



National Mango Board Retail Promotions Report, December 2009

Chain Size	Quarter	Promotion Dates	Promotion Investment	Promotion Elements	Results
Small	1	Jan 30 - Feb 5	\$1,500	Mango feature ad with mango nutrition education included	138% sales increase in mango sales over the previous week
Small	1	March 1 to 7	\$2,000	Mango feature ad and POS supported by oversized displays	1714% sales increase over previous week
Medium	1	Week of Feb 7	\$2,327	Sampling events in 17 stores supported by a mango ad and increased display space in all stores	66% increase in sales for the promotion week with a 38% residual lift the week after the promotion
Medium	1	Feb 2 - 14	\$4,052	Sampling events in 28 stores supported by increased display space	28% increase in mango sales for the month over previous year
Medium	1	Week of March 21	\$3,932	Sampling events in 20 stores supported by increased display space and a mango ad in all stores	Retailer to provide results
Medium	1	Week of Feb 28	\$3,157	Sampling events in 19 stores supported by increased display space and a mango ad in all stores	Retailer to provide results
Medium	1	Jan 6 - Feb 10	\$100	Mangos featured in 3 issues of the "Produce Communicator weekly newsletter	Retailer to provide results
Medium	1	January 29 -31	\$2,087	Sampling events in 35 stores supported by a mango ad with mango nutrition message	9% sales lift over previous year with fewer stores open
Medium	1	Month of March	\$4,000	In store special on mangos for all 4 weeks and secondary end-cap display for mangos for the final 3 weeks of the month in all stores	Retailer to provide results
Medium	1	January and February	\$3,000	Oversized or secondary mango displays in all stores.	13% sales increase over previous year
Large	1	March 2 - 27	\$3,000	"Taste from the Tropics" promotion with large signs educating customers about mango varieties and how-to-cut, plus in-store tasting stations in all stores	Sales lift of 13%
Very Large	1	Jan 4 - Jan 31	\$12,500	Educational sampling events in 700 stores supported by POS, oversized displays and mango ads in all stores	Promotions agency to provide results
Medium	1 and 2	March 15 - 21 and April 12 - 18	\$1,800	Mango ad with nutrition message (high fiber) and large ad with recipe photo and reference to visit their web site to get the recipe	212% volume lift over the previous year during the first week of promotion. 410% volume lift during the second week of promotion.
Small	2	June 10 - June 30	\$3,000	Mangos included in the Fresh Farmer's Market program, which included very large mango displays and a display contest	Sales were 171% higher than the same week in the previous year
Small	2	May 29 - June 4	\$1,500	Very large ad with "Festival de Mango" feature messaging - retailer included 3 varieties, cut mango chunks and mango juice together in the ad	Retailer to provide results

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Small	2	Weeks of May 29 and June 12	\$1,500	Two mango feature ads with mango nutrition education included	Volume lift of 1400% for the first week and 900% for the second week over typical movement for this season
Small	2	June 4 - 24	\$2,800	Display and sales contest in all stores with special POS and oversized displays	122% volume lift during the promotion
Small	2	June 13	\$2,020	Sampling events in 10 stores supported by increased display space in those stores	161% lift during the promotion week
Small	2	Month of June	\$1,285	Display contest supported by oversized displays and two mango ads. Stores distributed how-to-cut info and kids craft ideas. Some stores set up tables for kids to participate in "Make a Mango Masterpiece" craft activity.	Retailer to provide results
Small	2	June 12 - 20	\$1,552	Display contest supported by oversized displays	220% volume lift over previous year
Small	2	May	\$1,500	Oversized or secondary mango displays in all stores.	80% sales increase over previous year
Medium	2	June 3 - 30	\$1,500	Month-long Mango Madness promotion with large in-store banners, mango ads every week secondary displays and increased display space	Volume was 283% higher than the same week in the previous year
Medium	2	June 3 - 9	\$1,500	Mangos featured in the Farmer's Market program with front page ad positioning, secondary display and increased display space	72% volume lift compared to previous week
Medium	2	Week of June 10	\$3,000	Mangos included in Farmer's Market promotion with increased display space and display contest	Retailer to provide results
Medium	2	June 24 - 26	\$3,260	Sampling events in 19 stores supported by increased display space	53% volume lift over previous weeks
Medium	2	May 24 - 30	\$2,000	Mango feature ad with mango nutrition education included	Retailer to provide results
Medium	2	June 18 - 24	\$3,000	Large mango ad with recipe, nutritional benefits and web logo supported by increased display space in stores	Volume was 139% higher than the previous week and 41% higher than the same week in the previous year
Medium	2	April 26 and May 3	\$356	Sampling events in 2 grand opening stores	Retailer to provide results
Medium	2	May 12	\$1,567	Sampling events in 16 stores supported by secondary displays	Retailer to provide results
Medium	2	May 14	\$276	Sampling event at a grand opening store supported by increased display space	Retailer to provide results
Medium	2	June 11 and 12	\$363	Sampling event at two grand opening stores supported by increased display space	Retailer to provide results
Medium	2	June 3 - 5	\$399	Sampling events in 3 stores supported by increased display space	325% volume increase over previous week
Medium	2	May 31 - June 27	\$1,000	In-store radio - 60 second mango ad running once per hour every day at every store throughout the promotional period	102% volume lift over previous year

