the health benefits of California Prunes for maintaining good gut health as well as demonstrating simple and convenient usage ideas.

OUTPUT

- The segment will air on a Global News Calgary or CTV Calgary with anticipated coverage of 388,300 impressions.
- Andrea also shares a monthly newsletter which will garner 10,000 impressions as well as a social media presence garnering 3,745 impressions.
- The total partnership with Andrea Holwegner is anticipated to garner 402,045 impressions.
- CPI: \$0.0094

Goal is to achieve a 2% engagement rate (industry standard) on social media posts from partnering with Andrea Holwegner





Nicole Osinga

ACTIVITY: Television Broadcast Segments

In January, we will partner with registered dietician, Nicole Osinga, to deliver key messaging on the health benefits of California Prunes. In this timely segment, Nicole communicate how to maintain one's New Year's goals by incorporating California Prunes. Nicole will speak to audiences about how they can *Go with your gut. Feel it in your bones. Team up with California Prunes.*, as they strive to achieve their 2024 personal and health goals.

OUTPUT

- The segment will air on a Global News Kingston or Global News Peterborough with anticipated coverage of 165,000 impressions
- In addition to the broadcast segment, Nicole will share brand messaging on her Instagram and TikTok, garnering 171,800 impressions
- The total partnership with Nicole Osinga is anticipated to garner 336,800 impressions
- CPI: \$0.007

Goal is to
achieve a 2% engagement rate
(industry standard) on
social media posts from
partnering with
Nicole Osinga





Angela Dufour

ACTIVITY: Television Broadcast Segments

In May, we will partner with registered sports dietician, Angela Dufour, to share key messaging around the health and versatility of California Prunes. In this segment, Angela will speak to pre-workout snacks and how you can *Team up with California Prunes* and nourish like an Olympian ahead of the 2024 Summer Olympics.

OUTPUT

- The segment will air on CTV Atlantic Morning Live with anticipated coverage of 450,000 impressions.
- In addition to the broadcast segment, Angela will share key messaging to her social media which will garner 657 impressions.
- 1 CPB recipe for use on social media and website.
- The total partnership with Angela Dufour is anticipated to garner 450,657 impressions.
- CPI: \$0.0016

Goal is to
achieve a 2% engagement
rate (industry standard)
on social media posts from
partnering with
Angela Dufour





TV/Digital/SM Communications

ACTIVITY: Social Media Communications

The Canadian California Prunes' **social channels** will encourage consumers to *Go with their gut. Feel it in their Bones. Team up with California Prunes*, through informative and engaging content. We have seen social channels continue to evolve, most recently with a shift towards more video and enhanced engagement on carousels, 66% of users cite short form video as the most engaging form of content – and we continue to see platforms favour video content in terms of reach/impressions. As such we will integrate video with other content styles, including Instagram reels, contesting, carousels that fit into our overall themes. These themes will include: nutrition tips, recipe content, as well as featured recipe themes such as holiday desserts.

OUTPUT

The 2023-24 Social Media Communications will consist of:

- 120x (minimum) social posts throughout the year – posted to Facebook, Instagram and Pinterest – the content will include a mix of formats:
 - 88 Static Posts
 - 20 Video Posts (which will include a mix of new + repurposed content)
 - 10 Carousel Posts
 - 2 Contests
- Social calendars each month will include a mix of content themes including: Sharing health statistics and facts, recipe content with links back to the website, motivational content, educational quizzes, sustainability and origin messaging and tips and tricks on living a healthier lifestyle.
- We will increase searchability and brand awareness with a hashtag strategy including using #CAPrunes and #EatCAPrunes plus any hashtags relevant to the post such as #recipe or #bonehealth, etc.
- 6 new video posts will be created with TikTok in mind. We will conduct a new boosting campaign on TikTok to ensure that these new videos will reach a new audience.
- The goal for social is to achieve impressions totalling 3,500,000-4,000,000 impressions
- CPI: \$0.0057

Content will also be boosted across Facebook, Instagram and Pinterest. In line with previous years our Pinterest content will be paid promotions – targeting a Canadian audience. This year we would also like to conduct a test where some select video content is also promoted on TikTok.

