

**CHERRIES FROM CHILE
KOREA MARKET
FINAL REPORT**

**2022-23
SOPEXA**



FINAL KPIS 2022/2023

ACTIVITY	KEY INDICATOR	OBJECTIVE KPI DEFINED ON THE CONTRACT	ACTUAL GAINED KPI	ACHEIVEMENT RATE
ACTION 1 INFLUENCER PARTNERSHIP	No. of Influencer	24	24	100%
	No. of contents	72	36	50%
	Impression	11,000,000	11,001,032	100%
	Reach	8,000,000	9,679,216	121%
	Engagement	50,000	450,615	901%
ACTION 2 CROSS BRANDING	No. of social post	2	1	50%
	Give away event	1	1	100%
	Impression	4,500,000	6,275,722	139%
	Reach	3,000,000	3,000,121	100%
	Engagement	50,000	50,031	100%
ACTION 3 KAKAO BIZ BOARD AD	No. of days	28	5	18%
	Impression	24,000,000	24,021,480	100%
	Reach	20,000,000	20,763,379	104%
	Click	N/A	82,920	N/A

ACTIVITY	KEY INDICATOR	OBJECTIVE KPI DEFINED ON THE CONTRACT	ACTUAL GAINED KPI	ACHEIVEMENT RATE
ACTION 4 LIVE SHOPPING	Impression	9,000,000	10,125,867	113%
	Reach	6,000,000	7,093,662	118%
	Total view	600,000	663,360	111%
	Sales /USD	N/A	35,855	N/A
ACTION 5 IN STORE POSM BRANDING	Impression	6,300,000	7,000,000	111%
	No. of stores	45	70	156%
	No. of Days	630	700	111%
ACTION 6 IN STORE TASTING	Impression	6,300,000	6,468,000	103%
	No. of Days	300	308	103%
	Sales / USD	476,000	2,701,431	568%
ACTION 7 E-COMMERCE	No. of Days	28	28	100%
	Impression	10,000,000	48,166,371	482%
	Reach	5,000,000	38,533,158	771%
	Click	N/A	164,330	N/A
	Sales /USD	1,000,000	1,118,127	112%

Activity Scope

DIGITAL

38%

- Influencer collaboration
- Cross branding
- Kakao Biz ad campaign
- LIVE shopping promotion

**POS
E-COMMERCE**

50%

- In-store branding
- In-store tasting
- E-commerce promotion

**CREATIVE
Fee
12%**

- Creatives copyright
- Creatives local adaptation
- Project management

General Summary of Campaign

ACTIVITY	IMPLEMENTATION PHASE	REMARK	STATUS
ACTION 1: INFLUENCER PARTNERSHIP	JAN	12 Influencer / 36 contents	DONE
	FEB	12 Influencer / 36 contents	DONE
ACTION 2: CROSS BRANDING	8 FEB - 19 FEB	Collaboration with Brave queen	DONE
ACTION 3: KAKAO BIZ BOARD AD	22 JAN - 28 JAN	Supporting e-commerce	DONE
	31 JAN - 6 FEB	Supporting e-commerce	DONE
	7 FEB - 13 FEB	Supporting e-commerce	DONE
	14 FEB - 20 FEB	Supporting e-commerce	DONE
ACTION 4: LIVE SHOPPING	26 JAN	Naver	DONE
	30 JAN	Naver	DONE
	7 FEB	Kakao	DONE
	8 FEB	Naver	DONE
ACTION 5: IN STORE POSM BRANDING	20 JAN - 12 FEB	24 days at 70 stores, total 1,440 days	DONE
ACTION 6: IN STORE TASTING	1/12 - 1/13	Homeplus / 2 days	DONE
	1/13 - 1/14	GS the Fresh / 4 days	DONE
	1/14 - 1/15	Emart / 46 days	DONE
	1/14 - 1/15	Homeplus / 50 days	DONE
	1/20 - 1/21	Homeplus / 76 days	DONE
	1/28 - 1/29	Emart / 6 days	DONE
	1/27 - 1/29	Emart Traders / 30 days	DONE
	1/27 - 1/29	Lotte Mart 36 days	DONE
	1/22 - 1/30	Lotte Mart / 4 days	DONE
	2/4 - 2/5	Emart / 54 days	DONE
ACTION 7: E-COMMERCE	22 JAN - 28 JAN	Coupang main p top banner ad	DONE
	31 JAN - 6 FEB	Coupang main p top banner ad	DONE
	7 FEB - 13 FEB	Coupang main p top banner ad	DONE
	14 FEB - 20 FEB	Coupang main p top banner ad	DONE

