

**CHERRIES FROM CHILE
OTHER ASIA MARKETS
FINAL REPORT**

2022-23

ASOEX CHINA





OVERVIEW OF CAMPAIGN KPI RESULTS

INDIA

VIETNAM

THAILAND

ALL

SS ASSOCIATES

MATCHSTICK

TERROIRE & SPICE

Actividad		Cost	Impressions	Views / Consumer	Engagement	Sales (MT)	Sales (US\$)	Sessions	Cost	Impression	Views / Consumer	Engagement	Sales (US\$)	Sessions
POS	Total	2.000	0			0		0	2.000					
Ecommerce	Total	4.425	2.500.000		50.000	1	11.462	60	4.425	2.522.535		57.666	19485	62
	Milk Basket	2.950	1.500.000		30.000	0,5	6.368	30	2.950	1.202.535		31.266	17.065	31
	Reliance FRefresh	1.475	1.000.000		20.000	0,4	5.094	30	1.475	1.320.000		26.400	2.420	31
	Big Basket													
	IG Fruits													
	Berrika com													
	Indus Fresh													
	Kmaye													
OOH/Wholesale Signage	Total	1.000	315.000	94.500	945			87	1.000	493.500	148.050	1.481		89
OOH	Signage Delhi Mumbai	750	315.000	94.500	945			45	750	493.500	148.050	1.481		47
OOH	Bangalore, Chennai and Kolkata Merchandaising	250						42	250					42
PR	Total													
PR/COOP	PR (Press Release + Launch)													
PR/COOP	Print Advertising													
PR/COOP	Digital Advertising													
Creative	Total													
B2B Trade advertising/events		3.575	25.500	2.550	255	100	1.500.000	34	3.575	50.000	5.000	500	1.528.200	34
Wholesale market activations		3.575	25.500	2.550	255	100	1.500.000	34	3.575	50.000	5.000	500	1.528.200	34
Total		15.000	2.040.500	976.050	51.200	101	1.511.462	81	15.000	3.066.035	153.050	59.046	1.547.685	185



N°	Online magazine	View	Impressions	Post
1	24h.com.vn	1.500	71.000.000	08-02-2023
2	Thanhvien.vn	2.000	250.555.000	08-02-2023
3	Zingnew.vn	1.700	106.000.000	08-02-2023
4	Vnexpress.net	2.000	50.000.000	08-02-2023
Total		7.200	477.555.000	

Action	SOW	KPI	Actual	% KPI
1.-Key visual	1 KV adapted	1	1	100%
2.-Importer Support	200 goodies produced	200	200	100%
	130.000 views /awareness	130K	6m	+100%
3.-Retail Program	80 promotion days	80	51	62,5%
	Display in 60 stores	60	70	120%
	268.000 views	268K	312K	117%

INDIA

2022-23
SS Associates



ACTIVITIES UNDERTAKEN

- E-commerce promotions
- Wholesale promotions

KPI ACHIEVED AND OR OBSTACLES ENCOUNTERED

- All KPI'S Achieved
- Merchandising wholesale markets covered Delhi, Mumbai, Kolkata, Chennai and Bangalore.
- Chilean Cherry wholesale gift distribution was conducted in Delhi, Kolkata and Bangalore wholesale market.

