



California Prune Board

2023-2024 South Korea Marketing Plans

AUGUST 1, 2023 – JULY 31, 2024





South Korea Market Overview

- US exports to markets
- 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

As a reminder: during CPB's re-focus strategy approach in 2020-21 CPB paused generic activities in S Korea. Export Committee directive in March 2022 was to restore generic support in this market with MAP funds from 2023-24 market year





Market Food Trends At-A-Glance



ZERO (free) foods

Zero calories, sugar, salt, fat, carb, gluten, etc.
Consumers are looking for zero foods trying to reduce their excessive calories and unnecessary nutrients in their diet



Sustainable Sustainability

More food brands are moving to sustainable claims for consumer reassurance and premium quality messages



Order-In Foods, Healthy Home Meal Replacement

Consumers are too busy and too tired to cook
Healthy order-in home meal replacements popular



Fun Collaboration

Consumers drawn to fun collaboration to seek for new taste and exciting new experiences



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STRENGTHS

- CALIFORNIA PRUNE RICH IN NUTRIENTS
 - Good sources of fiber for gut health and nutrients that support bone health
- PREMIUM QUALITY
 - Food quality is an important factor for Korean consumers when considering food purchase
 - Increased cherry-sumers (smart consumers who make rational decisions in terms of spending costs) looking for Product quality, manufacturing and distribution process
- CALIFORNIA IMAGE
 - Korean consumers admires the natural and luxurious image of California

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WEAKNESSES

- LOW AWARENESS AND KNOWLEDGE OF CALIFORNIA PRUNE BENEFITS
 - Relatively low knowledge of health and nutrition benefits of prune among Koreans
 - The biggest barrier of not eating prunes is because “I do not know anything about prunes”
- REDUCED PRESENCE IN TRADE
 - CPB did not have activities in Korea for few years

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OPPORTUNITIES

- ROOM TO CLARIFY BENEFITS
 - Educate consumers on the specific health benefits of California Prunes
 - Non purchasers would consider purchasing if they knew about health benefits
- HIGH DIGITAL ACCESS
 - Over 98% Korean population have access to internet and smartphones, spending hours on them sharing information and consuming content
- YOUNG MOMS ARE POWERFUL
 - Mother community is active in Korea and shares abundant information which can work as a great platform to deliver prune health benefit

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THREATS

- LOW AWARENESS ON FOOD ORIGIN
 - Very few consumers are aware of the origins of prune products when they are making purchases.
- HIGH SUGAR CONTENT
 - Consumers are very much into Zero Sugar trend, trying of avoid added sugar, sugar, and carbs
- GROWING COMPETITION
 - Chile taking market share in 2023 Chile prunes coming into market with low price

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



TRADE

- Restore CPB presence in Korea
- Empower industry partners with creative and informative resources to support trade business
- Provide confidence in using California Prunes as safe, regulated, sustainable, highest quality products
- Maintain the trade's engagement and loyalty toward California Prunes, reaching all buyers of the category with frequent targeted communication e.g. PR and news bulletins

HCP

- Deliver the latest Prune Nutrition Research results
- Earn HCP's attention to become their top of mind "it" food when they think of "gut and bone" health
- Capitalize on the HCP networks of professional associations and organizations

CONSUMER

- Spark a new yet consistent conversation around California Prunes which enables us to stand out
- Communicate the prune benefits in an effective and easy-to-understand way via digital marketing
- Use cutting edge images and visuals to attract communication target audience
- Maximize consumer engagement with a compelling range of activities e.g. PR, Social Media
- **Consumer Target Audience (next slide)***

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 Trade Communications Reach with 100% positive California Prunes Mentions and AVE E- Newsletter Opening Rate Trade Seminars Attendance & satisfaction rating (survey) Tier 1 Trade Meetings
Consumer	Increased consumer awareness in U&A report PR Reach / Impressions Social Media (SNS) Reach SNS Engagement Rate SNS Increase Instagram Followers SNS #Californiaprunes and #prune mentions eCommerce #Californiaprunes and #prune mentions Website unique visitors
HCP	Reach of nutritional articles E- Newsletter Opening Rate