Goal for annual social content is totaling a 20% engagement rate



The screenshot shows the Instagram profile for 'caprunescan'. The profile bio states: 'California Prunes Canada', 'Food & beverage', 'Prunes. For Life.', 'California Prunes support bone, heart and digestive health, immunity and healthy aging. Enjoy 5 a day for a delicious snack!', and 'linkin.bio/caprunescan'. It shows 525 posts, 1,537 followers, and 460 following. Below the bio are two carousel posts labeled 'RECIPES' and 'BENEFITS'. The main feed shows a post from 'abhishekdekate and caprunescan' with the caption: 'Let's make a cream cheese board topped with California Prunes, pistachios, walnuts, and raw honey! *Ad // There's always a communal appetizer on my holiday table and this time I'm switching things up with this easy-to-make and extremely delicious cream cheese board highlighting California Prunes. @CAPrunesCAN are an extremely versatile ingredient and are the superior dried fruit for taste, quality, and texture. They are moist, chewy, sticky, and delicious with a sweet, earthy taste. Paired with cream cheese, nuts and honey, this board is "chef's kiss" Head on over to the link in my bio to watch'. The post has 3 days ago and is liked by 'caprunescan and others'. Below the post is a grid of 12 images: a person running, a bowl of prunes, a glass of juice with prunes, a plate of prunes, a bowl of prunes, a plate of prunes, a bowl of prunes, a plate of prunes, a bowl of prunes, a plate of prunes, a bowl of prunes, and a plate of prunes.



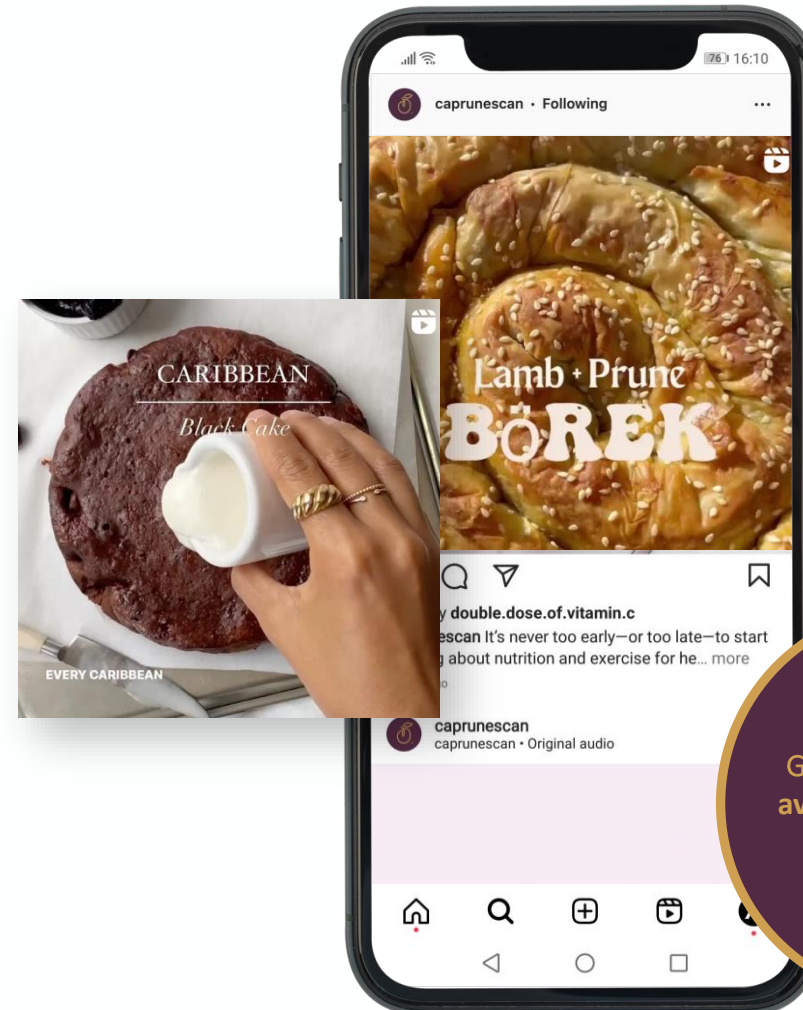
TV/DIGITAL/SM COMMUNICATIONS

ACTIVITY: Influencer Program

We will build on the success of the 22/23 program, leveraging English and French influencers to extend social reach to consumers where they are seeking out engaging content. Influencers allow us to deliver inspirational and informative key message driven content through the authentic third-party recommendations of influencer partners. We have seen social channels continue to shift towards a video-first platform in Canada, becoming extremely popular when it comes to modern food usage trends and recipe development, as this content caters to audiences looking for new recipes. As such, we will also execute a pilot on Pinterest.