ACTIVITY	KPI IMPRESSION	REAL IMPRESSION	KPI SALES	REAL SALES (USD)
Influencer partnership	11.000.000	11.001.032		
Cross branding	4.500.000	6.275.722		
Kakao Biz Board ads	24.000.000	24.021.480		
Live shopping	9.000.000	10.125.867	NA	35.855
Instore POSM branding	6.300.000	7.000.000		
Instore tasting	6.300.000	6.468.000	476.000	2.701.431
Ecommerce	10.000.000	48.166.371	1.000.000	1.118.127
TOTAL		113.058.472		3.855.413

KPI Achievement Recap

ACTIVITY	KEY INDICATOR	OBJECTIVE KPI	ACTUAL GAINED KPI	ACHEIVEMENT RATE
ACTION 1 INFLUENCER PARTNERSHIP	No. of Influencer	24	24	100%
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ACTION 7 E-COMMERCE	No. of Days	28	28	100%
	Impression	10,000,000	48,166,371	482%
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	Click	N/A	164,330	N/A
	Sales /USD	1,000,000 ¹¹⁹	1,118,127	112%

Influencer Partnerships



ACTIVITY RECAP

- Collaborated with 24 respected **Instagram food and lifestyle influencers**, known for their easy and affordable recipes Millennials will enjoy replicating.
- Gave them the creative freedom to come up with their exciting everyday staple revisited with the Cherries from Chile.
- Each influencer produced 3 content using Cherries from Chile and post their recipes and interact with their audience, asking their opinion on how they would hack the Cherries from Chile at home in various ways.
- All posts including #enjoyredmoment and #cherriesfromChile hashtag

DELIVERABLES AND KPIS

- **24** influencers engaged
- **72** influencer contents produced and posted on their Instagram account
- **+11M** impressions gained
- **+9.7M** reach gained
- **+ 450K** Engagement gained



↳ KEY RESULTS

	Reach	Impression	Likes	Comments	Views	Save	Share	Engagement
Foodie	6,751,289	7,643,454	52,894	794	364,772	5,646	1,159	425,265
Lifestyle	2,927,927	3,357,578	11,443	518	12,985	374	30	25,350
Total	9,679,216	11,001,032	64,337	1,312	377,757	6,020	1,189	450,615

Digital Cross Branding



ACTIVITY RECAP

- Collaboration with 'Brave Queen', Greek yogurt brand, to highlight attributes of the Cherries from Chile through their products that include Cherry.
- A digital banner introducing the cross branding promotion was created and displayed at Brave Queen website, which is the major channel for consumers to purchase its products.
- 2 giveaway events were held through Brave Queen's Instagram account during the promotion period. 2 giveaway event posts were created and posted with post boosting. 10 people were selected to win free yogurt products with a pack of fresh Cherries from Chile.
- To increase impression, reach and engagement, related postings were boosted at the Instagram accounts of the partner company.
- To increase traffic to the promotion website, series of Google Ad were ran during the promotion period.

KEY RESULT

- 1 cross branding partnership
 - 2 IG post were created and posted
 - +4.5M impressions gained
 - +3M reach gained
 - + 50K Engagement gained
 - CPM : USD 3



ACTIVITY	KEY INDICATOR	OBJECTIVE DEFINED ON THE CONTRACT
CROSS BRANDING	No. of social post	2
	Give away event	1
	Impression	4,500,000
	Reach	3,000,000
	Engagement	50,000

ONLINE

**Event 1
IG giveaway event**

Cherries from Chile and Brave Queen's Yogurt presented to 10 people through an Instagram event in the form of leaving a comment on the event post.

Giveaway:
Cherries from Chile (Served in a plastic cup), Brave queen yogurt



ONLINE

**Event 2
Free cherry topping**

During the event, 300 customers who purchased yogurt at the online mall were selected by lottery and provided with Cherries from Chile as a topping.