Our Interim Target Audience

- Based on insights from CPB consumer research and social listening research in August 2023, South Korea team are suggesting the following as our marketing communications target in South Korea market.
- Primarily target the heavy and medium users, who tend to be the women 35 - 54 with children living at home and who are higher income earners.
 - Primary food shopping urban women (mostly shop online)
 - Ages 35-54 women. 7.7M, approximately 15 % of South Korea total population (51M)
 - Passionate about staying young and healthy for themselves
 - With kids, Passionate about feeding the right food to their children
 - Heavy and Medium prune users
 - Higher education
 - Higher income
 - SNS friendly
 - Major focus: educating target consumers regarding the health benefits associated with California Prunes”





South Korea Marketing Program



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



Program Activities





23/24 Trade Strategy

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

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

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

Activities include:

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



Nurturing Trade Relationship



South Korean
Trade
stakeholders
5+ meetings
3+ on pack logo

ACTIVITY: Nurturing Trade relationship

Rationale/Background: Proactive and Consistent meetings and involvement with trade stakeholders.

Strategy: Inform trade about CPB's role and programs to motivate trade and expand the volume. Engage in communication with the importers and remind the use of California Prunes to manufacturers. Deliver on pack CPB branding logo within the retail environment.

Korean traders value long-term, personal relationships. They value in-person appearances and "we are here to help" attitude.

Output Goals: 5+ meetings per year.

3 California Prune logos on pack.

Understanding California difference vs other origins.

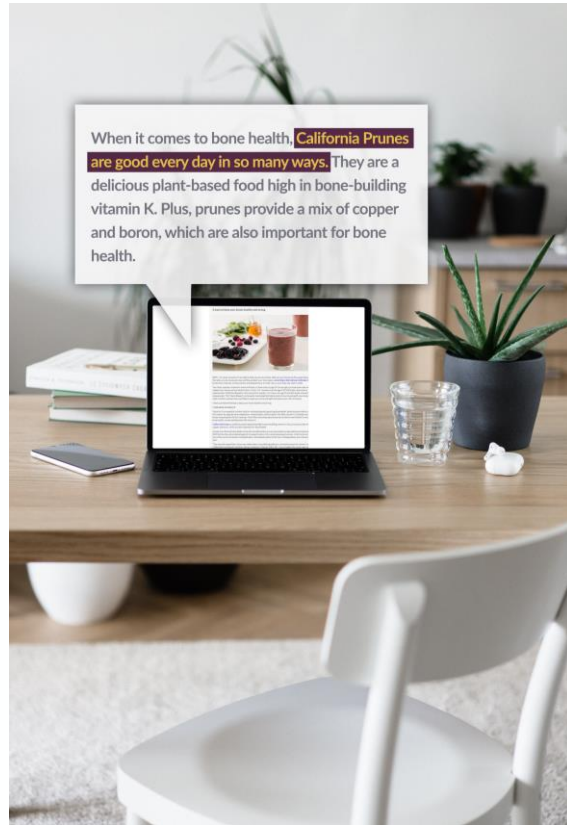
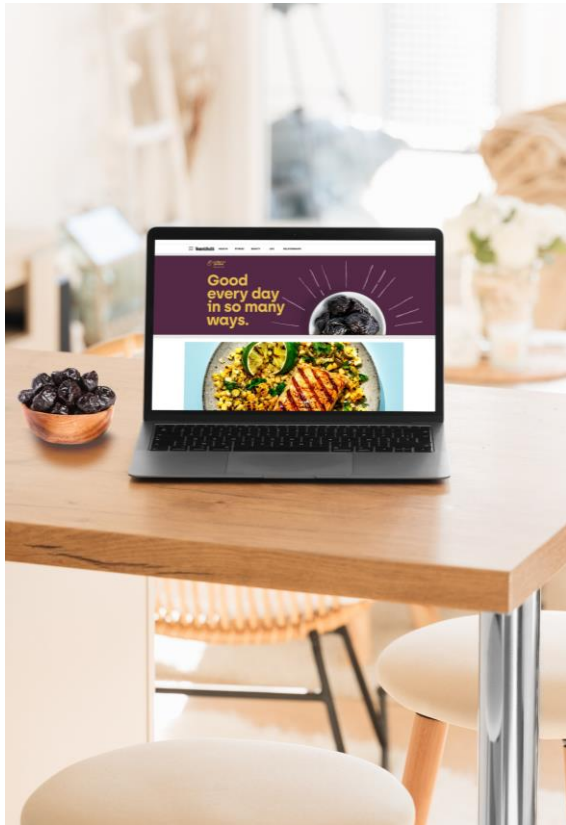
Promote the 4 pillars of California Prunes to ensure confidence in California Prunes.

