



California Prune Board

2023-2024 Italy Marketing Plan

AUGUST 1, 2023 – JULY 31, 2024





Italy 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



“Nutrition” as self care

Having a healthy lifestyle is now a positive well-being choice, not a sacrifice



The era of ingredients awareness

Consumers are proactively researching and looking for good and healthy ingredients, and food safety is a key issue



The sustainable value of nutrition

Sustainable choices aren't just for the individual. Expectations of brands' behavior and commitment to the planet are increasing, especially in younger generations



The remote workers

With the rise of working from home, home-cooked meals and healthy snacks are a must-have for remote workers.



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STRENGTHS

- Recognized quality and taste of California Prunes from consumers and stakeholders
- A continuative commitment in scientific studies supporting healthy messages – especially bone health
- An ingredient for all and suitable for all kinds of nutritional choices and needs - sustainable and healthy
- Versatile not only in recipes but also in consumption habits during the whole day (from breakfast to snack)
- Long shelf-life product, ideal to always have in your pantry
- Guaranteed quality throughout the production process, ensuring high levels of food safety

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WEAKNESSES

- Consumers need to actively search product origin on the packaging, a clear logo is not present and sometimes the California Origin is not specified
- Price perceived as high vs other competitors
- Low awareness of the innovation and the technologies used in the production process
- Sustainability messages not yet prominent in CPB communication, carbon footprint is a hot concern amongst Italian consumers
- Laxative effect of California Prunes is still a topic ironically spoken about in less educated groups
- Dried fruit is a huge category for Italians: when thinking about it, almonds and walnuts comes first whilst dehydrated fruit is not top of mind

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OPPORTUNITIES

- Healthy food is considered as a key aspect for self-care and well-being
- Consumers are more aware, informed and attentive to ingredients' quality and food safety
- Less variety but more quality: consumers pay more attention to grocery shopping, buying less but paying more for quality
- Remote working is driving changes in cooking habits with more meals cooked at home, especially during daytime
- Dried fruit is perceived as part of a balanced diet
- Consumers are more willing to embrace brands and products when they share the same values e.g. ethics and care for the planet
- Excellence of California in agricultural production can be a strong factor to push the origin of the product

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THREATS

- “Farm to fork” approach: Italians consider local products more qualitative and sustainable than imported ones
- *Made in Italy* first: consumers want to support the local economy rather than foreign ones with the Government creating the Ministry of Agriculture, Food Sovereignty and Forestry
- Good crop of the French prunes, now more active in communication and linked to the EU campaign “European excellence is a form of art”, vs California Crop 2022 which was slightly below average
- Chilean prunes had a good crop and came back strong in the market, with an inferior quality but a more affordable product
- Uncertainty in the international political situation with financial impacts upon the spending capacity of Italians
- Strong US\$ value and its impact on Euro exchange rate
- High competition in the snack category: from fresh fruit to dried fruit mix

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



CONSUMER

- Reach a wider range of consumers by communicating the premium quality, great taste, provenance and nutritional benefits of California Prunes
- Maximize consumer engagement with a compelling range of activities e.g. PR, Social Media, consumer activations, influencer activities
- Promote the trial of California Prunes with sampling and the participation in big events to meet consumers in person

TRADE

- Reinforce the relationship with the trade to support their purchase and promotion of California Prunes through media relations and digital communication
- Support the divulgation of the benefits of California Prunes

HCP

- Increase the collaboration with Health Care Professionals to promote California Prunes and divulgate their benefits to the professional community
- Expand the HCP networks of professional associations and organizations with the participation at events and digital communication

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



Italy Marketing Program

- Campaign Creative Theme
 - Il gusto che fa stare bene
 - ENG: The taste that makes (you) feel good
- Program Activities
 - Trade
 - Consumer
 - HCP Nutrition Communications

Where appropriate we also measure cost per reach(CPR) on relevant activities, exchange rate of EUR/\$ 1.11031



Campaign Creative Theme

Connecting the elements to each other and everything to the brand



Origin Messaging



The California Difference

We will ensure messaging around “**The California Difference**” is promoted so target audiences are aware of the difference between purchasing prunes from California vs. other competitor markets.

PREMIUM QUALITY

Unlike other varieties, California Prune plums ripen fully on the tree — pit and all — without fermenting.

It’s the lush valleys with rich soil warmed by a steady sun and cool evening temperatures, along with the most rigorous agricultural standards of any place on earth. It’s the practice of drying prunes in climate-controlled tunnels, which California growers have honed into a precise art, balancing temperature, humidity, and time.

SUSTAINABILITY

California Prunes’ growers and handlers continue to show leadership and resilience when adapting to the ever-changing environment.

Our Trade and eventual consumers are asking tough questions about climate change and sustainability, and CPB is ready to answer. Where and how food is being imported and the process in which it is made are important considerations for our Trade audience as it is demanded by their customers.

Our trade audience are actively seeking out food products that have a minimal environmental impact as customers demand it





Program Activities





23/24 Trade Strategy

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 maitre 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/

Se siete interessati all'acquisto di Prugne della California o a maggiori informazioni visitate 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.

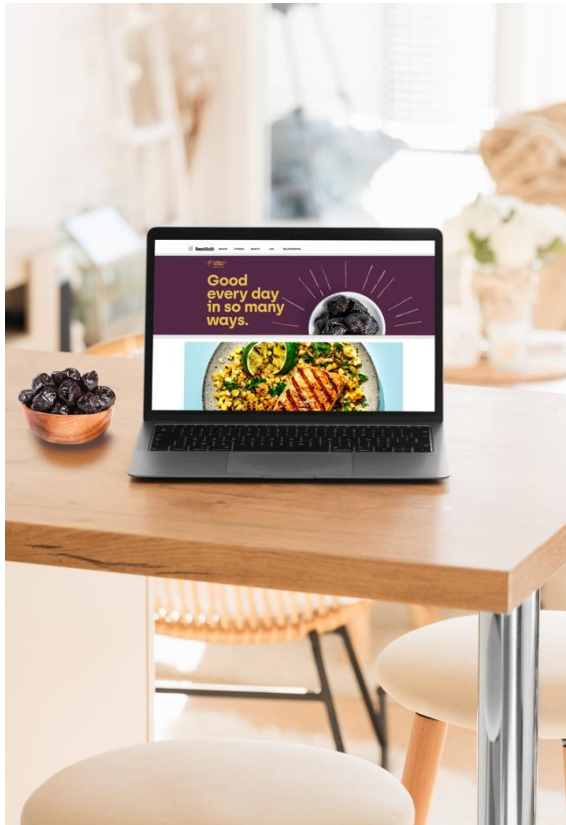
Highlight the nutritional benefits of California Prunes and its versatility and the Board's commitment to research and promotion in Italy and globally, in order to demonstrate the excellent positioning of whole prunes in the ever-growing "healthy food" market sector.