Giveaway:
Cherries from Chile(Served in a plastic cup)



OFFLINE

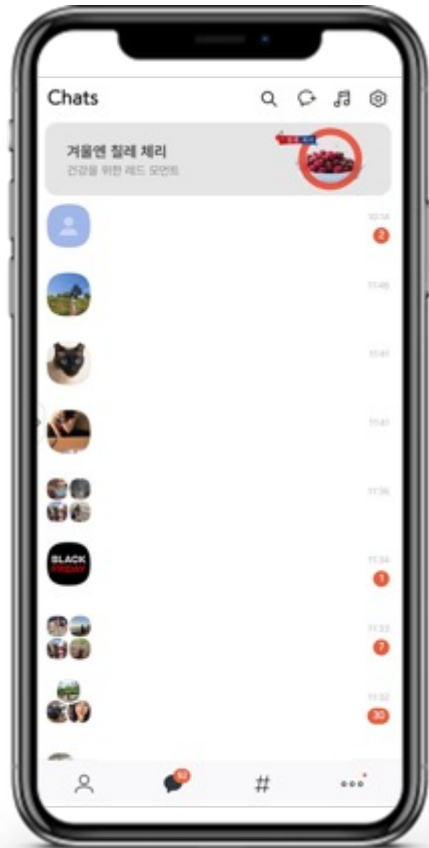
**Event 3
Free cherry topping**

During the event period, when ordering yogurt from the store/delivery, free cherry topping is provided.

Giveaway:
Cherries from Chile topping



Kakao Biz Ad Campaign



kakao



ACTIVITY RECAP

- In coincide with e-commerce promotion, banner ad was ran in Kakao talk app, which is the most popular messaging app, almost 99% of Korean use.
- Banner ad was placed on the head of the chat list for 4 weeks. Upon click, it directly navigated to e-commerce platform where Cherries from Chile promotion is running.

DELIVERABLES AND KPIS

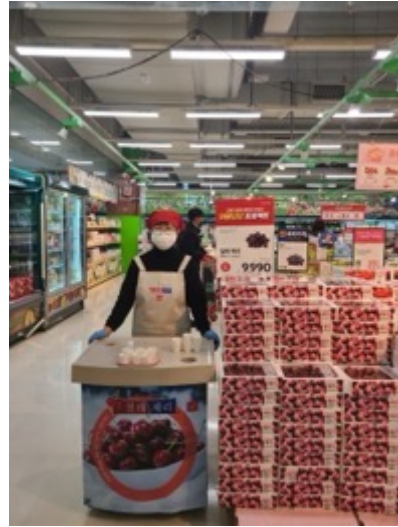
- 4 weeks of ad campaign
- +24M impressions
- +20M reach
- 82,920 clicks
- CPM : USD 1

↳ KPI ACHIEVEMENT

ACTIVITY	KEY INDICATOR	TARGET KPI	RESULT	ACHEIVEMENT RATE
ACTION 3 KAKAO BIZ BOARD AD	No. of days	28	5	18%
	Impression	24,000,000	24,021,480	100%
	Reach	20,000,000	20,763,379	104%
	Click	N/A	82,920	N/A

Activity Highlights

POS Tasting



EMART

HOMEPLUS

LOTTEMART

EMART TRADERS

GS THE FRESH

RETAILER	NO. OF STORES		TOTAL TASTING DAYS	
Emart	32	33%	106	34%
Homplus	39	41%	128	42%
Lottemart	13	14%	40	13%
Emart traders	10	10%	30	10%
GS the Fresh	2	2%	4	1%
Total	96	100%	308	100%

PERIOD	RETAILER	TOTAL TASTING DAYS	STATUS
1/12 - 1/13	HOMEPLUS	2	DONE
1/13 - 1/14	GS THE FRESH	4	DONE
1/14 - 1/15	EMART	46	DONE
1/14 - 1/15	HOMEPLUS	50	DONE
1/20 - 1/21	HOMEPLUS	76	DONE
1/27 - 1/29	EMART TRADERS	30	DONE
1/28 - 1/29	EMART	6	DONE
1/27 - 1/29	LOTTE MART	36	DONE
1/22 - 1/30	LOTTE MART	4	DONE
2/4 - 2/5	EMART	54	UP COMING
	Total	308	

Live Shopping Campaign



ACTIVITY RECAP

- In partnership with local importer (PSK International and Jinwon trading), 4 LIVE shopping on Naver and Kakao, which is the most important digital platform in Korea, were conducted.
- 2 live shopping was aired on Naver in January and another 2 on Naver and Kakao in February.
- Shopping host was fully educated/briefed about the Cherries from Chile in advance
- Shopping host directly introduced attributes of the cherries from Chile such as origin, clean nature, quality, taste and freshness for an hour per each session.
- Consumers could purchase Cherries from Chile during Live and also by watching 'Replay' of the live shopping video