Strengthened relationships and trust with domestic traders.





Trade News Bureau



Trade Media Titles	Coverage *UVM: Unique Viewer Monthly IMP
-Tier 1 Trade media-	-Tier 1 Trade media (Total Visitor / UVM)
Think Food	8.9M
Herald	4.5M
Money Today	4.5M
Real food	1.1M
Think food	106.8K
Food news	76.4K
News farm	70.5K
Food today	52.8K
-Portal news-	-Portal-
Naver News	46M
Daum News	21.9M
Nate News	2M



Trade News Bureau



ACTIVITY: CPB announcement and media interview

Rationale/Background: Trade PR and advertisement (interview advertorial) in trade press.

1. September: 1)CPB official relaunch announcement, 2)CPB media interview
2. June: 3) Food show PR
3. Share other news if they come available

Strategy: CPB media interview why South Korea is an important market for California Prunes, and Why Prunes are important for Koreans.

CPB plans to attend Seoul Food Show after many years, so making this news exciting in the trade media.

Output Goals: 10 articles published will aim to generate 30M media impressions with AVE worth \$250k.



Trade Seminar



15+ key prune stakeholders will attend seminar
80% positive rate

ACTIVITY: Trade Seminar

Rationale/Background: Official face to face meeting at a premium high end social club to inform CPB's relaunch in South Korea. meetings and involvement with trade stakeholders.

Strategy: A packed itinerary will be shared with key trade members including: USDA ATO to provide opening remarks, Esther to share up to date Prune industry news, Murielle to deliver Nutrition research results, Prune health benefit information as a dietitian, South Korea marketing and consumer activity plans as a new Korean market representative to the trade stakeholders.

Understanding California difference vs other origins.

Promote the 4 pillars of California Prunes to ensure confidence in California Prunes.

Strengthened relationships and trust with domestic traders.

Output Goal: Improve Trade relationships

Post event questionnaire (positive rate 80%)



Food Show



Attending **1**
Trade Show and
securing **5**
trade meetings

ACTIVITY: Seoul Hotel & Food show

Rationale/Background: Attending Korea's biggest food show to meet with the traders.

Seoul Hotel & Food Show: 6/11/2024 – 6/14/2024. Venue: KINTEX, Seoul

Strategy: Have a booth at the USDA ATO USA Pavilion to strengthen relationship with the US Cooperators and to show our CPB presence in Korea.

Attending a Korean trade show is a great opportunity to build upon exiting relationship and make new contacts with new trade business stakeholders.

Output Goals: Strengthen existing relationship with stakeholders, develop new relationship with dried fruit importer/manufacturer/R&D/ etc.

We will collect relevant Trade leads to pass onto Industry and collect business cards to expand our E-Newsletter recipients list.



Trade E-Newsletter

ACTIVITY: E Newsletter

Razionale/Background: Sending out official CPB South Korea updates to the stakeholders.

Strategy: Biannual e-newsletter delivered to contact lists. Contact list will be developed via collecting information from retail reports and collecting name cards from Food Show.

E-Newsletter to include information such as monthly press release, monthly social media content, nutrition research updates, industry news, etc.

