



# California Prune Board

2023-2024 Japan Marketing Plan

AUGUST 1, 2023 – JULY 31, 2024





# Japan 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



## Care about food quality and origin

Consumers say that they would look carefully at the product labels when buying food especially fruits and vegetables



## Consumers are spending more on food than ever before

A trend, consumers are prioritizing spend on food on both eating in, and eating out



## Health & Wellness

COVID has brought the importance of nutrition back into focus as part of the health & wellness life attributes



## Snacks As Meals

Busy lifestyles and decreased access to dine-in restaurant options have led to more people replacing meals with snacks



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## STRENGTHS

- Good trade reputation - California Prunes have a good reputation with the trade for their quality, safety, and consistency
- All age groups feel that prunes are "good for health"
- New TVCM campaigns have revitalized the trade's enthusiasm to promote California Prunes in the retail sector
- California Prunes have been maintaining market dominance of over 90%
- Gained new users with more health-conscious mindset from COVID + value as stock food
- Well-established image of its health/beauty benefits

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## WEAKNESSES

- Global short supply coupled with global inflation is forcing trade members to squeeze their profit margin and/or to increase prices
- Hypertension, bone density, antioxidant... by widely establishing the efficacy value of prunes in lifestyle-related disease, ages of existing users have become higher. The challenge is how to better engage the future consumers, the young segment
- Limited packages that talks about "produced in California" and its superior value has been the reason for not standing out in stores to attract new users
- Cultural misperceptions about prunes as a source of iron (46%) hinder the awareness of prunes other health benefits among Japanese consumers (cf. Dietary fiber 40%, bone health 11%) (U&A 2020]

# O

## OPPORTUNITIES

- Consumption is increasing for products that augment nutrients such as vitamins and minerals
- There is room to grow the market amongst young consumers
- Prune has the potential to grow its market by focusing on its solution-based value in health, cooking, and functionality
- The COVID-19 pandemic increased consumers attention to gut health to enhance "immunity" and/or stay physically and mentally healthy

# T

## THREATS

- The Chilean prune industry is targeting Japan as it has strengthened its relationship with the trade and improved its capacity to provide "premium" quality prunes for the trade. While household spending continues dropping, global inflation is forcing Japanese companies to hike prices. The fundamentals of Japan's general marketing environment for retail products are challenging [Reuters, February 8, 2022].
- Japan's declining population will limit opportunities for long-term growth
- Current volatile political climate
- Low-priced Chilean prunes are growing in volume and can take away share with their price-advantage message



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



## TRADE

- Our main trade target audiences are the long-term California prune importers, wholesalers, re-processors and retailers.
- Continue stimulating their enthusiasm for purchasing/ promoting California Prunes by regularly communicating the benefits: nutrition research, guaranteed product consistency, premium quality etc.
- Maintain the trade's engagement and loyalty toward California Prunes, reaching all buyers of the category with frequent targeted communication through trade newsletters, releases, e-mails, marketing tools digital kit.

## HCP

- Increase education to/ endorsements from Health Care Professionals (HCPs) for California Prunes by reaching out to HCPs
- Capitalize on the HCP networks of professional associations and organizations

## CONSUMER

- Reach a wider range of consumers by communicating the premium quality, great taste, and nutritional benefits of California Prunes
- Maximize consumer engagement with a compelling range of activities e.g. TV, Social Media



## 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	Number of retail prune products using California Prune Boards new logo on pack Prune consumption indicated by POS data Trade Communications Reach with 100% positive California Prunes Mentions and AVE E- Newsletter Opening Rate Trade Seminars Attendance & satisfaction rating (survey) Number of trade using CPB's digital POS Tier 1 Trade Meetings Increase LinkedIn followers CPI where applicable
Consumer	Annual increase in POS nationally TV/Digital Reach TV/Digital GRP's PR Reach Social Media (SNS) Reach SNS Engagement Rate SNS Increase Twitter Followers SNS Increase Instagram Followers Website unique visitors
HCP	Research performance measurements Reach of nutritional articles Seminar participants % HCP database sign up % Newsletter opening rate