DELIVERABLES AND KPIS

- 4 live shopping aired
- Total **240mins** of live casting
- **+10M** impressions
- **+7M** reach
- **663K** views
- **USD 35,855** worth of sales generated

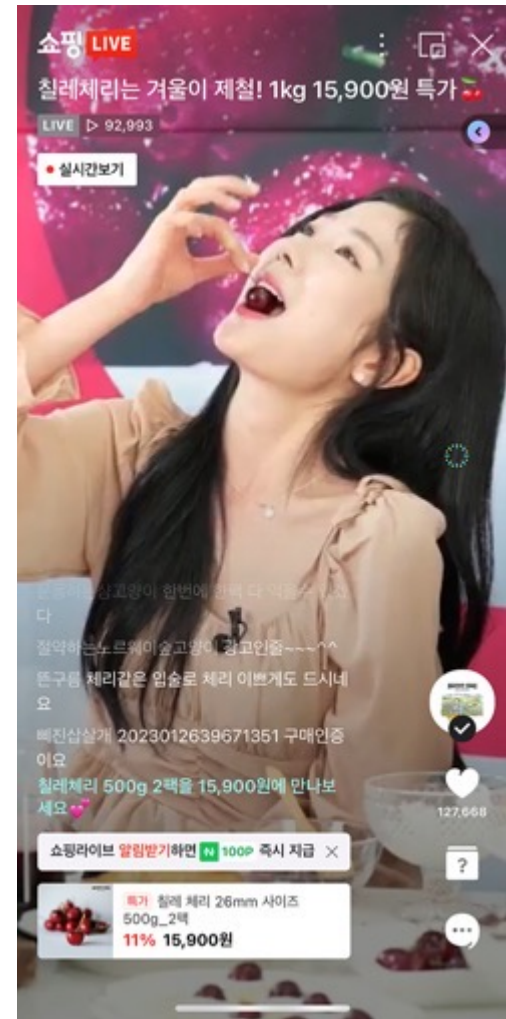
Live Shopping Campaign

Schedule

Partner importer	JINWON_MANNA MALL	PSK INTERNATIONAL		
Live Date / Platform	1) 26 JAN 2023, 11am - NAVER 2) 8 FEB, 11:00 - NAVER	1) 30 JAN 2023, 11:00 - NAVER 2) 7 FEB 2023, 13:00 - KAKAO		
Live Host	26 JAN 2023, 11:00 - NAVER		30 JAN 2023, 11:00 - NAVER	
	INYOUNG CHOI	YEJIN KANG	WONYOUNG JUNG	SIA KIM
				
				
	8 FEB 2023, 11:00 - NAVER		7 FEB 2023, 13:00 - NAVER	
	JIYOUNG PARK	SEUL LEE	AYOON LEE	SOL LEE
				
				

Live Shopping Campaign

↳ LIVE CAST ① JAN 26 _ NAVER



↳ LIVE CAST ③ FEB 7 _ KAKAO

카카오쇼핑 프리미엄 칠레 체리 정보...
LIVE 157,829 다시보기

입니다 🍒🍒🍒🍒

상당한 팬다 너무기대되요🍒🍒🍒체질체위
기대되요🍒🍒주문번호 1983657846 심
고여요 슈름🍒🍒

초롱초롱 큰 1983663769 주문완료~ 좋은 것
보내주세요~^^

튼튼한 돈카피 저도 인사해줘체리

블리스 🍒🍒🍒🍒🍒🍒🍒🍒🍒🍒🍒🍒

정신체리 ㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋㅋ

쾌활한 꿀 주문번호1983663330

카소리 MD 배송 받으시고 바로 냉장 보관 해주
시고, 가급적 빠르게 드시길 추천드립니다🍒

활짝 웃는 어피치 당도 높은가요?..

PSK 칠레산 생 정보 체리 80...
19,900원 +3

카카오쇼핑 프리미엄 칠레 체리 정보...
LIVE 157,831 다시보기

정보사이즈
칠레산 생체리 1.6kg 39,800원 권이브특가 23,900원

밤하늘의별 마지막 체리도 당도 높은건가요?

사분한 튜브 1983671458 구매인증합니다~~~

카소리 MD 사분한 튜브님, 구매 인증 감사합니
다🍒

유쾌한 조르디 구매인증 주문번호 198367548
7

애고뽕뽕 팬다 1983667331 구매인증

강렬한 라이언 배송은?