Activities include:

- News Bureau
- Trade E-Newsletters
- Trade Advertising
- Stefano Collomb partnerships / Trade Event
- Trade Show - Anuga



Trade News Bureau



Trade Media Titles	Coverage* <small>*As at May 2023</small>
Italia a Tavola	75k (print and digital combined)
Food	45k (print and digital combined)
GDO week	20k (print and digital combined)
Mark Up	22k
Distribuzione Moderna	15k
Foodaffairs.it	1,5k
Agenfood	1k
MyFruit.it	6k
Freshpointmagazine.it	1k
Corriereortofrutticolo.it	6k
Mixerplanet.com	1,8k



Prunes. For life.



Rationale/Background: California Prunes premium nature in food & health is well established among trade media and the mix of news planned contributes to position the California Prune Board as innovative and dynamic. Sustainability is a key topic the trade outlets expect to be covered.

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

Goal: Support the accreditation and positioning of the California Prune Board in Italy as reliable trade partner.

Output Goal will be to deliver at least **10 press releases delivering 80 articles** across 12-month period

Outcome Goal will be to deliver a total **reach of 1,000,000** and achieve an **AVE of \$250,000**

Italia a Tavola

Il potere salutistico delle Prugne della California, protagonista a Nutrimi 2023

Saranno presentate le più recenti evidenze scientifiche a favore degli effetti salutari del consumo di prugne secche per il mantenimento delle ossa al convegno dedicato ad alimentazione e nutrizione in programma a Milano

26 aprile 2023 | 17:56 [f](#) [in](#) [in](#) [in](#) [in](#) [in](#)

Il California Prune Board rinnova il proprio impegno nella ricerca scientifica e presenta a Nutrimi 2023, il Forum di Nutrizione Pratica che ogni anno nasce a Milano la comunità scientifica, le aziende e gli stakeholder che operano nel mondo dell'alimentazione e della nutrizione, nuove evidenze scientifiche a favore del potenziale salutistico delle Prugne della California, grazie all'intervento della dottoressa Annamaria Acquaviva, dietista nutrizionista che collabora in Italia con il Board che riunisce coltivatori e confezionatori di prugne provenienti dalla California. Nell'ambito della plenaria Nutrimi del 27 aprile "Nutrire la Gen Z, come guidare le nuove generazioni verso scelte alimentari sane?", a partire dalle ore 11:30, la dottoressa Annamaria Acquaviva si occuperà del tema "Ossa forti fin da giovani: le strategie nutrizionali per mantenerle in salute nel tempo".



Appreziate in tutto il mondo, le Prugne della California sono sempre di stagione

«Non è mai troppo presto per pensare alla salute delle ossa, la forza delle nostre ossa durante la giovinezza influisce infatti direttamente anche sulla loro forza quando invecchiamo. La porzione di 50-100 g al giorno di Prugne della California ha dimostrato essere utile nel rallentare la perdita di massa ossea, aumentando significativamente la densità minerale, riducendo, quindi, il rischio di frattura osteoporotica», afferma Annamaria Acquaviva, dietista e nutrizionista per il California Prune Board in Italia. «Una manciata di prugne secche può essere facilmente aggiunta alla dieta quotidiana a qualsiasi età. Le Prugne della California possono essere abbinate a tanti sapori e consistenze e sono ideali per piani nutrizionali personalizzati. Possono essere utilizzate nelle insalate, nei frullati, in piatti salati: il sapore naturalmente dolce le rende un ingrediente versatile o uno spuntino adatto ad ogni età».



Prugne della California: investimenti sulla sostenibilità



Autore Redazione

Al centro delle pratiche adottate dai coltivatori c'è la tutela dell'ambiente e delle comunità locali

Da oltre un secolo, la California è protagonista dell'industria delle prugne secche. Sempre oggi circa il 90% dell'offerta mondiale e oltre il 90% dell'offerta statunitense. A mantenere alta la domanda delle Prugne della California, oltre al gusto distintivo e la qualità premium, è la comunità e l'attaccata nella produzione, guidata da rigori standard agricoli.

Il California Prune Board (CPB) - che dal 1952 rappresenta coltivatori e confezionatori di prugne provenienti dalla California - è impegnato nell'implementazione di iniziative sostenibili, che garantiscono la tutela dell'ambiente e delle comunità locali.

Nel frutteto di prugne di Sacramento e San Joaquin, i coltivatori si avvalgono delle più recenti ricerche e tecnologie per sfruttare l'energia solare, risparmiare acqua e ridurre gli sprechi. La scelta di approvvigionamento più ampia, inoltre, si impegna ad impiegare all'interno del processo produttivo fonti di energia rinnovabili, che consentono una riduzione della emissione di gas serra e dell'impatto ambientale. I coltivatori di Prugne della California garantiscono al dipendente salari equi e condizioni di lavoro sicure, garantendo la continuità del settore affinché le generazioni future possano godere e trarne beneficio.

Esther Ritson-Elliott, director of international marketing & communications del California Prune Board commenta: "In qualità di leader della sostenibilità, i coltivatori californiani continuano a migliorare le pratiche investendo nella gestione dei frutteti e nella ricerca che rafforza il settore e dimostrano il loro impegno concreto nel contributo del pianeta, a tutte le future generazioni".

Trade Communications



ACTIVITY: E-Newsletters

To continue to regularly send out Trade E-Newsletters to our engaged contact list, so that they are well informed regarding CPB's latest news, research and dynamic projects we are working on. Our publication is sent to key industry contacts across Italy and it has proven an effective tool in communicating our brand and reaffirming our premium positioning within the market.

Through this channel - industry news, export and market share figures, success stories, recipes and the latest information about our partnerships and collaborations is shared.

Output Goal will be to deliver **3 E-Newsletters** across 12-month period

Outcome Goal will be to achieve at least a **25% opening rate** and **increase our mailing list contacts to 55**

Nuove collaborazioni con atleti di primo piano

In aggiunta alla partnership con Simone Giannelli, abbiamo iniziato una collaborazione con la tuffatrice Elena Bertocchi e il nuotatore Gabriele Detti.

Le Prugne della California sono infatti l'alleato perfetto dei tre sportivi durante la loro preparazione agonistica in vista delle competizioni che li vedranno protagonisti. Avendo naturalmente un elevato tenore di potassio, che contribuisce al mantenimento della normale funzione muscolare, le Prugne della California hanno inoltre un basso indice glicemico, grazie alla presenza di fibre e alla composizione dei loro glucidi e regalano così un'energia facilmente disponibile e di graduale assimilazione, ideale per workout ed esercizi fisici che prevedono uno sforzo prolungato.



[LEGGI L'ARTICOLO COMPLETO](#)

Stefano Collomb for California Prunes



Oltre alle nuove collaborazioni, abbiamo rinnovato per il 2023 la partnership con il maître chocolatier Stefano Collomb, proprietario della storica pasticceria-cioccolateria "Chocolat" di La Thuile, in Valle d'Aosta.