OUTPUT

- Work with 27 influencers including athletes (previous ambassadors and new partners), food, health, and lifestyle influencers, healthcare practitioners (nutritionists and RDs). Content will be pulsed throughout the year to align with relevant timely moments and ladder back to our campaign theme of *Go with your gut. Feel it in your bones. Team up with California Prunes.*
- We will use 5 of the 30 influencers for a TikTok pilot where we will team up with influencers to create videos showcasing recipes and unique usage ideas that will speak to the benefits of gut and bone health messaging, boosted during Nutrition Month.
- Paid budget will be used to boost influencer content beyond the influencer's audience and extend reach to consumers in our target demographic.
- The goal for influencers is to achieve impressions totalling 4,500,000-5,000,000 impressions
- CPI: \$0.0172



Goal is to achieve an average engagement rate of 8.5%



TV/DIGITAL/SM COMMUNICATIONS

ACTIVITY: Influencer Program

OUTPUT:

Pulse	Timeline	Influencer Quantity	Platform	Messaging	Measurement
Back to Routine	August to September	3 (paid)	Instagram and Facebook	This pulse aligns with Go with your gut. Feel it in your bones to allow you to get back to routine and feel your best.	750,000 impressions and an 8.5% engagement rate
Holiday Hosting	October to December	5 (paid)	Instagram and Facebook	Team Up with California Prunes ties into this pulse through incorporating California Prunes into your seasonal holiday recipes.	1 million impressions and an 8.5% engagement rate
New Year's Resolutions	January	5 (paid)	Instagram and Facebook	Go with your gut. Feel it in your bones. Team Up with California Prunes aligns with your new year health goals and eating habits.	1 million impressions and an 8.5% engagement rate
Nutrition Month	Late February to March	10 (paid)	Instagram, Facebook and TikTok	This pulse aligns with Go with your gut. Feel it in your bones as health practitioners can speak to health benefits in addition to healthy recipes from food and lifestyle creators.	1.25 million impressions and an 8.5% engagement rate
Spring and Summer Flavours	April to July	3 (paid)	Instagram	Team Up with California Prunes ties into this pulse through incorporating California Prunes into summer recipes.	1 million impressions and an 8.5% engagement rate



Example Influencers



Foodie (cooks, bakers, recipe creators)

Katherine Wants

Instagram | TikTok

IG Followers: 112K

TT Followers: 750.2K

Eng. Rate: 2.6% (IG), 2.3% (TT)

Canadian Following: 43%



Lifestyle (food, décor, fashion)

Sonakshi Sharma

Instagram | TikTok

IG Followers: 47.7K

TT Followers: 8.9K

Eng. Rate: 1.3% (IG), 9% (TT)

Canadian Following: 41%



Parenting

Arnold Henry

Instagram | TikTok

IG Followers: 40.2K

TT Followers: 43.2K

Eng. Rate: 1.5% (IG), 23% (TT)

Canadian Following: 15%



Wellness (RDs, nutritionists, mental and physical wellness)

Shania Bhopa

Instagram | TikTok

IG Followers: 21K

TT Followers: 81.2K

Eng. Rate: 3.7% (IG), 6.5% (TT)

Canadian Following: 55%



Athletes

Marissa Paps

Instagram | TikTok

IG Followers: 15.7K

TT Followers: 187.4K

Eng. Rate: 7% (IG), 7.3% (TT)

Canadian Following: 34%



TV/DIGITAL/SM COMMUNICATIONS

ACTIVITY: Digital Campaign

Digital advertising has been one of the most consistent and successful tactics we've used in Canada to drive both traffic and awareness to the California Prunes' Canadian website. Ads focused on recipes, bone health, gut health and general ads about California Prunes origins have been a key in creating a holistic advertising campaign in years past – and have been some of the largest drivers of new users to the website.

Based on the success of the YouTube pilot program in 2022-23 – we will continue to use YouTube pre-roll ads as a component in our digital advertising mix. This year we will look at updating/modifying the more successful of the video ads with updated clips/recipe imagery.

OUTPUT

The 2023-24 Digital Campaign will consist of:

- 10x new banner ad sets focused on recipe content
- 5x new banner ad sets focused on bone & gut health
- 5x new banner ad sets focused on California Prunes origins, taste & versatility
- 2x updated YouTube ads
- Management of the ad campaign from August 2023 – July 2024
- Goal for this tactic will be to achieve 12,000,000 banner ad impressions
- CPI: \$0.0023

**Feel it in
your
bones.**

High in
Vitamin K.