Provide up to date industry news to prune stakeholders and restore CPB presence in South Korea twice a year.

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



Biannual newsletter ensuring California difference, goal 5% open rate

Nuove collaborazioni con atleti di alto livello

In aggiunta alla partnership con Simone Giannelli, abbiamo rinnovato la collaborazione con la tuffatrice Elena Bertocchi e il nuotatore Gabriele Frongia.

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



23/24 Consumer Strategy



Spark a new yet consistent conversation around California Prunes which enables us to stand out.

Communicate the prune benefits in an effective and easy-to-understand way via digital marketing.

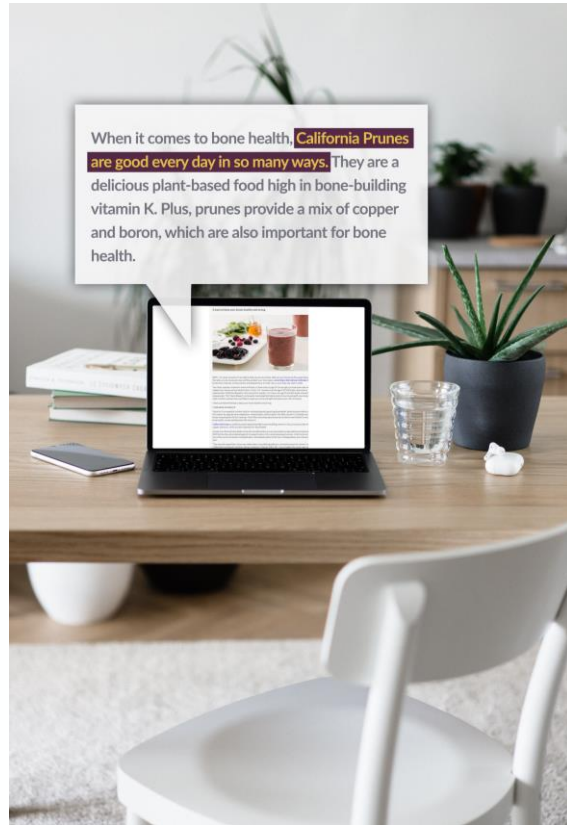
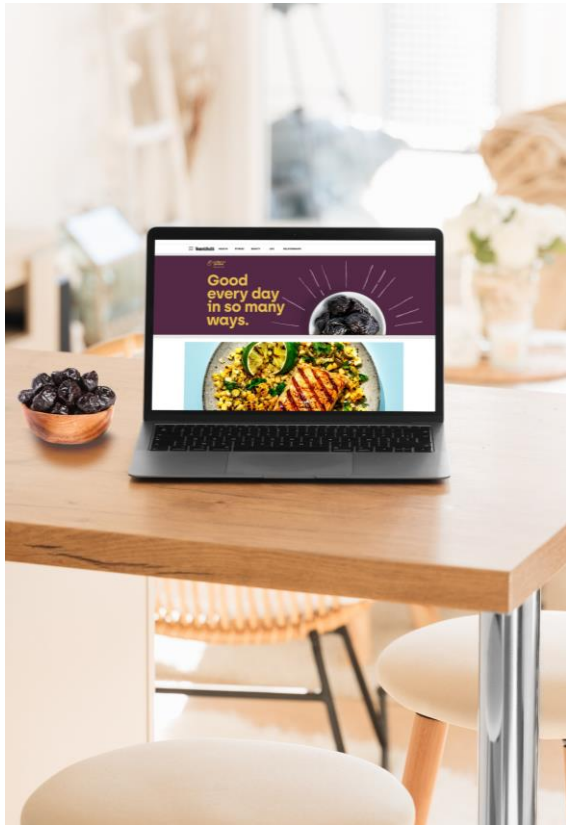
Use cutting edge images and visuals to attract communication target audience.