CAMPAIGN PROGRESS AS % OF ACTIVITIES AND KPI

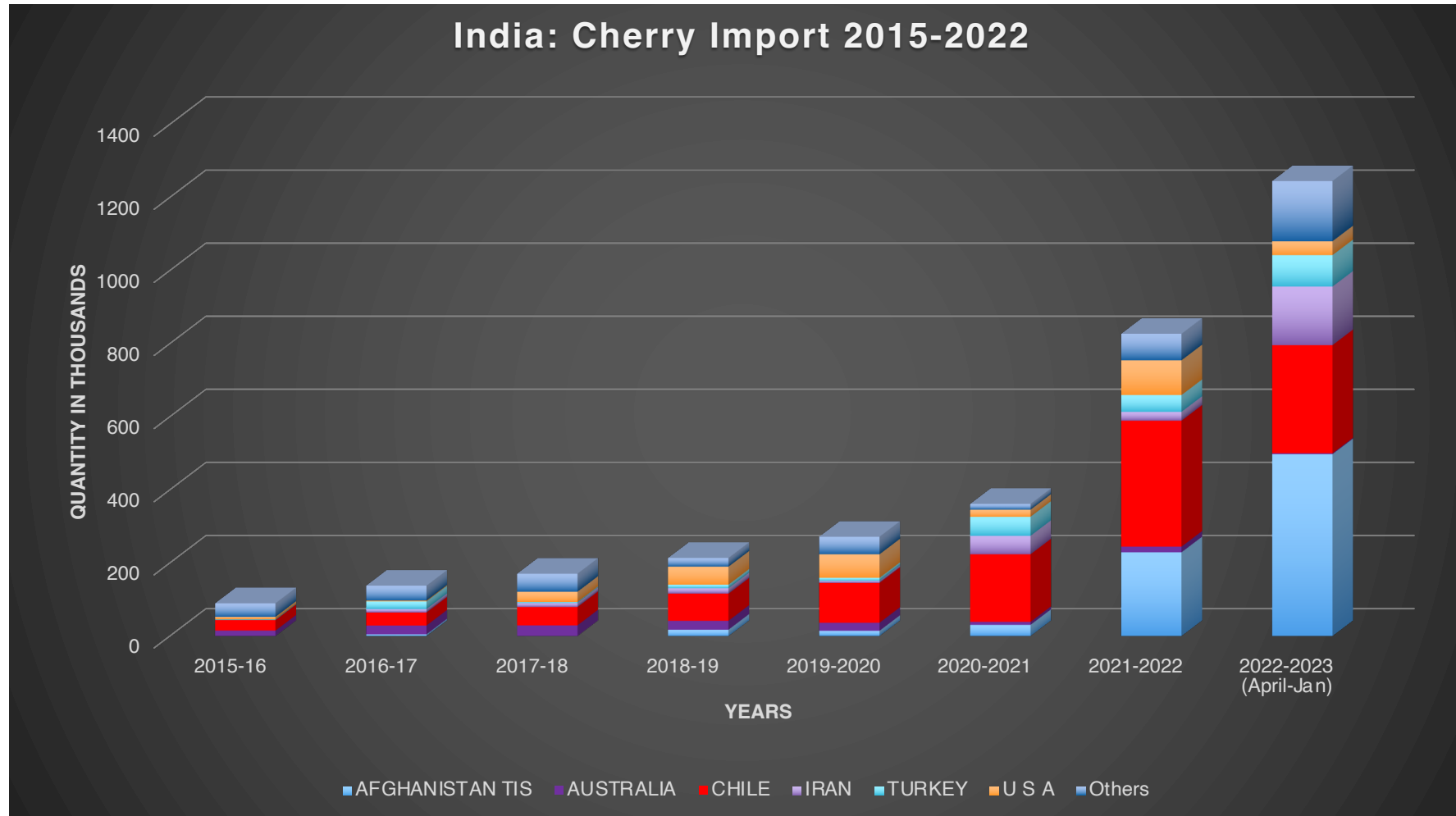
- E-commerce promotion sessions – 62 (100% complete)
- Wholesale promotion sessions – 89 (100% complete)

MARKET NEWS AND INFORMATION RELEVANT TO THE SECTOR

- All KPI'S were achieved timely.
- Chilean Cherry importers were happy with the season.
- Key importers asked for a larger consumer campaign in the future.
- Australia and India have signed an Economic and Trade Agreement that has got in to effect from December 2022. Under this the import tariff for Australian cherries will get reduced to 0% in the next 7 years.
- It will be important for Chilean cherries to establish a larger foot hold in the Indian market as market expands and competition increases.



India: Cherry Import 2015-2023 (Jan)



Source: Ministry of Commerce, Government of India

ACTIVITIES UNDERTAKEN & RESULTS

Retail Promotion (Online stores)

Retail Promotions	Stores	Total Sessions
Milk Basket	Online	31
JioMart Premium	Online	31

