

National Mango Board

2008 Retail Promotion Recap and Results

9/27/2008

Chain Size	Quarter	Promotion Dates	Promotion Investment	Promotion Elements	Results
Small	1	Jan 13 - 19	\$2,000.00	Oversized feature ad with "Item of the Month" status, plus secondary endcap display in front of department	418% increase in movement
Small	1	March 5th to April 2nd	\$1,500.00	Mango Madness display contest supported by 2 weeks of ads	63% mango movement increase in Q1 '07 over Q1 '08. Sales for the contest period were up approximately \$85,000.
Small	1	Feb 29th and March 1st	\$1,242.79	Mango salsa demo events in 7 highest volume stores, supported by in-store special in all stores	360% increase in volume and 215% increase in sales over the same period in 2007.
Medium	1	March 29	\$1,378.54	Mango sampling events in 12 stores, supported by increased display size in all stores, and mango featured in ad	Movement during the event week up 534%, with a 82% residual lift the following week
Medium	1	Feb 23rd	\$1,100.00	Demo events in 5 stores, supported by and ad and incremental display	Movement during the event week up 983% with a 67% residual lift the week after the event.
Medium	1	Week of Feb 17th	\$2,000.00	Extra large (quarter page) mango featuring "how to cut a mango", using NMB photos and text	Sales and volume increase of 125% during ad week.
Medium	1	Jan 11th - Feb 3rd	\$3,750.00	Chef demo events in 100 stores, supported by mango feature in the in-store magazine	Waiting for movement data from retailer.
Medium	1	Week of Jan 20th	\$1,500.00	Large feature ad with mango nutrition information, plus "good choice for Luvn' Lunchbox" logo	Waiting for movement data from retailer.
Medium	1	Week of Feb 2nd	\$4,000.00	Mango sampling in 25 stores supported by a mango feature ad and increased display space	Movement up by 793% for the promotion week with residual lift of 167% the week after the promotion
Medium	1	March 29	\$3,000.00	Mango sampling in 32 stores, supported by a large educational ad showing 3 easy steps to cut a mango	Movement during the event week up 300% with a 20% residual lift the following week
Medium	1	Week of March 14th	\$2,375.43	Sampling events in 25 stores supported by a feature ad	Waiting for movement data from retailer.

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Medium	1	March 8th	\$3,344.88	Demo events in 21 stores, supported by an ad and incremental display	Movement the week of the event was up 214%.
Medium	1	March 29th	\$1,508.44	Mango sampling in 13 stores supported by a feature mango ad and increased display space	Retailer does not provide movement data
Large	1	Weeks of Jan 12th and Jan 26th	\$1,500.00	Large feature ad with mango nutrition information	Waiting for movement data from retailer.
Very Large	1	Jan/Feb	\$40,000.00	Full page ad in retailer-branded "healthy living" magazine insert with 2.75 million circulation, 5 ads in all divisions over the 2-month period, incremental display, POS materials themed to match magazine insert	Waiting for movement data from retailer.
Medium	1 and 2	March, April and May	\$9,000.00	Tast of the Tropics promotion, POS and magazine feature (500,000 distribution) educating customers on varieties and how to cut, demo events in most stores included, themed ads in circular	Waiting for movement data from retailer.
Small	2	Weeks of April 11th and April 25th	\$2,000.00	Feature ad with nutrition information one week and selection/ripening information the second week	110% increase in movement during the promotion period
Small	2	May 2 to 8	\$1,000.00	Half page ad with educational information about mango varieties	58% increase in fresh mango units moved
Small	2	May 16 - 18	\$1,500.00	Domed "silent sampling" events in all stores supported by a special 3-day ad	Mango sales increased 700% over typical sales for this period
Small	2	Weeks of March 30th and May 10th	\$5,000.00	One week of feature ad with selection/ripening/usage information in the ad, one week of feature ad supported by sampling events	21% increase in volume for the year, compared to the previous year
Medium	2	May 3rd	\$3,083.38	Demo events in 17 stores, POS in all stores, supported by a mango ad	Movement up by 25% during the promotion week
Medium	2	May 3rd	\$4,597.40	Demo events in 22 stores, POS in all stores, supported by a mango ad	Retailer does not provide movement data
Medium	2	Week of May 9th	\$1,473.02	Mango feature ad and increased display space supported by sampling events in 10 stores	Movement up by 12% for the promotion week
Medium	2	May 11 to 17	\$3,000.00	In-store sales and display contest in all stores, supported by a feature mango ad for 2 weeks	Movement during the event week up by 2100%, with a 742% residual lift
Medium	2	Week of May 2nd	\$3,000.00	Feature ad with "Celebrate Cinco de Mango" message, supported by POS in the stores	Waiting for movement data from retailer.