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Medium	2	June	\$1,500	4 weeks of feature mango ads supported by incremental display in all stores and produce manager bulletins to train employees about mangos	Retailer to provide results
Medium	2	June 27 and 28	\$5,242	Sampling events in 29 stores supported by increased display space	1914% volume lift during the promotion week
Medium	2	Distributed on May 16	\$3,220	Mangos included in the Summer Grilling promotion, including a full page ad with how-to-cut, selection and a mango recipe distributed to 58,000 consumers. Event was publicized online and via in-store radio. As a bonus, mangos were included in the Summer Solutions booklet with a mango salsa recipe.	Retailer will not provide results
Medium	2	June 18, June 26, July 2	\$2,720	Sampling events in 75 stores, plus cooking school events in 2 stores supported by a mango feature ad	84% sales lift and 91% volume lift compared to previous week
Medium	2	June 27	\$3,299	Sampling events in 30 stores	Retailer does not provide results
Medium	2	June 27 and 28	\$2,722	Sampling events in 27 stores	409% increase in mango sales over the same period in the previous year
Medium	2	June 16 and June 27	\$292	Sampling events in 2 stores for grand opening events	Results not available
Medium	2	June 16 to 22	\$2,000	Oversized or secondary mango displays in all stores.	62% increase in mango sales compared to the previous week.
Small	2	June	\$1,500	Mango University training and incentive program	Retailer to provide results
Medium	2	April 29 to May 5	\$4,000	Mango feature ad and POS supported by oversized displays	1714% sales increase over previous week
Medium	2	June 21 to 27	\$2,500	Oversized or secondary mango displays in all stores.	881% volume increase over previous year
Large	2	June 7 - 14	\$5,000	Mango feature ad with mango nutrition education included	Sales lift of 33% and volume lift of 42% over the previous year
Large	2	June 27 and 28	\$15,000	Sampling events at 420 stores supported by increased display space	27% volume lift during the promotion week
Large	2	April 6 - June 7	\$7,000	"Taste from the Tropics" promotion with large signs educating customers about mango varieties and how-to-cut, plus in-store tasting stations in all stores	Sales lift of 14%
Large	2	June 25	\$13,642	Sampling events in 94 stores supported by increased display space	Retailer to provide results
Large	2	May and June	\$5,000	Mango feature ads with "Healthy Ideas" tag, supported by increased display space, and mango training info in produce managers bulletins.	Retailer to provide results