*Note: Where appropriate we also measure cost per reach(CPR) on relevant activities, exchange rate used (if applicable) was Yen/\$ 0.006982*



# Japan Marketing Program

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

*Note: Where appropriate we also measure cost per reach(CPR) on relevant activities, exchange rate used (if applicable) was Yen/\$ 0.006982*



# Campaign Creative Theme

Connecting the elements to each other and everything to the brand



# Campaign Platform Overview

## WHAT IT IS...

- The campaign platform ties the program together in a way that tells a compelling story to rally internal audiences (*growers/handlers*) and inspire external ones (*media, influencers, RDs, and ultimately, consumers*)
- The platform is a creative, cohesive means to anchor all elements of the integrated plan, including nutrition communications, news bureau, digital/social and industry/trade

## WHAT IT IS NOT...

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






## Campaign Creative Theme continued from 2022/23




How about starting a healthier lifestyle with California prunes?

In 2023, California Prune Board launched a campaign called “Let’s Pukatsu! ”

which promotes a healthy lifestyle that can be easily started with premium quality California Prunes.

California Prunes are grown in the sunny and nutrient-rich soil of California, and they have a sweet, delicious taste and excellent nutritional value. With Pukatsu , you can enjoy guilt-free snacking and support your digestive system and bone health.

So why not try incorporating California Prunes into your daily routine and start your Pukatsu journey today? 

# *Pukatsu will be utilized across the total market campaign where relevant*

- Trade communications and events
- TVC Broadcast and digital media
- Influencer/social media/digital communications
- Healthcare professional communications and events





# Program Activities





# 23/24 Trade Strategy



Ensure California Prunes continues to be top of mind with our key trade stakeholders by continuing to educate them on the consistent quality, taste and health advantages which underpin the Industry pricing strategy.

We will continue keeping the trade engaged to ensure their enthusiasm for promoting California Prunes in the retail sector, which accounts for over 90% of California Prunes' market in Japan through seasonal, year-round and consumer TV/SNS campaign-synergized promotions

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

Activities include:

- Nurturing trade relationships, California Prune logo and taglines on packs
- Trade News Bureau (PR), Trade Advertising, E-Newsletters
- Trade Seminars in Tokyo & Osaka, Trade Shows
- Website Management
- POS materials distribution and digital assets
- B-to-B social media (LinkedIn)
- Collaboration with Culinary Institute



# Nurturing Trade Relations

## ACTIVITY: Trade Communication

We will continue to prioritize nurturing trade relationships with face-to-face meetings with our trade stakeholders, thereby ensuring California Prunes are top of mind.

We will manage communications to trade stakeholders to inform and update them on generic marketing support activities.

Promote On-pack CPB branding (logo) within the retail environment.

More details of activities are detailed in the following slides.



Goal:  
To develop the Tier One trade contact list to over **200 contacts**

To achieve **43** CPB logos on-pack

Meet the top 5 Tier 1 trade contacts **3 times** per program year





# Trade News Bureau



Trade Media Titles	Coverage
Outlets intended to reach the Retail Importer/Distributor audience:	
Japan Food Journal	101,300
Diamond Retail Media	10,500
Dancyu/President Inc. for food professional magazines	108,000





# Trade Activity – e.g News Bureau

**Rationale/Background:** Build upon our effective PR and Media Relations activities across the Japanese market. Cultivating and maximizing value from our current trade media relationships. Ensuring our trade audience is informed and well-versed on Pukatsu ‘The California Difference’, which is encompassed by our four pillars - health, taste, quality and versatility and Sustainability .

**Strategy:** Our Trade PR program is a fantastic method to gain widespread positive and powerful coverage. In order to be viewed as definitive voices within the Japanese industry, thought leadership’ releases will be developed and published. Creating dynamic and interesting articles that covers industry news, health sustainability, market trends and ‘Newsjacking’ (when appropriate) is vital – in order to gain traction for CPB Japan in the space.

Press releases will be distributed to Japanese Trade Media during program year 2023/24.