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Medium	2	May 3 to 4	\$1,700.00	Mango sampling in 17 stores, supported by increased display and mangos featured in the ad	Movement during the event week up by 191%
Medium	2	Week of May 18th	\$1,800.00	Feature mango ad with mango salsa recipe	Waiting for movement data from retailer.
Medium	2	April 20th	\$5,053.23	Demo events in 30 stores supported by a mango ad and increased display space	Retailer does not provide movement data
Medium	2	Week of May 3rd	\$5,164.81	Mango sampling in 27 stores supported by increased display space and feature mango ad	Retailer does not provide movement data
Medium	2	May 3rd	\$1,531.25	Professional chef demos in top 25 stores, featuring a mango salsa recipe, plus feature positioning for the recipe on their web site.	Waiting for movement data from retailer.
Medium	2	May 3 to 4	\$3,709.12	Mango sampling in 25 stores supported by increased display size in all stores and mango featured in ad for 2 weeks	Movement during the event week up by 63% with a 32% residual lift
Medium	2	Week of April 30th	\$1,000.00	Feature ad with nutrition information, supported by POS in the stores	Waiting for movement data from retailer.
Medium	2	Week of April 27th	\$2,500.00	Cinco de Mayo themed ad	Waiting for movement data from retailer.
Large	2	May 16	\$5,000.00	Large feature ad with educational message and Mango Yogurt Parfait recipe	Waiting for movement data from retailer.
Large	2	Week of June 22nd	\$1,000.00	Large mango ad with nutritional education info	Sales lift of 229%
Large	2	June 6	\$5,000.00	Produce Item of the Week feature ad with mango salsa recipe	Waiting for movement data from retailer.
Very Large	2	April 29 to May 26	\$25,000.00	500 demo events, POS, feature ad, web site video	Waiting for movement data from retailer.
Very Large	2	Week of June 19th	\$12,500.00	Over 900 demo events featuring mangos as part of a meal solution, supported by feature mango ad and secondary display	Waiting for movement data from retailer.
Very Large	2	June 27 to 29	\$14,636.70	Mango sampling events in 90 stores supported by primary display positioning in produce department in all stores	86% increase in units moved during the promotional period

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Medium	2 and 3	June and July	\$4,500.00	Mangos featured in the "Healthy Bites" nutritionist's newsletter in June and July, in-store radio featuring mango nutrition messages, incremental display space and POS promoting mango nutrition, feature ad in nutritionist's section of the weekly circular on June 12th	Movement data to be requested after close of promotion
Small	3	Week of August 12th	\$5,000.00	All stores participated in program, which included chef demo events, mango feature ad, mango dishes featured in the prepared foods department, display contest and volume contest	Mango sales increased 293% over the same period last year, with the strongest stores showing 1700% and 700% increases
Small	3	Sept 13th	\$8,664.13	71 sampling events supported by increased display space in all stores and a mango feature ad	Waiting for movement data from retailer.
Medium	3	3 weekends in July	\$7,670.36	84 sampling events	Waiting for movement data from retailer.
Medium	3	August 14	\$2,552.00	NMB to participate in retailer's produce expo with a presentation in the educational sessions teaching produce managers how to better merchandise and handle mangos	Sales data will not apply
Medium	3	August 19th - 22nd	\$1,650.00	11 Chef demo events supported by a mango ad and oversized display in all stores	Waiting for movement data from retailer.
Medium	3	August 14	\$2,069.51	Produce Manager Food Show & Expo - NMB had a booth and was able to talk with every produce department manager, offering a great opportunity to hear feedback from them and teach them about mangos	Sales data will not apply
Medium	3	Mid-July to Mid-August	\$1,292.50	In-store radio, 45 second ads running in every store, once per hour for 4 weeks	Waiting for movement data from retailer.
Medium	3	July 11th	\$3,198.00	30 mango sampling events supported by oversized displays in all stores and a mango feature ad	Movement was up for the week over 4000%. Residual lift the following week was over 600%
Medium	3	August 23rd	\$11,348.79	93 sampling events supported by oversized display space and a mango ad in all stores	Waiting for movement data from retailer.
Medium	3	Sept 13th	\$3,125.00	25 sampling events supported by a mango ad and increased display in all stores	Waiting for movement data from retailer.

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Large	3	August 9th	\$5,146.25	25 sampling events supported by a mango ad and increased display in all stores	Mango movement up by 169% during the event week
Large	3	Week of July 25th	\$4,000.00	Mango feature ad with mango recipe in back page positioning	23% increase in mango movement
Very Large	3	August 22nd	\$13,160.00	94 sampling events supported by a mango feature ad and oversized displays in all stores	Waiting for movement data from retailer.
Very Large	2	June 21st	\$14,420.00	103 sampling events supported by oversized display in all stores and a feature mango ad	Waiting for movement data from retailer.
Chain Size Legend				Results Recap	
Small	0 - 100 stores		Total Promotion Investment Listed Above		\$277,245.53
Medium	101 - 300 stores		Total Number of Stores Impacted		16,755
Large	301 - 500 stores		Cost Per Store		\$17
Very Large	501+ stores		Total Number of Demo Events		2,672

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