인사하는 라이언 지 한팩이 800g인가요? 꽤나
많네요! 대박대박

기본좋은 꿀 🍒1983661732 신선한체리
기대되요🍒

친절한 튜브 구매인증 완료~ 1983657017

킨데밀쉬 1983675728

PSK 칠레산 생 정보 체리 80...
19,900원 +3

카카오쇼핑 프리미엄 칠레 체리 정보...
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반짝이는 어피치 1983678864 주문 했어요~~
~ 너무너무 맛나보여요^^

밤하늘의별 1983661131 무조건 용량큰거주
구매인증이유!

제미난 무지 구매인증 1983659958

카소리 MD 프리미엄 칠레 체리 정보사이즈 라
이브는 2시까지 이어집니다🍒

으쓱으쓱 팬다 1983676459. 구매인증이요~
상태 좋은 체리 기대합니다~~

빛나는 꿀 다른데서 구매한 체리는 1도 맛있던
데 맛있~

친절한 튜브 맛있는체리가오길바라며

빛나는 꿀 맛있을거 같아요 ~~~

기본좋은 꿀 🍒1983661732 체리는 사랑
입니다🍒

PSK 칠레산 생 정보 체리 80...
19,900원 +3

카카오쇼핑 프리미엄 칠레 체리 정보...
LIVE 157,833 다시보기

감각스러운 스키피 엄지손톱에 사이즈 비교한
번가조

밤하늘의별 하나도아니고ㅋㅋ 두팩 최고입니다
ㅋㅋ

반짝이는 어피치 체리 체리

보급방 배송되면 체리우유 만들어 먹을까요

밤하늘의별 커피까지TT 이벤트최고네요

쾌활한 팬다 와 3인 가족분들도 좋겠다.. 지원
액 5인일까지요 ㅋㅋ 그래서 두세트삼 TTTT

미소짓는 꿀 계산하기엔 2.5키로 사면 손해인
거 같은데

카소리 MD 쾌활한 팬다님, 구매 감사합니다🍒

웃고있는 라이언 체리 좋아하는 남편한테 사랑
받을까요🍒

PSK 칠레산 생 정보 체리 80...
19,900원 +3

Live Shopping Campaign

↳ RESULTS

DATE	PLATFORM	IMPOTER	UNIT(g)	UNIT PRICE		SALES VALUE		SALES VOLUME		IMPRESSION	REACH	VIEW
				KRW	USD	KRW	USD	PACK	KG			
JAN 26	NAVER	Jinwon	500	₩ 15,900	\$13	11,130,000	8,414	700	350	2,743,242	1,839,931	169,408
JAN 30	NAVER	PSK International	800	₩ 19,900	\$16	12,895,200	9,749	648	518	2,558,495	1,635,274	148,256
FEB 7	KAKAO	PSK International	800	₩ 19,900	\$16	12,556,900	9,493	631	504	2,337,480	1,753,469	163,888
FEB 8	NAVER	Jinwon	500	₩ 15,900	\$13	10,843,800	8,198	682	700	2,486,650	1,864,988	181,808
TOTAL						11,130,000	35,855	2,661	2,072	10,125,867	7,093,662	663,360

↳ KPI ACHIEVEMENT

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	Sales /USD	N/A	35,855	N/A



ACTIVITY RECAP

- Tactical partnerships with key importers PSK Internation and Jinwon trading and key retailers such as **Emart, Lottemart** and **Homeplus**.
- 100 set of sales bin display were produced and installed at **70 stores** for 10 days each, which makes **730 days** in total from January 20 till Feb

DELIVERABLES AND KPIS

- Total **700** days of retail activation
- **45** stores in Seoul, Gyeonggi, Incheon and Busan
- + **7M** impression

↳ PRODUCTION AND DISTRIBUTION

RETAILER	QUANT'	RATIO
Emart	50	50%
Homplus	35	35%
Lottemart	15	15%
Total	100	100%



- Sales bin display were distributed to each retailer on JAN 19.
- It had been displayed at 70 stores from JAN 20 till Feb 12 (10 days per store, total 700 days).