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Very Large	2	April 24 - May 23	\$12,500	Educational sampling events in 700 stores supported by POS, oversized displays and mango ads in all stores	Promotions agency to provide results
Very Large	2	June 13	\$18,894	Sampling events in 96 stores supported by increased display space in those stores	Retailer to provide results
Very Large	2	May 2 - May 14	\$5,980	Sampling events in 41 stores with increased display space in those stores	Retailer to provide results
	2	Spring 2009	\$2,000	Mango recipes and videos included on giveaway CDs which were attached to wine bottles sold in several North Carolina grocery store chains	CDs were distributed throughout multiple retailers, so results are not available
Medium	2	June 17 - July 7	\$7,500	Display contest supported by oversized displays	Retailer to provide results
Medium	2 and 3	May 24 to September 14	\$5,000	Mangos featured as part of a "Mission Nutrition" promotion with mango cutting included in the Summer/Fall in-store magazine, mangos included in the "Mission Nutrition" product display, special POS materials and a mango feature ad with nutrition and cutting information	Retailer to provide results
Medium	2 and 3	Mid-June to Mid-August	\$3,800	Chef demos for mango recipes and mango samples. A mango recipe video was included on the retailer's web site.	Mango sales dropped compared to the previous year due to the retail unsuccessfully changing his pricing and sizing strategies in 2009.
Small	3	August 19 - September 29	\$4,000	Participation in a back-to-school themed multi-item produce promotion, including special POS and inclusion in a themed ad, web page, email blast and takeaway booklet	Promotions agency to provide results
Small	3	August 12 - 25	\$3,000	Display contest supported by oversized displays	Retailer to provide results
Small	3	August	\$1,500	Month-long "Fresh Flavors" promotion with cooking demonstrations in 85 stores, video on web site, and a mango recipe featured in the monthly in-store magazine.	Retailer to provide results
Small	3	August	\$1,900	Mango nutrition and mango recipe featured in the nutritionists web, flyer and newsletter, which is distributed to 35,000 customers	Retailer will not provide results
Small	3	September 2 to 30	\$1,500	Sales contest support by oversized displays in all stores	173% increase over previous year
Medium	3	July 18	\$2,000	Mangos featured in 2 cooking school events and supported by a mango feature ad	Retailer will not provide results
Medium	3	September 12	\$5,887	Sampling events in 28 stores supported by increased display space	Retailer to provide results
Medium	3	July 19 - 21	\$3,348	Sampling events in 30 stores supported by oversized displays	Retailer to provide results
Medium	3	Month of August	\$3,000	Mango ads with nutrition message	Retailer to provide results
Medium	3	July 25	\$4,547	Sampling events partnering with Tabasco in 45 stores supported by increased display space	Retailer to provide results

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Medium	3	July - August	\$5,000	"Healthy Bites" program, including mango ad with recipe included, plus coverage in the bi-monthly Healthy Bites magazine - including the cover image, mango selection and cutting tips, and a recipe with full-page photo	Retailer does not provide results for this program, but did provide copies of the ad and magazine
Medium	3	August 27 and 29	\$182	Sampling events in 2 stores for grand opening events	Retailer to provide results
Medium	3	August 23 to 29	\$500	Mango feature ad with consumer nutrition information	Retailer will not provide results
Large	3	Month of July	\$500	Mango ads with nutrition message	Retailer to provide results
Large	3	July 1 to August 26	\$5,000	"Taste of the Tropics" promotion with special educational signs, secondary and oversized displays, and promotional mango pricing in store. Mango tasting stations in every store throughout the promotional period.	11% lift in mango sales compared to the previous year. 23% lift compared to the prior week.
Large	3	September 12	\$10,000	Mango sampling events in 88 stores supported by front-of-store secondary displays in all stores.	62% lift in mango volume over the prior week
Large	3	Week of October 7	\$3,500	Mango sampling events in 56 stores supported by oversized displays in all stores	Mango sales were 41% higher than the same week in the previous year
Very Large	3	September 26	\$19,474	Sampling events in 100 stores supported by increased display space in those stores	Retailer to provide results
Very Large	3	July 2 - 4	\$27,930	Sampling events in 117 stores supported by increased display space	Retailer to provide results
Very Large	3	Week of July 20	\$10,000	Mango feature ad supported by oversized or front of store displays in all stores	500% increase in mango sales
Small	4	Weekend of December 23	\$1,600	Sampling events in 20 stores supported by a mango feature ad with a nutrition tagline	Retailer to provide results
Small	4	December 25 to January 2	\$5,000	Mango feature ad with nutrition tagline supported by oversized displays and mango recipe on retailer's web site	Mango sales lift of 36% over the prior week and 80% over the previous month
Small	4	Week of October 25	\$2,000	Mango feature ad with nutrition tagline	Retailer will not provide results
Small	4	December 2 to 8	\$2,000	Oversized or secondary mango displays in all stores.	Retailer to provide results
Small	4	December 9 to 23	\$1,500	Mango POS supported by oversized displays	26% volume increase over previous year
Small	4	December 9 to 23	\$1,500	Oversized or secondary mango displays in all stores.	48% volume increase over previous week
Medium	4	September 27 - October 24	\$2,762	Participation in themed "Produce for Kids" promotion with in-store signage, online marketing, themed ads and inclusion in tear-pad recipes	Promotions agency to provide results
Medium	4	December 19	\$7,000	Sampling events in 30 stores supported by oversized displays	Retailer to provide results
Medium	4	November 5 and 6	\$292	Sampling events in 2 stores for grand opening events	Results not available
Medium	4	December 10 and 11	\$285	Sampling events in 2 stores for grand opening events	Results not available
Medium	4	December 3 to 8	\$2,917	Sampling events in 20 stores	Retailer will not provide results