5 prunes (40g) contains
25µg Vitamin K

 **california
prunes**
Prunes. For life.

Goal for
digital ads
will result in
a 0.39% CTR

**Go with
your gut!**

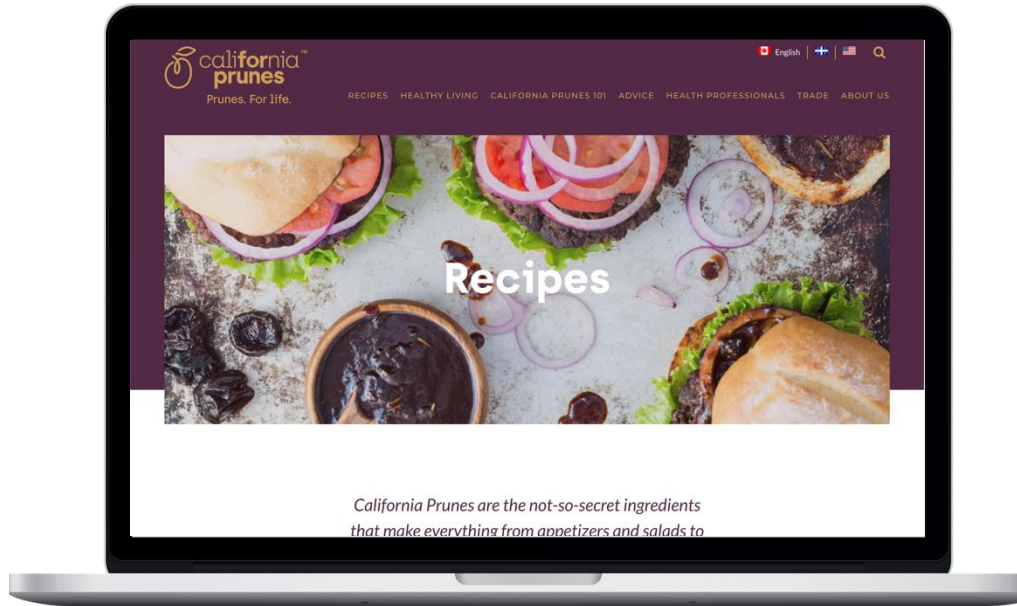
Get Delicious Snack Ideas

 **california
prunes**





Website Maintenance





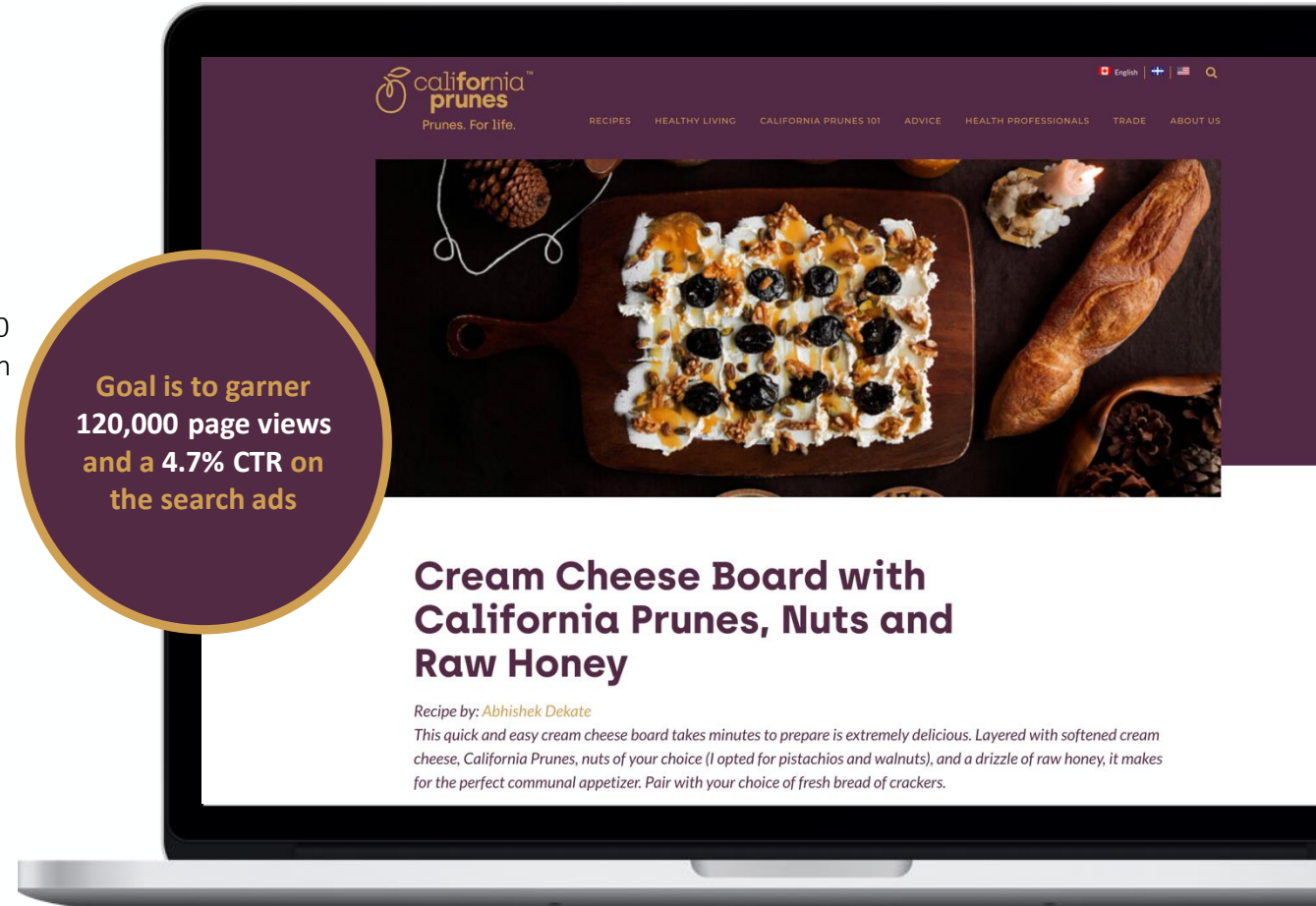
CONSUMER COMMUNICATIONS

ACTIVITY: Website Maintenance

Given the continued focus on *Go with your gut. Feel it in your bones.* Team up with California Prunes, we will work on ways to integrate this theme throughout the website. Working with, Registered Dietitian Nanci Guest, we will highlight recipes currently on the site that might be deemed “gut-friendly” or “bone-building”. These recipes will receive a special call out when viewed in the regular recipe listings. They could also be collected into new landing pages such as “10 Recipes That Are Good for Gut Health”. The website will be continuously maintained in English and French, including the addition of new recipes and content. In addition to new content development initiatives as part of the 2023-24 program we will conduct a general review of the site build to look for new efficiencies in site load times and mobile display/responsiveness.

OUTPUT

- Update website with new tagging on recipes – in association with RD Nanci Guest
- 1x new “gut-friendly recipes” landing page highlighting select recipes & health claims
- 1x new “bone-building recipes” landing page highlighting recipes & health claims
- Management of a Google Search ad campaign from August 2023 – July 2024
- Ongoing updates and maintenance to the site – including improvements to site load times and mobile display/responsiveness
- Our goal for this component of the program will be to generate 250,000 Google search ad impressions
- CPI: \$0.0405





23/24 HCP Strategy



With the goal to increase healthcare professionals' (HCPs) knowledge of the health benefits of California Prunes to positively influence their perceptions so that they regularly recommend them to their clients.

Our healthcare professionals campaign activities will include:

- Registered Dietitian Ambassador (RD) - Consumer and Trade
- E-newsletter dissemination
- Osteoporosis month content



HCP COMMUNICATIONS

ACTIVITY: RD Ambassador - Consumer and Trade

Registered Dietitians (RDs) are a regulated body of health professionals who are educated and passionate about food. They are credible and trusted voices that can share how California Prunes can benefit one's overall health. Extending our current relationship with registered dietitian Cara Rosenbloom, she will help to amplify and certify the nutritional benefits of California Prunes as a versatile ingredient for all ages.

Cara Rosenbloom is a registered dietitian and health journalist specializing in pediatrics. She will validate the nutritional benefits that California Prunes can bring to one's daily diet and share how they support good bone, gut and heart health. Cara will continue to use her credible voice and leverage existing research to support the California Prunes HCP newsletter in September.