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

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



Consumer News Bureau



Consumer Media Titles (key top tier media)	Coverage *UVM: Unique Viewer Monthly IMP
-Top Tier 1- Chosun Ilbo Joonang Ilbo Donga Ilbo	-Top Tier 1- (Circulation / UVM) 48.7M / 1.74M 28.7M / 972K 39.9M / 2.2M
-Newswire- Yonhap News Agency Newsis News 1	-Newswire- 14.5M 8M 8.9M
-Portal news- Naver News Daum News Nate News	-Portal- 46M 21.9M 2M



Prunes. For life.

Consumer News Bureau



30 articles will aim to reach **90M Impressions**



ACTIVITY: Bimonthly Media Outreach

Rationale/Background: Regular meeting with top tier media to educate prune information. Send media kit and California Prune health benefit information to health/lifestyle reporters.

Distribute information on California Prunes on traditional and digital media.

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

Strategy: Strategically plan CPB message map to carry out effective communications.

Learn from the consumer research and find out about the topics that our target is mostly interested in and deliver information.

Output Goals: Bimonthly press release distribution in Top tier media , earning 30+ articles, goal to reach 90M+ impressions and achieve 500k of AVE.



Social Media and Website Management

ACTIVITY: Campaign on social media account of Instagram, Facebook, and YouTube.

Rationale/Background: Over 98% Koreans own smartphones which can provide access to social media. Monthly IG/FB postings and contest with different topics (Recipe, photo, on pack CPB logo) to up consumer's direct engagement.

Strategy: Engage target audience in CPB activities, Buzz on the social network.

Prize (unique California products and California Prunes) to grab attention and ultimately increase California awareness.

Online contests are more effective than offline events in increasing follower numbers and having target audience to engage in our activities, especially in this post COVID "untact" period. Create a buzz on our SNS.

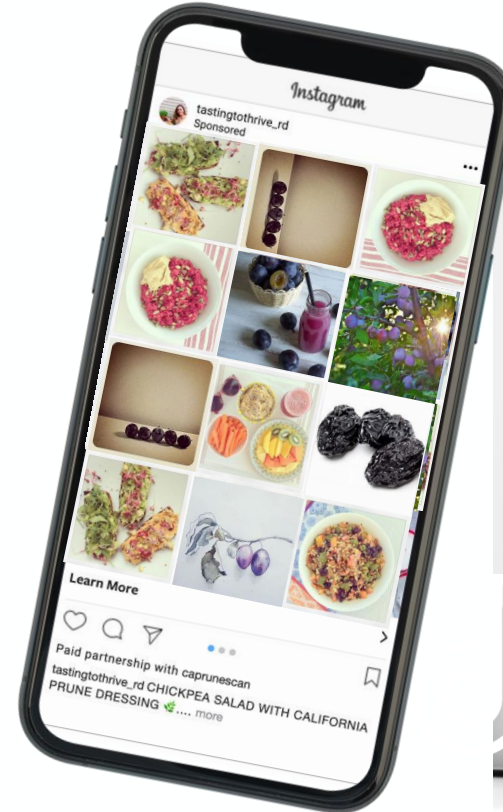
Update CPB South Korea website as required – SNS activities will drive traffic to website.

Output Goals: General activity posting 1 post per week on Instagram and Facebook. Boosting event postings at least twice a year.

Increase California Prune followers and maintain 81.5% of positive posts about California Prunes on the social listening report.



Goal will be to increase follower numbers by 5%



Influencer Programs / Mom Café Forum



ACTIVITY: Instagram Influencer and Mom Café Community Forum will be actively used to deliver Prune educational info

Rationale/Background: Instagram, Naver Blog and Mom café have high traffic and considered the most effective platform to communicate our key messages to our target audience. California Prune information and product reviews will be delivered by influencers on Instagram, Naver Blog and Mom Café Community Forum.

Strategy: Contract with a 'Influencer review agency' to select the most appropriate influencers (Lifestyle, Health, Momfluencer, Chefs, Beauty, etc.) to deliver our brand messages on most effective platforms (ecommerce shops, forum, blogs, cafes, etc.).

Influencers can purchase prune products on their own (CPB will not be providing a specific brand products to them, CPB will always keep a neutral stance and will not favor one brand over the others) and organically deliver our messages to their followers.