La collaborazione, nata nel 2018, ha rivelato all'arte cioccolatiera italiana le grandi potenzialità e la versatilità delle Prugne della California, promosse in Italia e in tutto il mondo dal CPB. Questo ingrediente unico e dalla qualità premium

Italia a Tavola Partnership

ANNUAL PARTNERSHIP WITH LEADING ITALIAN TRADE MAGAZINE



ACTIVITY: Trade advertising

Consolidate the partnership with Italia a Tavola to create, with their editorial staff, an effective new integrated comms and advertising plan to keep their target audience informed about CPB's news and projects and encourage them to visit the Italian CPB website.

The collaboration would also contribute to the continuous highlight of CPB's key messages to the targeted stakeholders and to potential new contacts in the Italian trade market leveraging on the outlet network.

OUTPUT:

- 6 trade Adv (3 print adv single pages + 3 digital adv single pages);
- 2 web-banners: one in weekly newsletter and one in weekly professional newsletter (both ongoing for 12 months);
- 1 banner on Italia a Tavola website (ongoing for 12 months) and 1 branded banner skin in Homepage and internal sections on italiatavola.net for one week;
- 4 branded DEM and 4 sponsored posts on Italia a Tavola Social Networks

Estimated CPR on advertising: **\$0.014**



Food Partnership

PARTNERSHIP WITH LEADING ITALIAN TRADE MAGAZINE



ACTIVITY: Trade advertising

Review the collaboration with the leading trade media publication “FOOD”, with tactical print and digital adv contents in special monthly issues linked to themes in line with CPB’s trade communication pillars.

This allows to communicate in a more in-depth way CPB’s key messages and CPB’s news to the trade targets of the food industry and retailers interested in the Italian market.

OUTPUT:

Partnership agreement with Bimonthly Partnership from May to June 2024 consisting of:

- 2 single page advertorials: one dedicated to Food innovation, one within the June 2023 special issue dedicated to the Dried Fruit Market
- 1 dedicated product box in 1 newsletter
- Additional possibility for Food Summit 2024 sponsorship with CPB logo visibility, CP product placement in the official dinner menu and samples distribution, CPB dedicated corner, presence of 2 CPB manager and product exclusivity

Estimated CPR on advertising: \$0.15

Communicate main CPB messages and reach **30,000** with each digital adv single page Intercept **18,000** professionals with Food Newsletter. **106** companied and **216** professionals with Food Summit participation



Stefano Collomb partnership



PARTNERSHIP WITH ITALIAN MAÎTRE CHOCOLATIER

ACTIVITY: Annual collaboration with the Maître Chocolatier Stefano Collomb

Leverage on Stefano Collomb's great expertise of pairing California Prunes with chocolate which is always much appreciated by the target media. Maximize the collaboration by organizing a tasting event for journalists and influencers.

Showcase California Prunes' versatility, high quality and distinctive taste to the professional trade and consumer target audience, maximizing California Prunes visibility.

OUTPUT:

- 2 chocolate creations: one for the media event / press kit and one other tbc possibly Easter
- Dedicated photoshoot for the new product with California Prunes
- 3 press releases (2 consumer, 1 trade)
- 4 social media posts, 12 IG stories

Estimated CPR: **\$0.003**

Gain a PR trade and consumer reach of **5,000,000**. Create high quality content also for social media to generate **30,000 total reach, 2,000 total engagement** on CPB'S SM Channels



NEW PR Event – Chocolate Pairing



ACTIVITY: PR event with Italian maître chocolatier Stefano Collomb and food creator and consultant Myriam Sabolla

Organize an exclusive event for journalists and influencers leveraging on Stefano Collomb's popularity as leading maître chocolatier and on Myriam Sabolla's expertise on food pairing, to showcase the versatility and quality of California Prunes. The chocolate pairing concept allows California Prunes to enter the media agenda with a trendy angle, whilst Stefano Collomb's presence reinforces the premium positioning of California Prunes.

A tailor-made chocolate creation by Stefano Collomb for all the guests and a consumer PR campaign following the event will help to further push the event concept.

OUTPUT:

- Lifestyle event in a location in the city center of Milan targeted to 20/25 journalists and influencers
- 1 consumer press release
- 1 post on FB and IG California Prunes accounts
- 1 blog post on official website

Estimated CPR: **\$0.007**

Goal will be to garner **2,100,000** of **PR trade and consumer reach** and **60,000** of **social reach** on CPB channels



MYRIAM SABOLLA:

Content creator and consultant for food companies. Her heart and hands practice natural cuisine, that is, one that respects people, the environment and cultures.

SOCIAL CHANNEL

- 23,2 K followers on IG: [@the_food_sister](https://www.instagram.com/the_food_sister)