↳ PLACEMENT



EMART



HOMEPLUS



LOTTEMART

↳ RESULT AND KPI ACHIEVEMENT

ACTIVITY	KEY INDICATOR	TARGET KPI	RESULT	ACHEIVEMENT RATE
ACTION 5 IN STORE POSM BRANDING	Impression	6,300,000	7,000,000	111%
	No. of stores	45	70	156%
	No. of Days	630	700	111%



ACTIVITY RECAP

- **308 days** in store tasting was activated at **Emart, Lottemart, Homeplus, Emart traders and GS the fresh.**
- Promoters were recruited to tasting in front of the stand to induce consumers to purchase Fresh Cherries from Chile
- Tasting table were branded with Cherries from Chile KV and the promoters wore mask and apron with Cherries from Chile branding.
- Promoters were briefed and educated on attributes of the Cherries from Chile in order to directly communicate attribute of Cherries from Chile to consumers and to ensure to be able to respond to inquiries from consumers

DELIVERABLES AND KPIS

- Total **308** days of tasting
- **+73%** sales uplift (Compared to previous seasons, over 660K USD sales value, 59 562 kg sales volume generated)

↳ BY RETAILER & REGION

• By retailer

RETAILER	NO. OF STORES		TOTAL TASTING DAYS	
Emart	32	33%	106	34%
Homplus	39	41%	128	42%
Lottemart	13	14%	40	13%
Emart traders	10	10%	30	10%
GS the Fresh	2	2%	4	1%
Total	96	100%	308	100%

- **89%** in 3 major retail channel.

• By region

REGION	REGION	No. of stores	Ratio	Tasting days	Ratio
1	Seoul city	33	23%	71	23%
2	Seoul Metropolitan area	40	28%	94	31%
3	Chungcheong	12	8%	26	8%
4	Gyeongsang	25	18%	51	17%
5	Jeolla	15	11%	30	10%
6	Gangwon	9	6%	19	6%
7	Jeju	8	6%	17	6%
Total		142	100%	308	100%

- **51%** in Seoul and its vicinity in terms of the no. of stores.
- **54%** in Seoul and its vicinity in terms of the no. of tasting days

In Store Tasting

↳ KEY RESULT

Exchange rate : 1 USD = 1322.72124 KRW

RETAILER	PRODUCT	UNIT COST (KRW)	TASTING	VALUE SAELS		VOLUME SALES	
			DAYS	KRW	USD	Pack	kg
EMART	700g/pack	10,800	106	486,070,375	367,477	45,007	31,505
HOMEPLUS	700g/pack	9,900	128	258,561,620	195,477	26,016	18,211
LOTTE MART	700g/pack	9,990	40	37,674,930	28,483	3,772	2,640
EMART TRADERS	1kg/pack	12,480	30	89,324,031	67,531	7,157	7157
GS THE FRESH	300g /pack	9,800	4	1,590,000	1,202	162	49
TOTAL			308	873,220,956	660,170	82,114	59,562



↳ EMART



↳ KPI ACHEIVEMENT RATE

ACTIVITY	KEY INDICATOR	TARGET KPI	RESULT	ACHEIVEMENT RATE
ACTION 6 IN STORE TASTING	Impression	6,300,000	6,468,000	103%
	No. of Days	300	308	103%
	Sales / USD	476,000	660,170	139%