Output Goals: Increase prune awareness to influencers and eventually to Consumers which will aid prune sales.

Power Blogger 20 postings / Blogger 150 postings / IG Influencer 150 postings / Mom Café Forum 50 postings which will increase #CaliforniaPrunes buzz and traffic to our website and SNS account.

Power Influencer to proactively promote Prune's benefit

Goal TBC when activity is finalized.





23/24 HCP Strategy



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

Deliver the latest Prune Nutrition Research results when required.

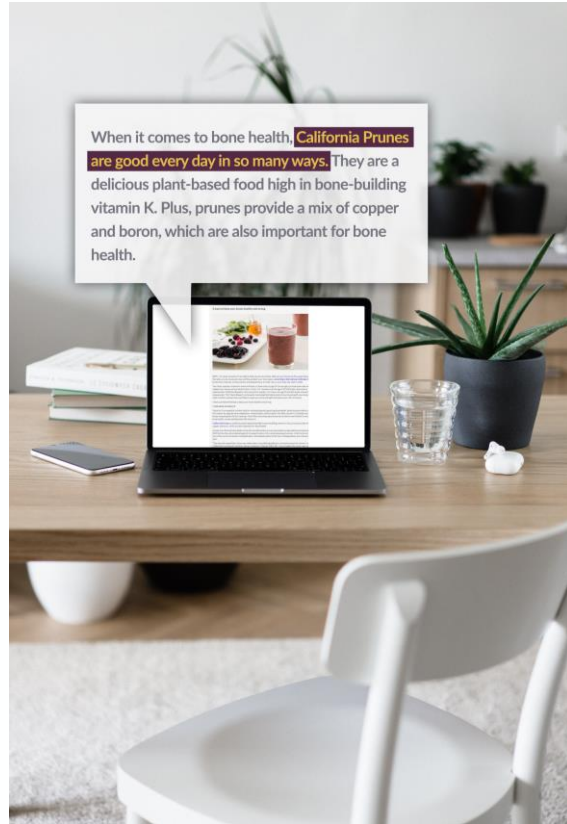
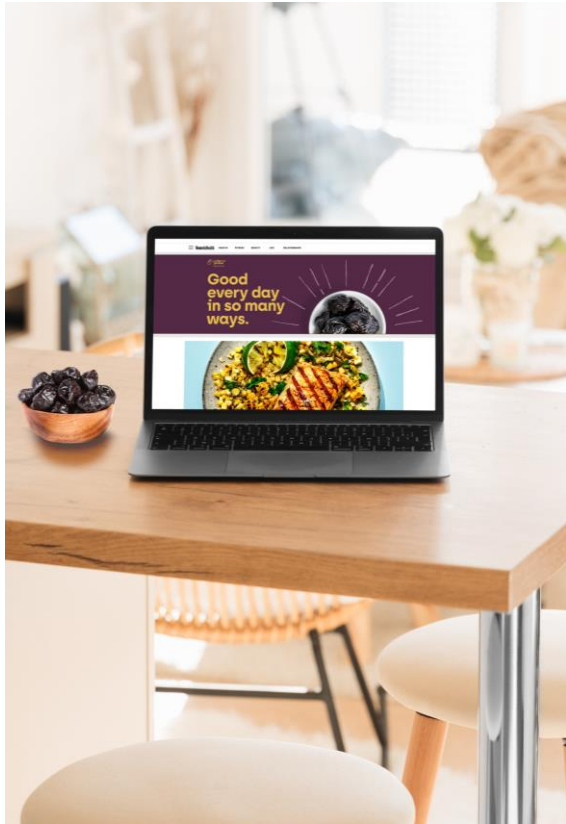
Earn HCP’s attention to become their top of mind “it” food when they think of “gut and bone” health.