Trade shows



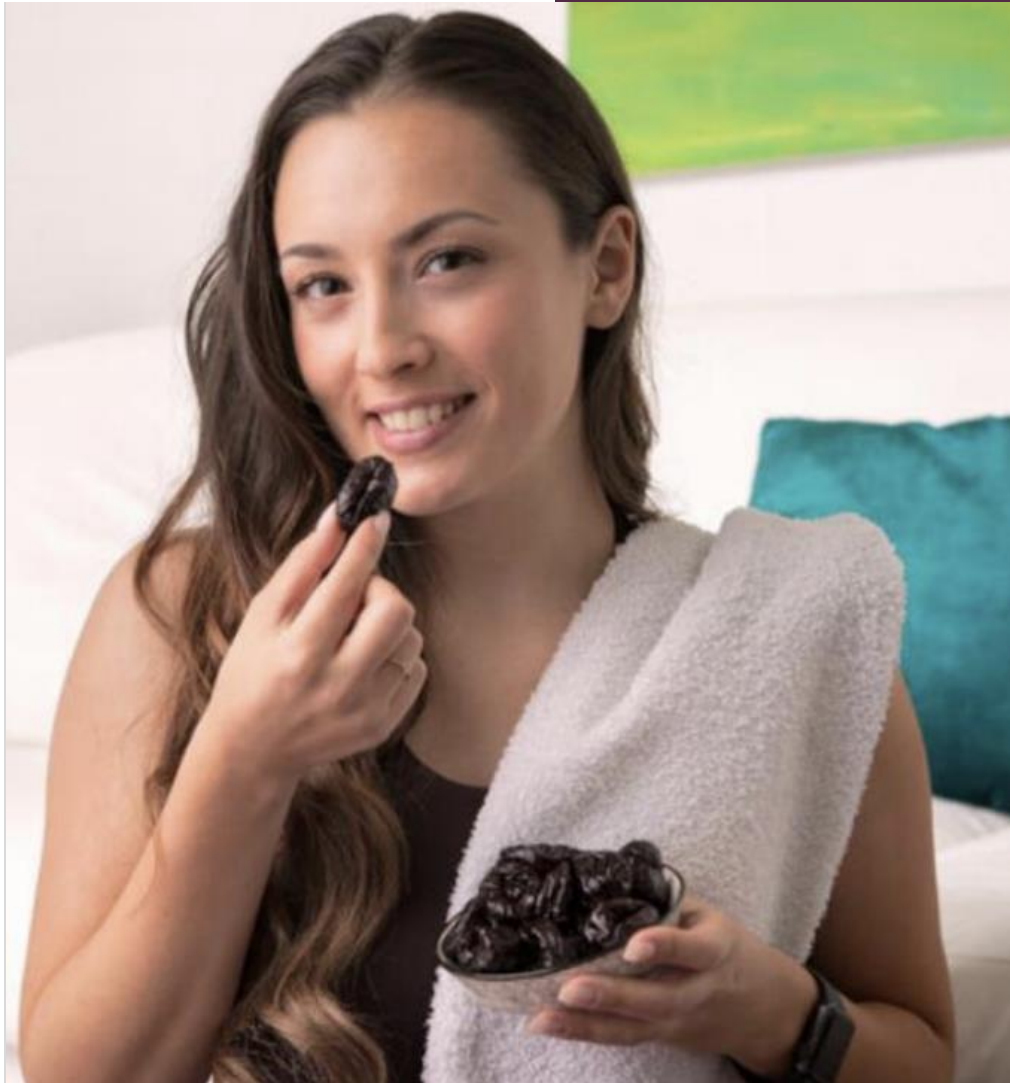
ACTIVITY: Anuga Trade Show visit

Ensure there is team attendance at one relevant European trade show in 2023/24.

Attending a European trade show is a great opportunity to build upon existing relationships and make new contacts – whilst ensuring in both circumstances we will visit key trade contacts and stakeholders to promote the premium-quality of California Prunes, and how they can add value to businesses.



23/24 Consumer Strategy



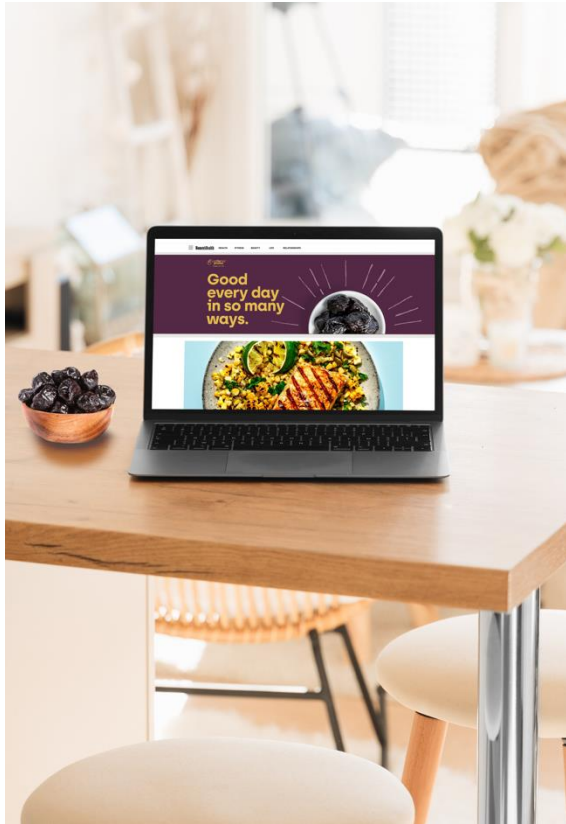
Encourage consumers to take care of themselves by enjoying an active and positive lifestyle where California Prunes can help them feel good with taste.

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
- Media event – Virtual California
- Chef, Influencers and creators with content on Instagram, Facebook and TikTok
- Professional athlete's sponsorship
- Consumer event – Wanderlust
- Digital - YouTube Campaign
- Social Media campaign on Instagram and Facebook
- Website
- Content Creation



Consumer News Bureau



When it comes to bone health, **California Prunes** are good every day in so many ways. They are a delicious plant-based food high in bone-building vitamin K. Plus, prunes provide a mix of copper and boron, which are also important for bone health.

Consumer Media Titles	Coverage
Print and online dailies and magazines, as well as broadcasts, addressed to a broader target. The media panel is mainly composed of lifestyle media with food and wellness titles while themed/vertical media are activated according to specific angles of consumer communication.	<p>2023/2024 expected outcome</p> <ul style="list-style-type: none"> • 165 earned articles • Total reach 25,000,000 • Total AVE \$ 1,000,000



Top-Tier Target Media Outlets



General Consumer	Consumer Health & Wellness	Consumer Food
<p>Outlets intended to reach the target demographic audience, including: women, age 25-60 (online outlets allow to reach a younger target), health & wellness minded, passionate about healthy aging, enjoys cooking/baking, primary household shopper:</p> <ul style="list-style-type: none"> • <i>Amica</i> - 500 k (print and digital combined) • <i>Confidenze</i> - 37 k • <i>Donna Moderna</i> - 112 k (print and digital combined) • <i>Elle</i> - 536 k (print and digital combined) • <i>F</i> - 433 k (print and digital combined) • <i>Grazia</i> - 622 k (print and digital combined) • <i>Io Donna</i> - 1,2 M (print and digital combined) • <i>Marie Claire</i> - 512 k (print and digital combined) • <i>OGGI</i> - 1,9 M (print and digital combined) • <i>Vanity Fair</i> - 769 k (print and digital combined) 	<p>Outlets intended to reach the health, fitness and wellness focused audience:</p> <ul style="list-style-type: none"> • <i>Men's Health</i> – 75k (print and digital combined) • <i>Natural Style</i> - 206 k • <i>OK Salute e Benessere</i> – 53k (print and digital combined) • <i>Runner's World</i> – 60k (print and digital combined) • <i>Silhouette Donna</i> • <i>Starbene</i> - 542 k (print and digital combined) • <i>Viversani & Belli</i> – 37k (print and digital combined) 	<p>Outlets intended to reach the at home food enthusiast, baker, and recipe seeker:</p> <ul style="list-style-type: none"> • <i>COOK – Corriere della Sera</i> - 1,3 M (print and digital combined) • <i>Il Gusto – la Repubblica</i> - 1,5 M (print and digital combined) • <i>La Cucina Italiana</i> - 920 k (print and digital combined) • <i>OGGI Cucino</i> – 150k • <i>Sale & Pepe</i> – 42k (print and digital combined)

Consumer News Bureau

AN EFFECTIVE MEDIA RELATIONS PROGRAM TO DELIVER THE KEY MESSAGES



Rationale/Background: Consumer journalists are always looking for interesting story angles to engage their readers. Be a reliable point of reference for them by establishing durable relationship is key to connect them with California Prunes' world and generate quality coverage.

Strategy: 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.

Goal:

OUTPUT

- 12 press releases from August 2023 to July 2024
- Media monitor and scouting of interview and editorial opportunities
- 1 structured PR campaign

Output Goal will be to deliver at least **12 press releases** across 12-month period

Outcome Goal will be to deliver a total **reach of 25,000,000** and achieve an **AVE of \$1,500,000**



Lo spuntino è un momento importante per gli italiani e tra i protagonisti del social buzz.

Fondamentale per mantenere il metabolismo attivo, lo spuntino "spezza-fame" permette infatti di evitare i possibili cali di energia tra un pasto e l'altro, permettendo di arrivare ai pasti con il giusto appetito.