Goal will be to deliver at least **4 press articles** across 12-month period

Goal will be to deliver a total **reach of 28,000,000** and achieve an **AVE of \$45,000**

# Trade Advertising

## UPDATING THE KEY TRADE MEMBERS ON CPB JAPAN'S MARKETING CAMPAIGNS AND AVAILABILITY OF PROMOTION TOOLS

### ACTIVITY:

Trade contacts including retailers, buyers, chefs, etc., continue to be an important audience for CPB Japan. 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 provenance, nutrition and health claims, quality and versatility of prunes through a series of digital/Print ad buys.

The goal of the trade advertising program is to encourage the trade to promote California Prunes through inspirational themes/content and convincing statistics and research.

We will endeavour to negotiate free advertorials at the time of booking the advertising space.

- Execute a digital/print advertising program with a maximum of 3 major and 2 minor publishers
- Content will vary from banner ads, sponsored content, and full-page spreads and messaging will be customized to suit the readership of the publication
- Extra measurements inc. click through rates will be negotiated at time of purchase

Estimated CPR: **\$0.05**

**なぜ世界はプルーンを求めて、カリフォルニアへやって来るのか？**

**日本市場開拓と流通業界への手厚い支援**

4月3日よりカリフォルニアプルーン協会の全国ネットテレビCM、マルチチャンネルキャンペーンがいよいよスタート。  
TV CMキャンペーンと連動した最新の販促物やプルーンレシピ情報はカリフォルニアプルーン協会ウェブサイト [www.prunes.jp](http://www.prunes.jp)にて配信。

— 毎日の食生活をキープと健康。カリフォルニアプルーンでプラス、健康生活はじめてよう。

カリフォルニアプルーンに関する情報は [prunes.jp](http://prunes.jp)

**california prunes**  
笑顔の毎日にカリフォルニアプルーン

Goal will be to place up to **4 trade adverts** in a year.

Try to negotiate **2 free** advertorials with publication which can be added to news bureau figures

Advertising Goal will be to achieve total reach of **500,000**





# Trade E-Newsletters



## ACTIVITY:

We will distribute Trade E-Newsletters to our trade list, keeping them informed regarding CPB's latest news, marketing campaigns, research etc. This has proven to be an effective tool in communicating our brand, Pukatsu campaign 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.

Trade Newsletter will be sent to all Tier One trade contacts, currently 185.

Estimated CPR: **\$2.70**



Goal will be to send at least 4 E-newsletters to Tier 1 trade members, driving traffic to CPB Japan's website:

Opening rate avg **40%**

# Trade Seminars

## ACTIVITY:

CPB will execute trade seminars in Tokyo and Osaka to ensure Japanese trade members are fully up to date with CPB activities for program year 2023/24. These seminars will provide CPB key stakeholders the opportunity to meet and liaise with Japanese trade members and key executives from the CPB.

In Tokyo, and Osaka we will invite Tier 1 importers, traders and major distributors of California Prunes. CPB will share the up-to-date marketing and advertisement plans, trade related news and consumer marketing intelligence.

Full information will be confirmed in due course. .



The aim is to have  
**50 key trade members in Tokyo  
and 20 in Osaka**

All attendees will be given  
CPB information and  
merchandising packs.

Post event survey should have  
an **80%** satisfaction rating





# Trade Show

## ACTIVITY:

Exhibiting at a Trade Show is a great opportunity to build upon existing relationships and make new contacts – whilst ensuring in both circumstances we showcase the premium-quality of California Prunes, and how they can add value to businesses.

CPB will exhibit at the following selective high profile trade shows:

- **FOODEX** Japan in March 2024
- Other Major Trade show – tbc likely April 2024

Full goals will be provided when activities have been finalized.



# Website Management

EMPOWERING PRUNE.JP WEBSITE [www.prune.jp](http://www.prune.jp) TO BE A HUB FOR THE TRADE NEWS AND MARKETING GUIDE



## ACTIVITY:

We will maintain and cultivate our website with fresh and on trend content, including the TV & Digital media campaigns, new POS materials and recipe ideas.

We will also ensure that press room is kept up to date with relevant pieces covering CPB news, research developments and ongoing activities.

We will monitor and analyze our performance via Google Analytics with monthly results being featured in our Activity reports.

More details regarding POS is featured on the next slide.