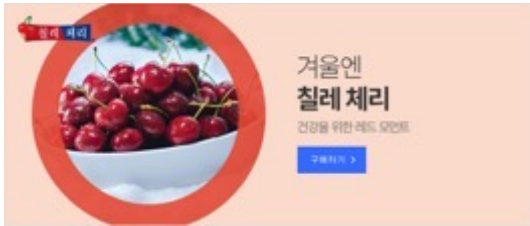
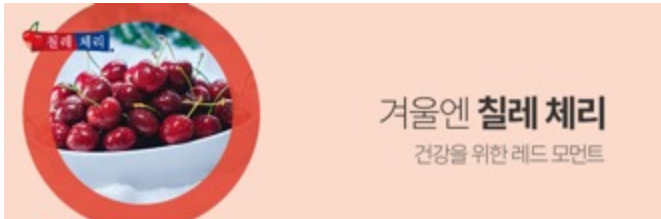
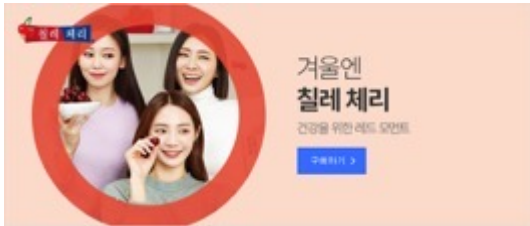
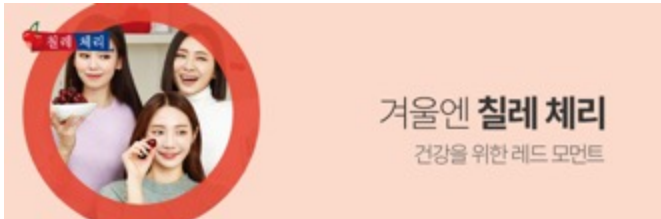
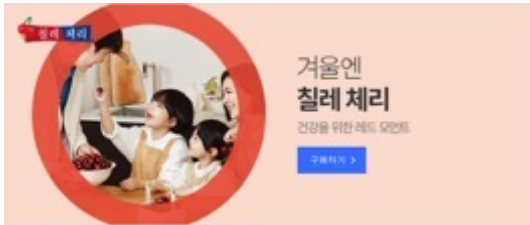
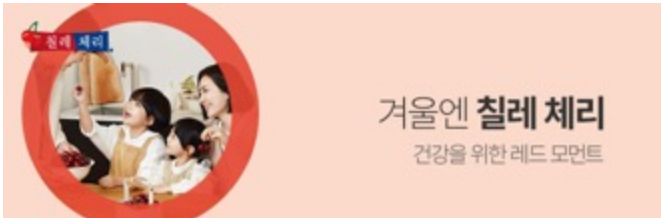
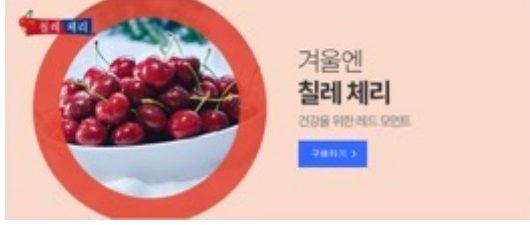
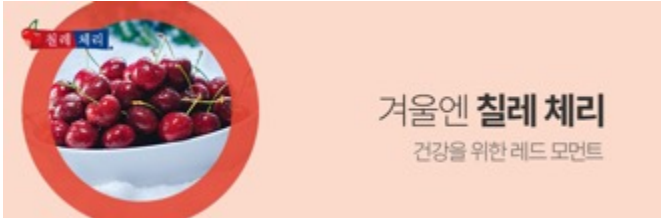
ACTIVITY RECAP

- 28 days of e-commerce promotion with Coupang, the biggest e-commerce platform in Korea.
- **Promotion banner** was created and placed on Coupang's **mobile app** and **website** to increase visibility of Cherries from Chile and the promotion.
- Upon clicking promotion banner, it navigate to the page where the fresh cherries from Chile products are listed so that consumers can purchase the product.

DELIVERABLES AND KPIS

- Total **28** days of activation
- **+48M** impressions
- **+38.5K** impressions

E-Commerce Promotion Schedule

PLATFORM	PERIOD	DAYS	BANNER DESIGN_PC	BANNER DESIGN_MOBILE
COUPANG	22 JAN - 28 JAN	7		
	31 JAN - 6 FEB	7		
	7 FEB - 13 FEB	7		
	14 FEB - 20 FEB	7		

↳ KEY RESULT

PERIOD	AD LOCATION	IMPRESSION	REACH	CLICK	*Cost(USD)	CPM(USD)
22 JAN - 28 JAN	Coupang main p top banner	12,795,281	10,236,285	43,060	14,000	1.09
31 JAN - 6 FEB	Coupang main p top banner	11,211,311	8,969,049	33,822	14,000	1.25
7 FEB - 13 FEB	Coupang main p top banner	13,277,727	10,582,182	53,626	14,000	1.05
14 FEB - 20 FEB	Coupang main p top banner	10,932,052	8,745,642	33,822	14,000	1.28
TOTAL		48,216,371	38,533,158	164,330	56,000	1.16

↳ KPI ACHEIVEMENT

ACTIVITY	KEY INDICATOR	TARGET KPI	RESULT	ACHEIVEMENT RATE
ACTION 7: E-COMMERCE	No. of Days	28	28	100%
	Impression	10,000,000	48,166,371	482%
	Reach	5,000,000	38,533,158	771%
	Click	N/A	164,330	N/A
	Sales /USD	1,000,000	1,118,127	112%