AMICA

Sport acquatici e alimentazione: la dieta corretta e i nutrienti giusti

Tre step fondamentali per prendersi cura del proprio corpo quando si nuota (e non solo)

Si dice che il nuoto sia uno sport completo e, visti i **benefici**, non potrebbe essere più vero. Non esiste sport, infatti, in grado di regalare tanti vantaggi quanto il nuoto. Sui muscoli, sul cuore e persino sulla mente. Al di là dei luoghi comuni, i **benefici dell'andare in piscina** sono tantissimi. In primis, perché è adatto a tutti. In secondo luogo, poi, perché esistono molte varianti del nuoto tradizionale: dal sincronizzato ai tuffi, esiste una disciplina perfetta per ognuno. Ora, la domanda sorge spontanea: **nuoto e alimentazione**, quale dovrebbe essere il regime alimentare più corretto? Quali accorgimenti quotidiani sono necessari per un vero benessere fisico?

Grazie alla collaborazione con la tuffatrice **Elena Bertocchi** e il nuotatore **Gabriele Detti** e ai consigli della dott.ssa Annamaria Acquaviva (dietista e nutrizionista), il **California Prune Board** (CPB) – che rappresenta coltivatori e confezionatori di prugne provenienti dalla California – ha individuato i **3 step fondamentali per prendersi cura del proprio corpo**. Sì, unendo la pratica sportiva a una corretta alimentazione.

NEW Welcome to the virtual California



ACTIVITY: Media event with a virtual journey to California

Organize a virtual journey to California for journalists and influencers to make them experience the world and the origins of California Prunes. A special and interactive activity where the guests will put on VR headsets and will be transported in the middle of an orchard with the possibility to meet the growers and ask them questions.

The California origin is one of the main reason why California Prunes are so premium and distinctive among their competitors. Discovering all the characteristics and the high quality of all the steps of the production process is fundamental to understand the value of this product.

Virtual reality has become a very effective and engaging tool for interacting with the communities and to make them discover faraway places.

Estimated CPR: \$0.025

An experience for
20/25 journalists
and influencers
and an expect PR
reach of about
2,000,000



Andrea Mainardi continuative projects

PARTNERSHIP BETWEEN ANDREA MAINARDI AND CALIFORNIA PRUNES STRENGTHENS



Activity: Collaboration with Chef Andrea Mainardi

Strengthen the successful relationship with Chef Andrea Mainardi, renewing the format of the video recipes with cooking tips on the use of California Prunes and through extra networking activities with journalists, such as the creation of a product and a media event.

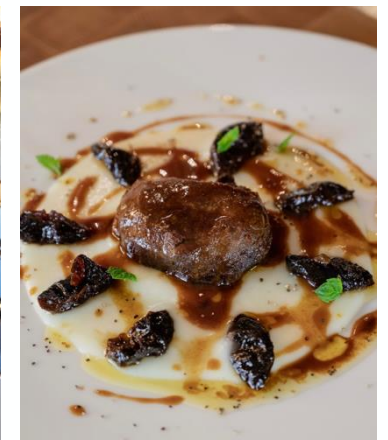
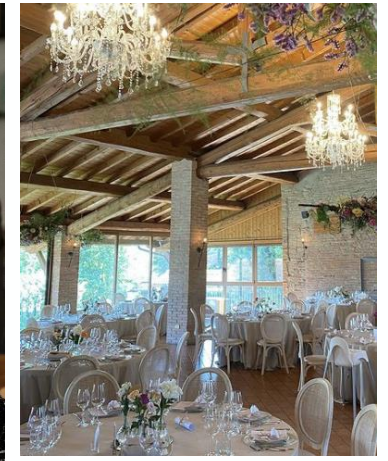
A continuative collaboration with a celebrity Chef as ambassador in Italy allow to create high quality and entertaining content and creative proposals to impress the community.

OUTPUT

- 5 new digital contents with California Prunes (Royalties included for CPB and CPB growers-handlers)
- Dedicated shot and video per each recipe by the chef for social, blog and pr use
- Publication on the properties of California Prunes
- 1 consumer and trade press release
- 6 posts on social media accounts and 6 Instagram stories set (5 for the digital contents and 1 for the event)

Estimated CPR: **\$0.011**

Collaborate with a great Chef to create high quality content and reach 1,500,000 with PR and 400,000 people on Instagram



NEW Sonia Peronaci community contest

A DIGITAL CONTEST LED BY CALIFORNIA PRUNES' FOOD AMBASSADOR



ACTIVITY: Sonia Peronaci digital contest

Refresh the collaboration with the food ambassador Sonia Peronaci and further engage her food community, a loyal one thanks to the long-term collaboration, with a brand new activity: a digital contest.

This will allow to increase the brand awareness of the product, its benefits and its versatility in the kitchen and can inspire more and more users with new content. Enrich the creation of a recipe with a digital contest between micro and mid influencers led by Sonia Peronaci.

OUTPUT

- 1 recipe video in IG reel format (with reel cover) + 1 IG Stories made by Sonia Peronaci
- 1 blog post on soniaperonaci.it
- Publication on the properties of @soniaperonaci (IG and FB) and California Prunes
- Sponsorship possibilities
- Digital contest powered by Sonia Peronaci and California Prunes: 3 stories to launch the challenge and nominate the influencers, involvement of 16 influencers, 1 recipe (reel or post) and 1 set of stories for each talent (32 new original content)

Estimated CPR: \$0.018

Interact with Sonia Peronaci community to achieve **150,000 total reach on IG, 140,00 total engagement on IG and 1,300,000 potential total reach of the contest on social media**



Veganuary project

A COOL AND FUN VEGANUARY WITH CALIFORNIA PRUNES

ACTIVITY: Content creation with vegan influencers for the annual Veganuary month

Collaborate with the food creators @cibosupersonico, @dipaza and @mrs.veggy to create a new peak on Veganuary, after the good results of last year. Show the California Prunes community how easy and fun it is to be vegan or to cook plant-based meals. Some of the content will be uploaded on TikTok to intercept also a younger audience on different formats.

Environmental and ethical issues are increasingly felt by the online community, especially by the younger generation. The Veganuary challenge is an excellent opportunity for brands to propose new collaborations with young, creative talents who follow personal ethical battles such as the divulgation of plant-based cuisine.

OUTPUT

- 1 IG reel + 1 IG set of stories + mirroring on TikTok by @mrs.veggy
- 2 IG reel + 2 IG set of stories by @dipaza
- 2 IG reel + 2 IG set of stories by @cibosupersonico
- Publication on the properties of California Prunes
- Creation of a kit to be sent to a selected list of influencers
- Extra social media advertising boosting

Estimated CPR: \$0.033

Create valuable content related to the Veganuary month to achieve **650,000 total reach on IG and 10 kits to influencers**



IG @mrsveggy: 140,000
Tik Tok mrsveggy: 20,000
IG @dipaza: 95,000
IG @cibosupersonico: 60,000

Fitness ambassador Michela Coppa

A FITNESS INFLUENCER FOR CALIFORNIA PRUNES

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

Renewing the successful collaboration with fitness influencer Michela Coppa to stand out in the very crowded fitness world with a mainstream and successful ambassador and on an on-going basis.