Estimated CPR: \$0.06



Goal is to have a **total 200,000** unique visitors per year



# Point of Sale Materials

PUKATSU-THEMED AND RECIPE-FEATURED NEW POS MATERIALS WILL GUIDE EVERYDAY SHIOPPERS TO THE CALIFORNIA PRUNE SHELVES IN-STORES.

### ACTIVITY:

We will continue to offer the Japanese trade year-round attractive and appealing POS materials to utilise in-store.

In addition to 'Pukatsu' themed POS materials, we will divert all the existing recipes into downloadable PDF versions with a QR code leading back to prune.jp recipe sites.

Printed copies of POS may be available on request, budget allowing.



Goal will for 8 Tier One Trade members to utilize POS materials





# LinkedIn : Trade Engagement



## ACTIVITY:

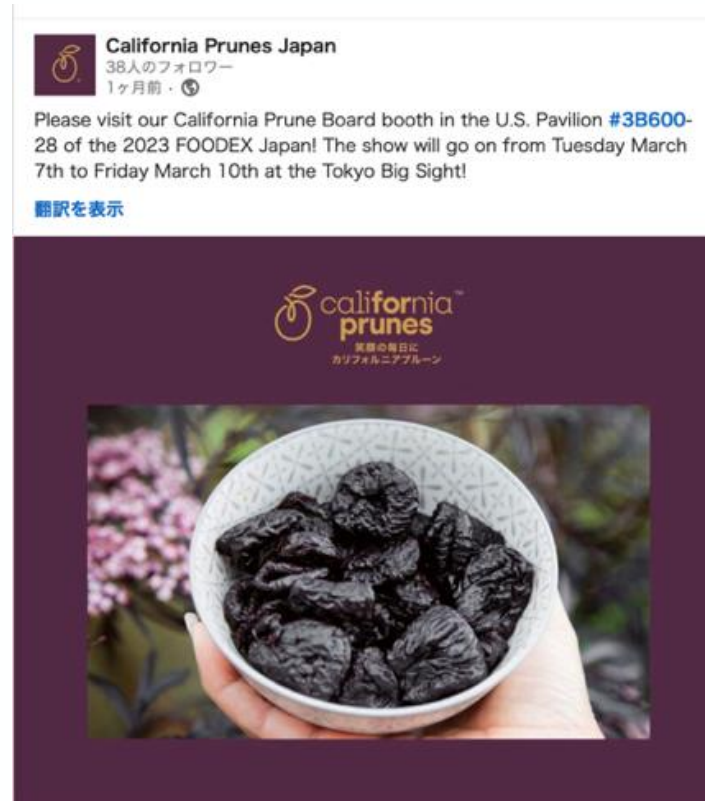
Maintain and grow our position within the CPB trade contacts on the LINKEDIN platform – ensuring they are aware of the qualities of California Prunes, and how we can add value to their business.

Create relevant and trending content, whilst also keeping our community aware of industry news, CPB research and latest activities in addition to leadership thinking. Be a part of the online discourse when appropriate opportunities are presented.

We will also look to develop and leverage a community of digital supporters to give further amplification to our LinkedIn output.

We will send out invites to the CPB trade networking events and ATO trade shows and receptions via LinkedIn to our followers.

We will spend some funds on boosting if budget permits.



Goal will be to increase the number of followers of CPB Japan LinkedIn to **60**





# Collaboration with Culinary Institute to inspire future chefs and pâtissiers

*California Prune will be in the school curriculum and recipe competitions for the future chefs of Murakawa Gakuen School Corporation*

### Rationals/Backgrounds:

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.

Murakawa Gakuen, celebrating its 40th anniversary in 2023, will feature California prune in its 2024 new school year curriculum and a featured theme for annual recipe idea contest for its students-to-be-the future chefs/pâtissiers. The contest will be supported by Osaka Prefecture and US General Consulate Osaka-Kobe to jointly promote California prunes to be paired with a Osaka local food. In Osaka and Tokyo, Murakawa Gakuen has four culinary art & confectionery institutes, 11 directly owned café, bar and restaurants.

