

# National Mango Board

## 2008 Retail Promotion Recap and Results

2/25/2009

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 5 to April 2	\$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 29 and March 1	\$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 23	\$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 17	\$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	Jan11 - Feb 3	\$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 20	\$1,500.00	Large feature ad with mango nutrition information, plus "good choice for Luvini' Lunchbox" logo	Waiting for movement data from retailer.
Medium	1	Week of Feb 2	\$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 14	\$2,375.43	Sampling events in 25 stores supported by a feature ad	Waiting for movement data from retailer.
Medium	1	March 8	\$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 29	\$1,508.44	Mango sampling in 13 stores supported by a feature mango ad and increased display space	Retailer does not provide movement data

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Large	1	Weeks of Jan 12 and Jan 26	\$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 11 and April 25	\$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 30 and May 10	\$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 3	\$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 3	\$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 9	\$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 30	\$141.09	One sampling event	Waiting for movement data from retailer.
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 2	\$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 18	\$1,800.00	Feature mango ad with mango salsa recipe	Waiting for movement data from retailer.
Medium	2	April 20	\$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 3	\$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 3	\$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	Week of June 4	\$2,000.00	In-store special supported by increased display space and secondary displays	Sales were up 91% and volume was up 186% during the week of the event.
Medium	2	November 26 - December 3	\$3,000.00	In-store special supported by increased display space and secondary displays	Sales were up 23% and volume was up 25% during the week of the event.
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 30	\$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 27	\$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 22	\$1,000.00	Large mango ad with nutritional education info	Sales lift of 229%
Large	2	May 3 - 4	\$30,000.00	Sampling events in 200 stores supported by oversized displays in all stores.	31% sales increase during promotion week with a 17% residual lift the following week.
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	June 19-22	\$2,723.45	53 mango sampling events	Sales up 28% during the event week

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Very Large	2	April 29 to May 26	\$25,000.00	500 demo events, POS, feature ad, web site video	11.7% increase in mango movement over previous year, outperforming the results for the total produce department
Very Large	2	Week of June 19	\$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 2	\$14,420.00	103 sampling events supported by oversized display in all stores and a feature mango ad	20% increase in sales during promotion week, plus a 17% residual lift the following week.
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
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 12	\$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	July - August	\$1,000.00	Cooking demonstration video produced and promoted via the retailer's web site	Waiting for movement data from retailer.
Small	3	September 18 - 25	\$1,500.00	Feature mango ad with nutrition information	Waiting for movement data from retailer.
Small	3	Sept 13	\$12,907.14	71 sampling events supported by increased display space in all stores and a mango feature ad	Waiting for movement data from retailer.
Small	3	Week of August 16	\$5,469.00	30 mango sampling events, supported by a feature ad, increased display size and recipe POS in all stores	Sales up 28% during the event week

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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	Week of August 18	\$4,187.04	Sampling events in 25 stores supported by oversized displays and a mango feature ad.	Waiting for movement data from retailer.
Medium	3	August 13 - 19	\$3,000.00	Mango display contest supported by increased display size and a mango feature ad	Movement up by 823% compared to previous week with a residual lift of 69% the following week
Medium	3	September 5-7	\$5,149.85	33 mango sampling events	18% of customers who sampled purchased mangos
Medium	3	Weeks of August 22 and August 29	\$2,500.00	Feature mango ads for two weeks with nutrition information	62% increase and 102% increase over previous year during the two weeks of promotion
Medium	3	July and August	\$4,500.00	60 chef demo events, plus a chef recipe prep video running on retailers web site throughout the promotion	Retailer does not provide movement data
Medium	3	August and September	\$5,000.00	Ongoing sampling in all stores by store employees throughout the promotion period, supported by oversized displays and a series of feature ads.	12% sales increase during the promotion period over previous year
Medium	3	August 19 - 22	\$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 - September 7	\$2,000.00	In-store radio, 30 second ads running once per hour in every store, Thursday through Sunday for 4 weeks	Waiting for movement data from retailer.
Medium	3	August 9	\$7,061.72	Sampling events in 48 stores supported by a feature mango ad and increased display size.	Waiting for movement data from retailer.
Medium	3	September 24 - 28	\$795.95	Four grand opening store sampling events supported by mango ads and oversized displays	Waiting for movement data from retailer.

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Medium	3	September 25	\$137.50	Grand opening store sampling event	Lift data not available as this is a new store.
Medium	3	September 12 - 14	\$3,225.96	Sampling events in 30 largest stores, supported by secondary and oversized displays and feature mango ad. Program also included produce manager training packets distributed to all stores.	Waiting for movement data from retailer.
Medium	3	August 29-31	\$1,307.85	10 mango sampling events	Waiting for movement data from retailer.
Medium	3	August 14 - September 7	\$2,500.00	In-store radio, 30 second ads running once per hour in every store, Thursday through Sunday for 4 weeks	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 25 - 31	\$1,007.84	Sampling events in 48 largest stores featuring mango pineapple salsa.	Waiting for movement data from retailer.
Medium	3	September 7 - 13	\$1,500.00	Feature ad with nutrition information and mango board logo	Waiting for movement data from retailer.
Medium	3	July 11	\$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 23	\$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 13	\$5,107.30	25 sampling events supported by a mango ad and increased display in all stores	Waiting for movement data from retailer.
Medium	3	September 7	\$5,893.20	Mango sampling events in 30 stores supported by increased display size	Waiting for movement data from retailer.
Medium	3	Week of August 13	\$776.97	Sampling events in 6 stores, supported by a feature ad	Retailer does not provide movement data