Chain Size	Quarter	Promotion Dates	Promotion Investment	Promotion Elements	Results
Medium	4	October 3 and 4, December 3, December 10 to 12, and December 18 to 19	\$944	Sampling events in 10 stores for grand opening events	Retailer to provide results
Medium	4	Week of November 12	\$3,500	Secondary and oversized display for mangos in all stores	Mango volume increased 34% over the same period previous year
Medium	4	Week of December 9	\$5,000	Mango feature ad supported by secondary and oversized displays for mangos in all stores	Retailer to provide results
Medium	4	Weeks of November 4 and December 9	\$4,000	Mango feature ad supported by oversized or secondary mango displays in all stores.	Retailer to provide results
Medium	4	Weekend of December 18	\$2,000	Mango sampling events in 20 stores	332% sales increase
Medium	4	Week of November 29	\$2,500	Hot price mango ad with nutrition tagline supported by oversized displays	Retailer to provide results
Medium	4	December 29 and 30	\$2,846	Mango sampling events in 14 stores	Retailer will not provide results
Medium	4	December 2 to 16	\$2,000	Mango POS supported by oversized displays	25% sales increase over previous year
Medium	4	December 13 to 19	\$2,000	Oversized or secondary mango displays in all stores.	927% volume increase over previous year
Medium	4	November 4 to 10	\$4,000	Display contest	88% increase in volume over previous year
Large	4	October 1 - 25	\$4,500	In-store radio - 30 second mango ad running once per hour at every store throughout the promotional period	Retailer to provide results
Large	4	Week of December 25	\$5,000	Mango feature ad including a tagline directing shoppers to the mango.org web site for recipes and more information	66% sales increase over previous year
Large	4	Week of December 25	\$5,000	Mango feature ad supported by oversized displays	Retailer to provide results
Very Large	4	Week of November 12	\$10,000	Mango feature ad supported by oversized or front of store displays in all stores	500% increase in mango sales
Small	All	Year-Round	\$2,165	Educational banners produced and hung near mango display in all stores	Retailer to provide results
Chain Size Legend				Results Recap	
Small	0 - 100 stores		Total Promotion Investment Listed Above		\$402,222.93
Medium	101 - 300 stores		Total Number of Stores Impacted		19,683
Large	301 - 500 stores		Cost Per Store		\$20
Very Large	501+ stores		Total Number of Demo Events		4,008
Promotions report is updated quarterly. Retailers are required to submit proof of performance before promotional funds are paid. If the retailer delays submitting these documents, their payment will be delayed and the reporting of that promotion will be delayed on this report.					