### Strategies:

In late April 2024, CPB will provide Murakawa students learning in the culinary art course with the premium experience of journey through learning, handling and tasting California prunes for by CPB's generic presentation and cooking demo tools. The April session will kick-off the recipe competition for the students whose finals will be held in June 2024. CPB will be a main judge.

Full information and goals will be confirmed in due course.



Suggested aim will be to generate **10,000** USD value of free coverage on the events/collaboaraiton

Any winning recipes will be featured on the CA Prune website/social media



# 23/24 Consumer Strategy



Encourage health-conscious consumers to have a 'joy of eating' California Prunes and to portray our strategy that 'California Prunes are what makes every day active and fun'

Promote California Prunes for snacking, as a versatile ingredient and relay our health benefits. Make the California Prunes key messages as prominent and accessible as possible, including:

- TV Campaign including POS refresh
- Digital Campaign
- Social media communications on Twitter (X), Instagram and secondary platform Facebook
- Boosting Campaign
- Influencer Campaign

# TV Communications

## TVC FLIGHT(S)

### Rationale/Background:

Japan is one of the largest markets for TV advertising. Brand advertising on Japanese TV channels continues to be the best tool for communicating brand messaging with digital advertising becoming very popular with younger consumers.

### Strategy:

We will run two x three-week TV flight(s) in November and April. Continued promotion of the TV commercial will help to further expand Pukatsu to Japanese consumers and to give trade customers two opportunities for instore promotion. We will utilize this media to implement appeal to a wide range of targets. For the target audience of women aged 40 and over, we will execute campaigns mainly through TV commercials.

In line with this, POS will be reviewed and some elements may be refreshed for the April campaign.

Exact timings and goals will be confirmed when the media plan is finalized.

Estimated CPR for TV and Digital: \$0.0076

TTL TVCM GRP GOAL:  
AIM: **600 per region**

TTL Number of Target  
Reach (Forecast)  
Aim **54 million**

Goals tbc when media  
plan is finalized





# Digital Communications

MEDIA ACTIVITIES IMPLEMENTED ACCORDINGLY WITH TV COMMUNICATIONS



## Rationale/Background:

In the Japanese market, e-commerce use has increased, post COVID. As Google and Yahoo! are the two most used search engines in Japan, we will utilize these two platforms. For reaching new target groups we will use Instagram and YouTube.

## Strategy:

Further to our successful campaign last year, we will approach both the current purchasers of California Prunes and new audiences who have a potential to be our future customers in order to maintain the demand for California Prunes in the long term.

We will also aim to negotiate free publicity when TV coverage is finalized. Our aim is to reach a similar goal to last year - 1,200,000..

Exact timings and goals will be confirmed when the media plan is finalized.

Estimated CPR for TV and Digital: \$0.0076

Digital Reach (Forecast)  
**Aim 50 million**

Goals tbc when media plan is finalized



# Social Media Communications

MAINLY TO APPEAL TO NEW TARGETS ACCORDINGLY WITH EACH SOCIAL MEDIA

## Rationale/Background:

Social media is particularly effective in reaching young people, and when classified by each media platform, Instagram is preferred for visually appealing content with beautiful visuals, while Twitter (X) is preferred for real-time communication with users. Facebook will also be used as a secondary SM platform as and when required.

## Strategy:

We will utilize these platforms to implement comprehensive appeals to a wide range of targets. For the new target audience of women in their 20s and 30s, we will use owned social media mainly Twitter (X) and Instagram strategies to engage them and create opportunities for contact with California Prunes, ensuring a wider and more effective outreach to both target audiences and generating interest.

Content will include posts, videos and reels with engaging content such as: recipes, health related posts and updates from the orchards.

Estimated CPR for total organic & boosted: **\$0.039**

Goal will be to increase overall organic reach to **400,000**

Increase followers and engagement on major platforms

**TW (X): 22,000**

**IG: 2,500** with an average organic **engagement rate of 9%**



# Social Media Communications



## ACTIVITY: Boosting Campaign

As part of our social media strategy, we will implement monthly boosting of posts plus one major boosting campaign. Thanks to the growth in the previous year, our owned Twitter(X) account expanded to 19,200 followers, and our Instagram account has expanded to 2,040. Our focus will be on further expanding our reach and implementing campaigns that emphasize real communication with users, leveraging the unique features of social media.