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Large	3	August 22 - 28	\$3,000.00	Feature ad with nutrition messaging	Waiting for movement data from retailer.
Large	3	August 9	\$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 25	\$4,000.00	Mango feature ad with mango recipe in back page positioning	23% increase in mango movement
Very Large	3	August 22 and August 29	\$14,560.00	104 sampling events supported by a mango feature ad and oversized displays in all stores	Sales up just 1% during week of events, but retailer commented about challenges with supply and quality
Small	4	December 26	\$2,000.00	Sampling events in 20 stores supported by secondary display	10% sales increase over previous year
Small	4	December 3 - 17	\$3,000.00	Display contest supported by secondary, front of store displays	Waiting for movement data from retailer.
Small	4	December 10 - 24	\$1,500.00	Company-wide display contest, including increased and secondary displays, plus cross-merchandising with yams and use of our Mango Yams recipe POS	Movement up by 230%
Small	4	December 8 - 14	\$2,500.00	Hot buy program including secondary or increased displays in all stores, plus in-store "hot buy" pricing	Movement up 250%
Small	4	December 20 - Jan 4	\$1,667.00	Sampling events in 10 stores supported by a mango ad, and either secondary or increased display space for mangos in all stores	Sales for the month were up 11% over the previous year
Small	4	November 27 - December 10	\$2,995.00	Display/sales contest	Increases from 36% to 222%
Small	4	Week of December 26	\$3,500.00	Sampling events in all stores supported by increased display size and mango recipe POS	Waiting for movement data from retailer.
Small	4	December 27	\$2,104.30	Mango sampling events in 46 stores supported by a mango feature ad and oversized display	Waiting for movement data from retailer.
Small	4	October 7 - 10	\$161.85	Sampling event in grand opening store	Over 200 mango samples and 50 recipe cards distributed.
Medium	4	December 10-17	\$2,000.00	Great Deal program, including secondary or increased display in all stores, plus "great deal" pricing	Movement up by 371% with a residual lift of 152% the following week

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Large	4	Week of December 27	\$3,000.00	Sampling events in 14 stores supported by a feature ad and increased display for mangos in all stores	Movement up by 174% during the promotion, with a residual lift of 143% in the following week.
Medium	4	Week of December 27	\$3,000.00	Sampling events in 20 stores supported by secondary display and a mango ad	Movement was up 174% for the event week with a residual lift of 143% the following week.
Medium	4	December 3 - 9	\$3,500.00	Mango display contest supported by increased display size and a mango feature ad	Movement up by 104% over previous year
Medium	4	Weeks of December 12 and December 26	\$500.00	Large mango ad with nutritional education info and web site/logo	Sales increase of 42% - retailer was so pleased with this success, they ran the same ad with nutritional info 2 weeks later at no charge
Medium	4	Week of December 15	\$3,000.00	Sampling events in 15 stores, supported by oversized or secondary displays	Waiting for movement data from retailer.
Medium	4	Last two weeks of December	\$3,000.00	Sampling events in 12 stores supported by increased display in all stores and several mango feature ads	Waiting for movement data from retailer.
Medium	4	October 7 - 10	\$1,500.00	Sampling events in 10 stores supported by a feature mango ad and increased display size in all stores	Waiting for movement data from retailer.
Medium	4	December	\$1,000.00	Large mango ad with nutritional education info and web site/logo	Waiting for movement data from retailer.
Medium	4	Week of October 11	\$381.00	Sampling in grand opening store supported by increased display and a mango feature ad in all stores	Waiting for movement data from retailer.
Medium	4	Week of December 22	\$848.79	Sampling events in 5 high volume stores	Waiting for movement data from retailer.
Medium	4	October 4 - 5	\$527.89	Sampling events in two grand opening stores	Over 700 mango samples distributed.
Medium	4	Week of November 15	\$3,000.00	Sampling events in 30 stores supported by a mango ad and increased display space in all stores	Waiting for movement data from retailer.
Medium	4	Week of September 13	\$5,000.00	"Back to School" sampling events in 54 stores featuring NMB Mango Roll Ups POS, supported by a mango ad and increased display space in all stores	Waiting for movement data from retailer.

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Medium	4	November 26 - December 3	\$1,000.00	Display contest in all stores	Movement up by 300% with a residual lift of 67% the following week
Medium	4	October 10 - 12	\$2,137.63	Sampling events in 25 stores supported by secondary displays	Retailer does not provide movement data
Medium	4	Week of December 26	\$5,000.00	Sampling events in 25 stores supported by secondary displays	Waiting for movement data from retailer.
Large	4	November 1 - 23	\$4,500.00	In-store :30 radio ads, once per hour in every store, featuring nutrition and usage information	Waiting for movement data from retailer.
Very Large	4	Week of December 8	\$2,671.66	Sampling events in 55 high volume stores	Waiting for movement data from retailer.
Very Large	4	December 11 - 17	\$10,000.00	In store specials supported by increased or secondary display	490% sales increase during the promotion
<b>Chain Size Legend</b>				<b>Results Recap</b>	
<b>Small</b>	<b>0 - 100 stores</b>		<b>Total Promotion Investment Listed Above</b>		<b>\$459,243.38</b>
<b>Medium</b>	<b>101 - 300 stores</b>		<b>Total Number of Stores Impacted</b>		<b>24,365</b>
<b>Large</b>	<b>301 - 500 stores</b>		<b>Cost Per Store</b>		<b>\$19</b>
<b>Very Large</b>	<b>501+ stores</b>		<b>Total Number of Demo Events</b>		<b>3,963</b>

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