Video contents focused on exercises, yoga, fitness and outdoor contents, displaying California Prunes gadgets within the videos to brand the content and create California Prunes fitness imagery, will allow the brand to be considered friends of training and a healthy lifestyle.

OUTPUT

- 4 IG reels @michelacoppaofficial
- 4 IG set of stories (3 frame min.15 sec) @michelacoppaofficial
- Publication on the properties of California Prunes

Estimated CPR: \$0.39

Position California Prunes as the key ingredient for an healthy lifestyle and achieve **90,000 total reach on IG**



IG @michelacoppaofficial: 295,000

Dive into Paris 2024 Olympic Games

AN OLYMPIC TEAM OF EXCELLENCE FOR CALIFORNIA PRUNES



ACTIVITY: Content creation with excellent athletes

Continue the collaboration with top Italian athletes in the year of Paris Olympic Games to reinforce the connection with California Prunes and sport and leverage on athletes a positive examples to be followed. Involve n. 3 main athletes suggestions are (Giannelli and Bertocchi to reinforce successful collaborations adding the medalist swimmer Quadarella) with 4 IG posts and 4 sets of IG stories each (12 IG posts and 12 sets of IG stories in total).

2024 is the year of the Olympics Games which are taking place in Paris - a very important event for Europe – and athletes will be on the spotlight, especially those who will compete for medals. It's the perfect context to give another twist to athletes collaboration.

OUTPUT

- 3 Athletes – suggestions are (Giannelli, Bertocchi, Quadarella)
- 4 IG posts and 4 sets of IG stories each (12 IG posts and 12 sets of IG stories in total)

Estimated CPR: \$0.09

Strengthen the correlation between California Prunes and sports with premium athletes ambassadors to achieve **630,000 total reach on IG and 60,000 total engagement on IG**



SIMONE GIANNELLI
IG: 387,000



ELENA BERTOCCHI
IG: 36,000



SIMONA QUADARELLA
IG: 134,000

NEW Wanderlust Sunset Stories

MINDFUL SUNSET EVENTS DEDICATED TO YOGA AND MEDITATION



Rationale/Background: healthy lifestyle is a 360° approach which embraces sport, nutrition and mental well-being.

Strategy: promote California Prunes' benefits for all-round physical and mental health taking part in Wanderlust Sunset Stories in Bologna and Torino: a yoga and meditation at sunset hour event in May 2024, with an influencer boost.

Goals:

OUTPUT

- 2 events: 1 day in Torino and 1 day in Bologna
- Presence in both events with a stand in the Kula market, the area dedicated to sponsor, with a personalized gazebo 3*3mt
- 1 leaflet and 1 sample inside the Welcome Bag
- 1 Wanderlust influencer presence at the stand
- Social media coverage on CP accounts
- 1 trade press release

EXPECTED OUTCOME

- Total of 2,000 participants
- 6,000 samples distributed in the bags and at the CP area
- 1 post and 1 set of stories by the Wanderlust Ambassador for each event
- 1 IG and Fb post and 10 Instagram stories on CP social media for each event
- 60,000 trade media reach

Estimated CPR: \$0.53

The events aim at reaching **2,000 people** and distribute at least **6,000 samples.**
60,000 Reach



YOGA & SPORT



@fedecunipt

Chinesiologa Clinica e Personal Trainer,
specializzata in gravidanza & post partum

46.9K FOLLOWER

YOGA & SPORT



@federicamacri22

Trainer
e ginnasta olimpica

23.7K FOLLOWER

YOGA & SPORT



@sarascafidi_trainer

Insegnante di yoga
e personal trainer

10.8K FOLLOWER



Digital Communications on YouTube

ACTIVITY: Promote two dedicated 15 second films on YouTube to raise awareness and drive interest in California Prunes

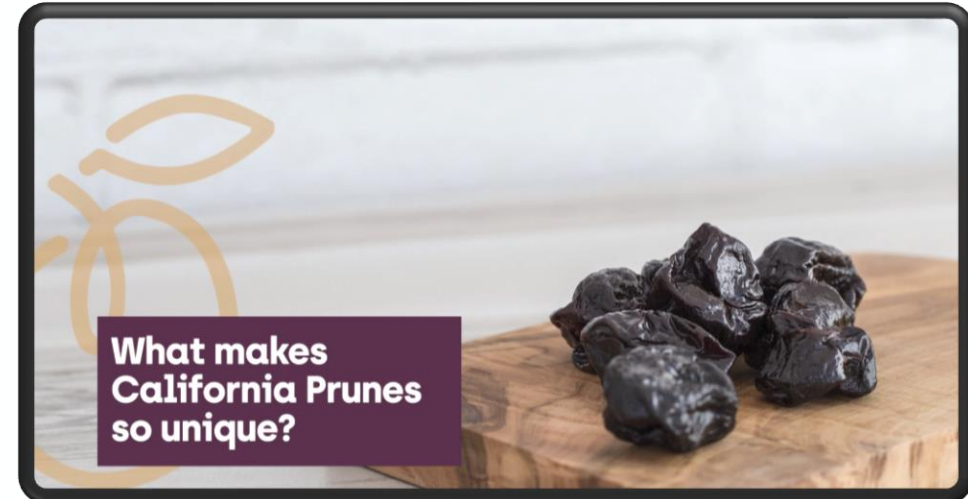
A two-phased campaign will deliver each video to two different audiences in the first phase and will retarget each audience with the other video in the second phase. The target groups will be mixed and will include Food & Recipes and Beauty & Lifestyle.

We envisage it to be a 5-6 weeks campaign – final goals to be finalized when media booking is finalised.

Estimated CPR: **\$0.007**

EXPECTED OUTCOME GOALS:

The expected outcome goals will be **10 million reach** with **80%** video completion rate





SM Communications: Instagram and Facebook

Rationale/Background: Social Media platforms are an essential way to establish a relationship with customers, gain valuable insights, and grow brand visibility. Also, for the food category they are a reference in terms of food trends and recipes

Strategy: promote the right mix of food, fitness and wellbeing topic as well as California Prune Board corporate messages (origin, growers, production processes). Support California Prunes initiatives during the year (consumer activation, ambassador collaborations). Support website traffic with a dedicated ads strategy, this reinforces California Prunes brand awareness, that will also help to reach new followers and boost the engagement. Community management to reinforce the relationship with the community.

Goals:

OUTPUT

- Monthly editorial plan with a total of 96 post and 48 Instagram stories set on IG and FB
- Live posting during the events or special activations
- Interaction with the community and community management
- Social media boosting to promote brand awareness, engagement and website traffic
- Social media reporting

Estimated CPR: \$0.010



Outcome goal will be to reach **4,000,000** with **35% engagement rate** (Facebook/Instagram) on owned channels; **250 new followers** on Instagram



Website

Razionale/Background: clearly communicate high-quality information to the target audience, allowing also CPB audience to see the credibility through an appealing and updated website standing out from the competition and build a strong online presence.