For boost campaigns, in addition to our popular daily prune recipe posts, we will increase our posting campaigns that encourage user recipe development and new menu development from chefs, in addition to our current giveaway campaigns.

Estimated CPR for total organic & boosted: **\$0.039**

Goal will be to increase our followers on our major platforms:  
**IG approx. 500 to 2500**  
**TW (X) approx. 3,000 to 22,000**



# Social Media Communications



Aim is to have an influencer reach of **1,000,000** with an **average engagement rate of 5%** (all tbc)

## ACTIVITY: Influencer Campaigns

As part of our social media strategy, we may implement an influencer campaign. Our focus will be on further expanding our reach and implementing content that emphasize real communication with users, leveraging the unique features of social media.

For our influencer campaign, we will continue to select individuals who can convey the premium of California prunes while also gaining recognition and interest from younger audiences.

Exact influencers, timings and goals will be confirmed if the activity is confirmed.

Estimated CPR: \$0.025







# 23/24 HCP Strategy



Communicate the health benefits of California Prunes to Healthcare Professionals (HCP's)

As they are conduits to our consumers, it is imperative we effectively connect to HCPs and highlight the value our product can play in their professional lives. In order to achieve the above, we will also leverage access to CPB Ambassadors' to encourage recognition and promotion of California Prunes.

To appeal to healthcare professionals, we will strengthen our partnerships with magazines and communications utilizing the following tactics:

- HCP Ambassadors
- HCP Magazine advertorials, article + advert
- HCP Seminar
- HCP Associations
- HCP Research
- *Also, we will be doing health related social media posts on Twitter (X), Instagram and secondary platform Facebook, see slide 32*



# HCP Ambassadors

TO ENSURE CREDIBILITY OF AUTHORITIES AND FAMILIARITY TOWARDS TARGETS



## ACTIVITY: HCP Ambassadors

We will continue to work with two HCP Ambassadors – details to the right. As both endorsers have proved to be effective and influential within the HCP program, we will continue to utilize them in program year 2023/24

They will create content and increase PR value leading to more media exposure. We would look to use them for possible speaker opportunities if a suitable slot becomes available and budget allows.

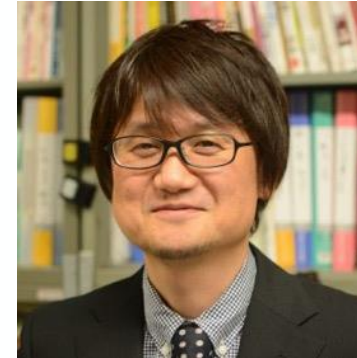
## CRITERIA FOR SELECTION

### Authority Endorser

- Highly recognizable and appealing among dietitians

### In field Endorser

- Highly recognizable and appealing among dietitians
- Must be well-known to the public



## Seiichi Kasaoka

Pioneer in the study of resistant starch. Belongs to numerous academic societies. Numerous TV appearances include TV Asahi “Hayashi Osamu’s Lesson! Now’s the time,” “What’s really going on division,” etc. High industry recognition and media exposure recommended



## Yumi Date

Registered Dietitian, Certified Instructor of the Japanese Society of Anti-Aging Medicine, JADA Certified Supplement Expert, Director of the Japan Diet and Health Association, Guest Lecturer at Toita Women’s Junior College, Department of Food and Nutrition, Numerous media appearances and publications

Wide variety of titles and a strong hook to the general public. She has worked with CPB around 2008-2012 as a seminar lecturer at events, releasing leaflets and on website, and sampling at clinics

Will contribute to overall reach of **100,000**

(tbc when activity is finalised)

# HCP Activity –Magazine Advertorial

## MAGAZINE ADVERTORIAL TARGETING REGISTERED DIETITIANS AND DIETITIANS

### Rationale/Background:

We will conduct a magazine advertorial which will target registered dietitians and dietitians.

To further promote California Prunes, a Pukatsu advertisement is to be inserted in the same issue.

### Strategy:

Speak to HCP's about the values of California Prunes as a health food, ingredients, health benefits (including digestive and bone health). We will also promote understanding of the benefits so that it can be brought into consumers' health management. Establish its position as one of the foods that Dietitians recommend.