OUTPUT

- The partnership with Cara will have her be the author of 1 HCP e-newsletter



Newsletter to drive to
"Benefits for Gut
Health" page on CPB
website. 25 page views.



HCP COMMUNICATIONS

ACTIVITY: RD Ambassador - Consumer and Trade

Registered Dietitians (RDs) are a regulated body of health professionals who are passionate about food as a tool to enhance lives and improve health of others. They are also a trusted and influential voice when recommending healthy lifestyle choices – both food and exercise related activities. To amplify and certify the nutritional power of California Prunes, we recommend working with Dr. Nanci Guest.

Dr. Nanci is a registered dietitian and a global consultant to professional and amateur athletes. She will validate the nutritional benefits that California Prunes can bring to one's daily diet – including but not limited to its gut-friendly and bone-building nutritional properties. Through a variety of consumer and trade focused tactics – including press releases, media partnerships and newsletters, Nanci will use her credible voice and leverage existing research to support the power of California Prunes as snackable and approachable super food.

OUTPUT

The partnership with Nanci will include the following outputs:

- Review and identification of recipes currently on the site that might be deemed “gut-friendly” or “bone-building”
- Review of content for two new landing pages - gut health and bone health
- Fulfillment of spokesperson opportunities and quotes in 1 press release, 1 newsletter and 1 trade ad
- Use of likeness and quote in paid media partnership with Best Health Magazine
- Author of 1 HCP e-newsletter



Newsletter to drive to "Bone Building" page on CPB website. 25 page views.



HCP COMMUNICATIONS

ACTIVITY: RD Ambassador - Consumer and Trade

ABOUT NANCI:

Dr. Nanci Guest is a nutritional sciences researcher, international speaker, registered dietitian, strength and conditioning coach, and most recently a regenerative, organic, veganic farmer where she grows plant proteins such as soy and fava beans, fruits and vegetables with animal-free compost and fertilizer. She also uses electricity-powered equipment and solar energy on her farm in order to meet net zero targets for carbon emissions.

Dr. Guest has been working in private practice for over two decades and completed two Bachelor of Science degrees and a Master of Science degree at the University of British Columbia, in the areas of agricultural science, dietetics/kinesiology and nutritional sciences. She completed her PhD and part-time post-doc (current) in nutritional sciences at the University of Toronto. Her post-doctoral research has focused on plant-based eating, diet and climate and she also develops and teaches online courses in plant-based sport nutrition and sustainable agriculture.

She is a global consultant to professional and amateur athletes and teams and served as the head dietitian at the Vancouver 2010 Olympics and Toronto 2015 PanAm games. In late 2022 she coauthored the 'Switch4Good Plant-Based Nutrition Playbook' that has been distributed to >200 "Olympic" countries through the International Olympic Committee (IOC).

Most recently, Dr. Guest has been working on research projects as an expert panel member to support the next *Academy of Nutrition and Dietetics (USA) Position Stand on: Vegetarian Diets and Health* to replace the 2016 version.





HCP COMMUNICATIONS

ACTIVITY: RD Ambassador - Trade

To extend our RD brand ambassador roster beyond Nanci Guest, and increase CPB's share of voice amongst the RD community, the CPB team recommends partnering with Allyssa Fontaine, owner and creator of Plant-Based Dietitians - a company and team of vegetarian and vegan dietitians that help consumers make sustainable changes.

Plant-based foods/diets are growing in popularity as Canadians are increasingly looking for options to incorporate a greater variety of fruits and vegetables into their diets and look to make sustainable food choices.

Alyssa's expertise on the nuances of implementing a vegan diet and how California Prunes can add exceptional nutritional value will be leveraged and communicated through a variety of tactics during the month of January – in celebration and recognition of Veganuary.

OUTPUT

The partnership with Alyssa will include the following outputs in January 2024:

- 1 Instagram and TikTok reel highlighting a CPB vegan recipe and nutritional benefits of California Prunes (amplified with paid media)
- Author 1 HCP e-newsletter in January
- Use of likeness and quote in 1 consumer news release and 1 trade ad



2% engagement rate on social posts. Caption to drive to recipe on CPB website. 100 recipe views.