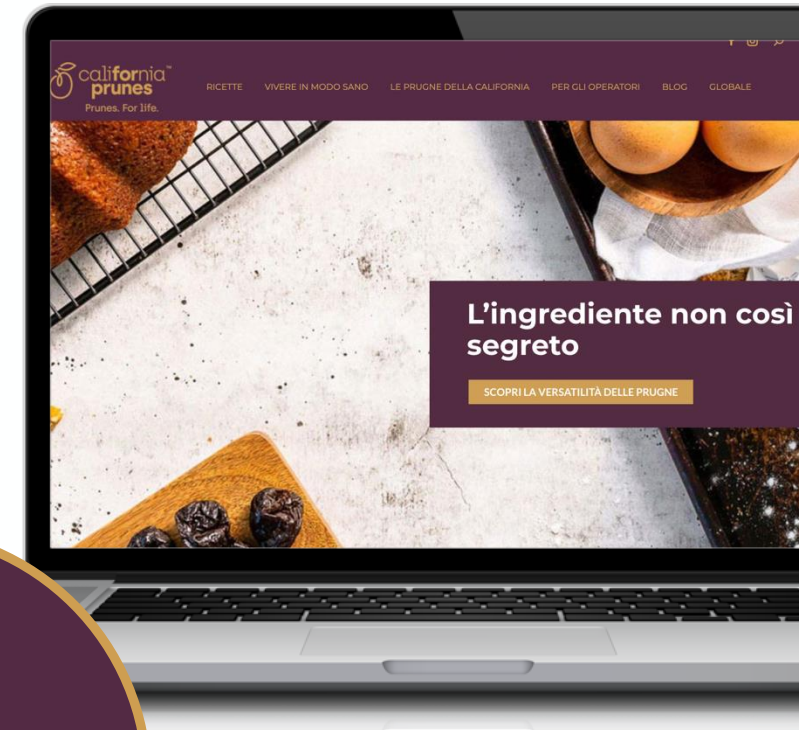
Strategy: Continue to feed the California Prunes website by regularly uploading new recipes to maintain a solid presence with the Italian consumers. Report the recipes made by the influencers to give maximum visibility to the collaboration, push the activities of the California Prune ambassadors and show the news and insights of the sector. Social media will be used to support web traffic (FB and IG)

Goals:

OUTPUT

- On average 4 recipes per month and 1 monthly blogpost
- Report of the website's performance through Google Analytics and data provided by CPB on the Activity Reports

Estimated CPR: \$0.19



Expected outcome goal will be to reach **50,000 unique visitors**



Content creation - Social media

VISUAL AND VIDEO CONTENT TO CAPTURE THE ATTENTION OF USERS

Rationale/Background: social media have become the first point of contact with consumers and the quality and creativity of contents is fundamental to communicate the premium level of product and to engage the community

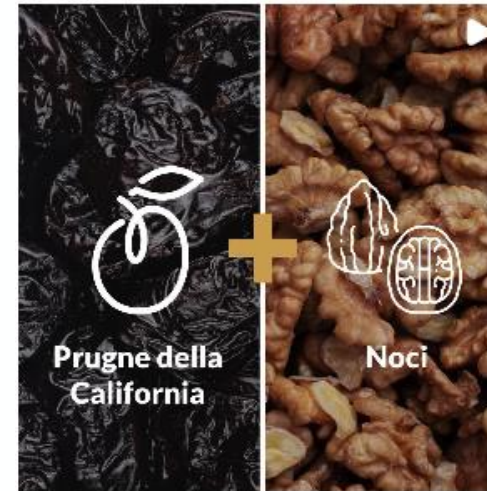
Strategy: Support the social media communication of the key messages with always new, original and captivating content with engaging formats:

- Motion graphic videos dedicated to the healthy benefits of California Prunes
- Stop motion videos with the “healthy and balanced plate”: pairings suggestion to create a meal with California Prunes
- Visual “Welcome to California” to explain why the origin of California Prunes are so important for their qualities
- Visual content dedicated to the benefits of California Prunes for all ages
- Motion graphic dedicated to the key moments of the year, e.g. Christmas, Easter, Saint Valentines and Mother’s Day

Goals:

OUTPUT

- 7 motion graphic contents
- 3 stop motion videos
- 6 visual content
- Instagram stories adaptation for all the content





NEW Content creation - Video Pills

DIGITAL EDUCATIONAL FORMAT

Rationale/Background: attention to the benefits of California Prunes as part of a healthy lifestyle has been growing a lot, especially with a focus on bones health and all-round mental wellness. The effectiveness and immediacy of videos on social media has become a successful tool for divulgation

Strategy: renew the video pills format by having CP's nutritionist Annamaria supported by two other health experts to make these contents more engaging and rich in content

Goals:

OUTPUT

- 3 video pills in collaboration with an osteopath
- 2 video pills in collaboration with a psychologist
- Adaptation of videos for Instagram and Facebook in "Post" and "Story" formats

Estimated CPR: \$0.117

Leverage on the power of videos with a total expected reach of 100,000 and an engagement rate of 10% on CPB social media properties



Dietician Nutritionist
Annamaria Acquaviva

[Website](#)



Osteopath
Antonio Aurioso

[Website](#)



Psychologist
Ilaria Merici

[Website](#)

Content creation - Teresa Balzano

SHOW THE VERSATILITY OF CALIFORNIA PRUNES IN CUISINE



The activity: Annual collaboration with the California Prune Board food consultant **Teresa Balzano**

Produce catchy food content in line with the the social and digital scenario of the food world with new fashions, styles and trends leveraging on the competence and proximity to the brand of Teresa Balzano. She is the historical Italian expert of California Prunes and the creator of ever-new and tasty recipes that perfectly enhance the versatility in cuisine of California Prunes. Its videos will increasingly focus on gourmet pairings, creative pairings and industry trends also to create distinctive and interesting PR content

Staying up-to-date on big and small changes is a very important element in keeping the community's attention and not falling behind competitors.

Goals:

OUTPUT

- 3 Video recipes in IG Reel format
- 2 recipes in IG Post format
- 1 PR content
- Publication on the properties of @peperoni_e_patate (IG and FB) and California Prunes

Estimated CPR: \$0.024

Create high quality food content with an Italian touch to support the social media and PR communication and reach 90,000 reach on Instagram and 10% engagement rate



IG: [peperoni_e_patate](#) 19k
FB: [peperoni_e_patate](#) 8,7k

23/24 HCP Strategy



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
- HCP News bureau
- Selective HCP's advertising and targeted email newsletters

HCP Ambassador: Annamaria Acquaviva



LOCAL DIETITIAN AND NUTRITIONIST ANNUAL PARTNERSHIP

ACTIVITY: Annual collaboration with the Dietitian Nutritionist Annamaria Acquaviva as Italian spokesperson for the California Prune Board

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

Goals: effective communication of the CP healthy characteristics and explain to consumers scientific insights in an appealing way

OUTPUT

- Annual ongoing nutritional on health and nutrition issues that may be communicated to the Italian media
- Advice and control of editorial content related to nutrition and health produced by California Prune Board for the Italian market
- Quotes for a total of up to 5 press releases related to health and nutrition themes. Availability for interviews on behalf of California Prune Board on the CPB nutritional characteristics and benefits to Italian media
- Presence at n. 2 physical/workshop or digital events dedicated to media, trade or consumers
- Participation to n. 1 shooting day in Milan to shoot video pills for CPB social media

Estimated CPR: \$0.003

Outcome goal is an expected PR reach of
5,000,000





HCP News Bureau

Rationale/Background:

In conjunction with our EU HCP activity, we will build upon our existing relationship with both EU and UK HCP's in 23/24.