Name of publication will be confirmed when media plan is finalized.

Estimated CPR: \$0.21



Will contribute to overall reach of **100,000**

(tbc when activity is finalised)



# HCP Seminar

*TO APPROACH REGISTERED DIETITIANS AND DIETITIANS DIRECTLY*

**ACTIVITY:**

HCP Seminar's plays an important role to promote California Prunes' to nutrition targeting dietitians and future dieticians.

Leveraging our two ambassadors, we will conduct seminar sessions for HCPs. Plan is to hold a seminar in Kagawa Nutrition University, one of the health organizations that CPB is a member of. For those who cannot attend the seminars, we will provide PR releases to reach out to them. Seminar follow-up reports will also be prepared to spread the contents to potential targets via media outreach and the Japanese CPB website.



Total reach **150** seminar participants, we will distribute samples and relevant literature

Sign up **50%** to start an HCP database



# HCP Associations

TO CREATE AN AWARENESS OF NUTRITION AND BENEFITS OF CALIFORNIA PRUNE



## ACTIVITY:

We will maximize the membership of four associations and will carefully select and conduct activities such as;

Sampling and distribution of materials at exhibitions of academic societies;

Sending out information on "health benefits of prunes (bones, digestive health, etc.)" to member dietitians (Encourage them to link to CPB website and SNS platforms). Leaflets/newsletters can be distributed through this opportunity;

Possible participation in exhibitions (sampling) and conducting lectures using our HCP ambassadors.

Further information will be provided when activities are finalized.



Will contribute to overall reach of **100,000** (tbc when activity is finalised)

Send newsletters via association database with an opening rate of approx. 2%





# Timeline

Timeline				
	Q1: AUG - OCT	Q2: NOV - JAN	Q3: FEB - APR	Q4: MAY - JULY
<b>Consumer Activity</b>	<ul style="list-style-type: none"> <li>Consumer SNS</li> </ul>	<ul style="list-style-type: none"> <li>Consumer SNS</li> <li>TVC and Digital Campaign first flight</li> <li>Social boosting campaign</li> <li>Pukatsu POS Creative Refresh</li> </ul>	<ul style="list-style-type: none"> <li>Consumer SNS</li> <li>TVC and Digital campaign second flight</li> <li>Influencer campaign</li> </ul>	<ul style="list-style-type: none"> <li>Consumer SNS</li> <li>Digital campaign second flight</li> </ul>
<b>HCP</b>	<ul style="list-style-type: none"> <li>Ambassadors Support</li> </ul>	<ul style="list-style-type: none"> <li>Ambassadors Support</li> </ul>	<ul style="list-style-type: none"> <li>Ambassadors Support</li> <li>Seminar</li> <li>Magazine Advertorial</li> </ul>	<ul style="list-style-type: none"> <li>Ambassadors Support</li> <li>Seminar</li> <li>Magazine Advertorial</li> <li>HCP Research</li> </ul>
<b>Trade</b>	<ul style="list-style-type: none"> <li>Trade SNS</li> <li>Trade advertising</li> <li>Trade E-Newsletter</li> <li>Website updates with food professional insights and recipe development</li> </ul>	<ul style="list-style-type: none"> <li>Trade SNS booster</li> <li>Trade E-Newsletter</li> <li>2024 POS materials development and provision to the major trade partners</li> <li>Culinary Institute collaboration (date tbc)</li> </ul>	<ul style="list-style-type: none"> <li>Trade SNS</li> <li>Trade advertising</li> <li>Trade E-Newsletter</li> <li>International trade show (2024 FOOD EX)</li> <li>Trade seminar in Tokyo and Osaka</li> <li>Other major Trade show</li> </ul>	<ul style="list-style-type: none"> <li>Trade SNS</li> <li>Trade ad campaign</li> <li>Trade E-Newsletter</li> <li>Hotel/restaurant menu promotions with ATO</li> </ul>

## Year-round Programming

- Nurturing trade relations
- Trade News Bureau (Public relations)
- Website – ongoing content updates

**Thank you!**