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

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



HCP News Bureau



HCP Media Titles	Coverage
-Top tier-	-Top tier-
Kor medi	3M
Health Chosun	3.7M
Hi doc	3.8M
Health focus	17.2K
Kunkang digest	14.8K
The yakup	291.5K
Doc doc doc	658.9K
Daily Farm	1.3M
Hit News	340K



HCP News Bureau



20 articles will
aim to generate
60M
IMPRESSION

ACTIVITY: Research PR Outreach

Rationale/Background: Translate and localize global Nutrition research press release to appropriate health and nutrition media.

Distribute information on California Prunes on traditional and digital media.

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

Output Goals: about 4 research press release per year, 20 article, 60M impressions and achieve 500k of AVE.



HCP E-Newsletter



Biannual
newsletter
175 RECIPIENTS
5% opening
rate

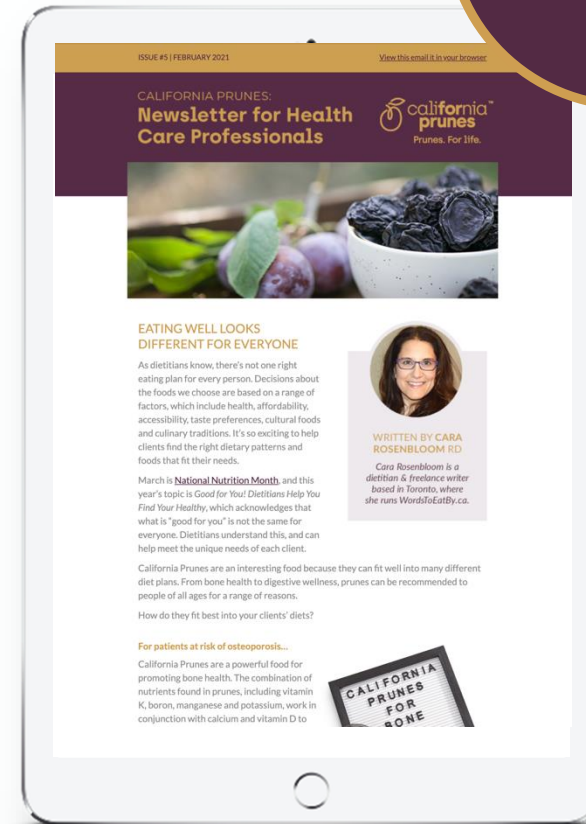
ACTIVITY: E Newsletter

Rationale/Background: Sending out official CPB South Korea updates to the health professionals.

Strategy: Biannual e-newsletter delivered to contact lists. Contact list will be developed via collecting information from retail reports and collecting name cards from Food Show.

E-Newsletter to include information such as press releases, and up to date nutrition research results and published research papers, etc.

Output Goals: provide up to date nutrition findings to our CPB contacts.





Timeline

	Q1: AUG - OCT	Q2: NOV - JAN	Q3: FEB - APR	Q4: MAY - JULY
Consumer Activity	<ul style="list-style-type: none"> Consumer SNS (starting in September) Influencer activity (starting in September) 	<ul style="list-style-type: none"> Consumer SNS Influencer activity 	<ul style="list-style-type: none"> Consumer SNS Social boosting campaign Influencer activity 	<ul style="list-style-type: none"> Consumer SNS Social boosting campaign Influencer activity
HCP	<ul style="list-style-type: none"> Nutrition research PR (if available) 	<ul style="list-style-type: none"> Nutrition research PR (if available) HCP E-Newsletter 	<ul style="list-style-type: none"> Nutrition research PR (if available) 	<ul style="list-style-type: none"> Nutrition research PR (if available) HCP E-Newsletter
Trade	<ul style="list-style-type: none"> Stakeholder relationship nurturing – meetings Trade Media Interview Trade Seminar 	<ul style="list-style-type: none"> Stakeholder relationship nurturing – meetings Trade E-Newsletter 	<ul style="list-style-type: none"> Stakeholder relationship nurturing - meetings 	<ul style="list-style-type: none"> Stakeholder relationship nurturing – meetings Trade E-Newsletter Seoul Hotel & Food Show Trade media PR

Year-round Programming

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

Thank you!