This will allow CPB to consolidate and increase the awareness of the premier quality, versatility and health benefits of California Prunes.

When creating our releases, we will ensure to weave in our continuing creative theme as appropriate to ensure a coordinated approach across portfolio of activities is maintained.

Strategy:

In order to achieve the aforementioned, there will be a concentration on our abundant and upcoming research, featuring gut health or bone health messages.

Additionally, through supplying industry news and health updates/information CPB should gain media cut through both online and in print.

Finally, we will leverage access to CPB Ambassador, dietitian and professional nutritionist **Annamaria Acquaviva** (slide 47) and use where appropriate (and budget allows) **Andrea N. Giancoli, MPH, RD**, and Nutrition Advisor for CPB.



Output Goal will be to deliver **8 press articles** over 12-month period (joint UK/EU)

Outcome Goals will be to deliver more than **5 million reach** (joint Italy/EU), and achieve an **AVE \$450,000**

HCP Communications



ACTIVITY: E- Newsletters

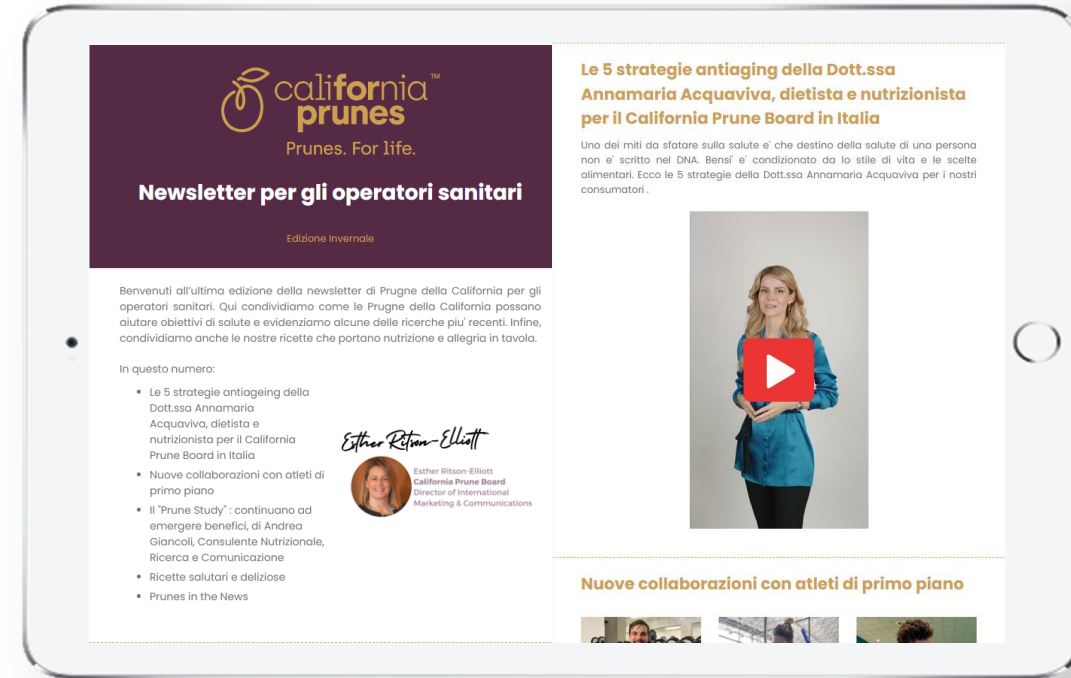
HCPs are conduits to our consumers, and E-Newsletters are a great tool to communicate to them CPB's ongoing commitment to research, as well as the role that California Prunes can play in their patients lives.

To continue to deliver regular E-Newsletters that highlight insightful and relevant content from across our markets to our burgeoning Health Care professional database across Italy.

Leveraging our Nutrition Ambassador Annamaria Acquaviva is an additional accessible hook for the publication. CPB also has access to capitalise on content where appropriate from Andrea N. Giancoli, MPH, RD, who is a Nutrition Advisor for the board.

Output Goal will be to deliver **2 E-Newsletters** across 12-month period

Outcome Goal will be to achieve at least a **25% opening rate**





Timeline

	Q1: AUG - OCT	Q2: NOV - JAN	Q3: FEB - APR	Q4: MAY - JULY
Consumer Activity	<ul style="list-style-type: none"> Creative Theme development Michela Coppa campaign (timing tbc) Video pill with Annamaria Acquaviva YouTube campaign (timing tbc) Teresa Balzano recipes 	<ul style="list-style-type: none"> Veganuary project Christmas recipe Stefano Collomb Michela Coppa campaign (timing tbc) Athletes project (timing tbc) Teresa Balzano recipes 	<ul style="list-style-type: none"> Welcome to virtual California event Andrea Mainardi collaboration Video pill with Annamaria Acquaviva Athletes project (timing tbc) Teresa Balzano recipes 	<ul style="list-style-type: none"> Wanderlust Sunset Stories Sonia Peronaci Collaboration (timing tbc) Andrea Mainardi collaboration Video pill with Annamaria Acquaviva YouTube (budget dependant) Teresa Balzano PR campaign
HCP	<ul style="list-style-type: none"> HCP Newsletter 		<ul style="list-style-type: none"> HCP Newsletter 	
Trade	<ul style="list-style-type: none"> Italia a Tavola media partnership Trade Newsletter PR Event with Stefano Collomb (tbc) Trade Show – Anuga 	<ul style="list-style-type: none"> Italia a Tavola media partnership Press kit with Stefano Collomb for Christmas 	<ul style="list-style-type: none"> Italia a Tavola media partnership Trade Newsletter 	<ul style="list-style-type: none"> Italia a Tavola media partnership Trade Newsletter Food media partnership (2 advertorials)

Year-round Programming

- Consumer and Trade News Bureau (**Public Relations and Press Office**)
- Website Content Nurturing
- Social Media Content, Communication and Engagement
- Partnerships and Collaborations including ambassadors e.g. Stefano Collomb – Andrea Mainardi - Teresa Balzano – Michela Coppa — Athletes collaboration
- Video pills with Annamaria Acquaviva and professionals
- Ongoing deliveries (samples, kits, media gifts)
- HCP News Bureau (**Public Relations**)
- Local Nutritionist – Dr Annamaria Acquaviva

Thank you!