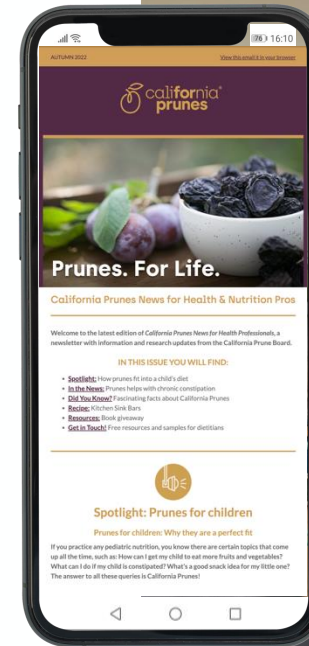
HCP COMMUNICATIONS

ACTIVITY: E-newsletters

We will continue to leverage healthcare professionals as important influencers who we will keep updated on research developments, and who in turn will communicate our messages and any new or existing research with their clients. The e-newsletter serves as a powerful and cost-effective tool to build closer ties with the healthcare community.

OUTPUT

- Creation and dissemination 3 HCP e-newsletters
- First E-newsletter Timing: September
- Theme: Gut Health Benefits written by Cara Rosenbloom
- Second E-newsletter Timing: January
- Theme: Veganuary written by Alyssa Fontaine
- Third E-newsletter Timing: May
- Theme: Osteoporosis Prevention Month, written by Nanci Guest
- An open rate of 32% with a total contact list of 425
- Increase the awareness amongst HCPs regarding the digestive and bone health benefits of California Prunes, so they in turn recommend them to their clients



Goal will be to achieve 52 sample requests



HCP COMMUNICATIONS

ACTIVITY: Osteoporosis Month Communications

Over 2.3 million Canadians are living with Osteoporosis. During Osteoporosis Awareness and Prevention Month in Canada (May), we will leverage our RD, Dr. Nanci Guest to pen a paper on the bone health benefits of California Prunes to post on our website. In order to amplify communications for Canadian RDs and drive traffic to the ad we will create digital social ads targeted towards HCP's in Canada, offering nutritional information, samples and resources to share with their clients. The goal of this program will be to encourage CTs back to the HCP section of the website.

OUTPUT

The Osteoporosis Month communications partnership with Nanci will include the following outputs:

- One new RD-authored content piece focused on Bone Health
- Two new osteoporosis-focused social ads driving to the website from Facebook and Instagram – ads will be targeted to Health Care Professionals only.
- The output of this highly targeted social campaign will be to generate 230,000 paid impressions
- CPI: \$0.0087

**Over 2.3 Million
Canadians are living
with osteoporosis**

**Goal will be
1,080 click-throughs
back to the HCP
section website**

Timeline



Timeline

	Q1: AUG - OCT	Q2: NOV - JAN	Q3: FEB - APR	Q4: MAY - JULY
Consumer Activity	<ul style="list-style-type: none"> • Integrated Media Partnerships - Chatelaine • Influencer Media Event – Quebec • Influencer Media Event - Toronto • TV Partnership – Taylor Kaye • Consumer Press Release – August 	<ul style="list-style-type: none"> • Integrated Media partnerships – Best Health • TV Partnership – Nicole Osinga • TV Partnership – Andrea Holwegner • Consumer Press Release - December • Consumer Press Release – January • Consumer Sampling Event 	<ul style="list-style-type: none"> • Podcast Advertisement – Papaya Podcast • Consumer Sampling Event(s) 	<ul style="list-style-type: none"> • Integrated Media Partnerships - Coup de Pouce • TV Partnership – Angela Dufour
HCP	<ul style="list-style-type: none"> • HCP E-Newsletter 	<ul style="list-style-type: none"> • HCP E-Newsletter 		<ul style="list-style-type: none"> • HCP E-Newsletter • Osteoporosis Awareness and Prevention Month
Trade	<ul style="list-style-type: none"> • Trade Ads – Canadian Grocer • Trade Press Release • Taste Canada Cooks the Books – Student Cooking Competition 	<ul style="list-style-type: none"> • Trade Ads – Western Grocer • Trade Ads – Elle Gourmet • Trade Ads – Grocery Business • Trade Press Release 	<ul style="list-style-type: none"> • Trade Ads – Grocery Business • Trade Ads – Western Grocer • Trade E-Newsletter • Trade Press Release 	<ul style="list-style-type: none"> • Trade Ads – Canadian Grocer • Trade E-newsletter • Trade Press Release

Year-Round Programming

- Website Maintenance
- Digital Campaigns (including Google and YouTube)
- Social Media Content Development and Community Management
- Social Media Influencers
- Media Relations (Consumer & Trade)



Thank you



Prunes. For life.