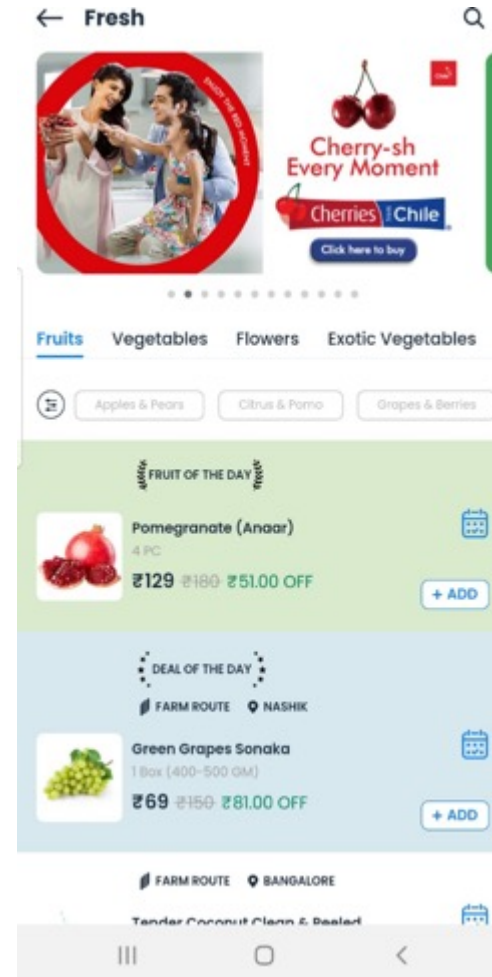
KPI ACHIEVED AND OR OBSTACLES ENCOUNTERED

Result	Total numbers (committed)	Total Reached
No. of Retail Chains	1	2
No. of Days	30	62

Online Promotion Snapshot



JioMart
(Premium)



Milk Basket

Wholesale Promotion Activity & Result

Wholesale Activities	Cities (committed)	Total Reach
No. of Cities Covered	5	5
Chilean Cherry Signage	42	42
No. of sessions	45	47



Wholesale Promotion Snapshot



Wholesale Merchandising Snapshot



Wholesale Gifting Snapshot



Statement from ProChile Trade Commission in India – Ms Marcela Zuñiga



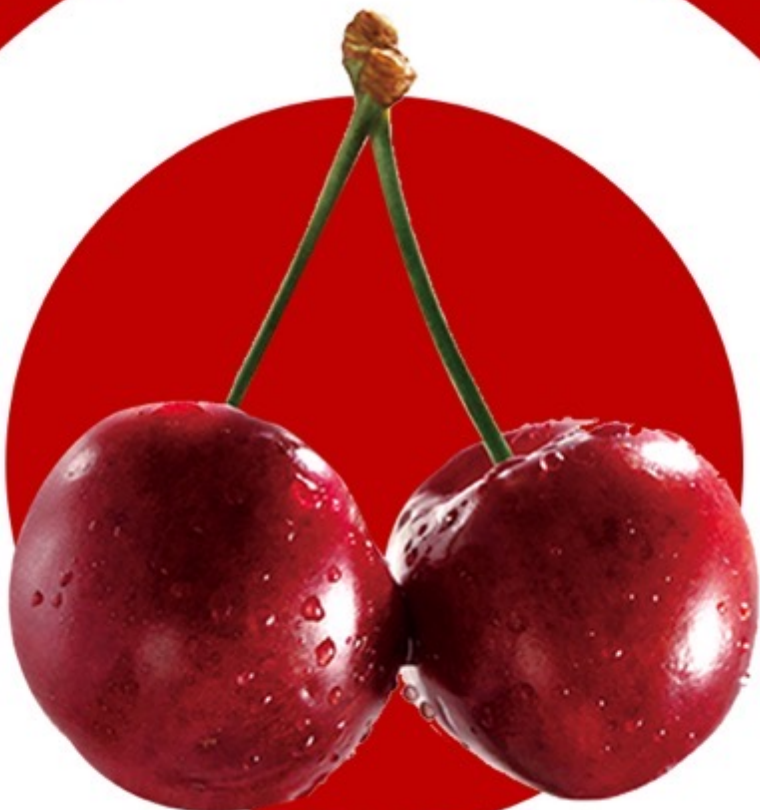
 **Ms. Marcela Zuñiga**
Trade Commissioner, ProChile  

Ms. Marcela Zuñiga, Trade Commissioner, ProChile Market Visit - Azadpur Mandi, Delhi

<https://drive.google.com/file/d/1N-mxrc49h2yUgrNpDYwQuJu9BK55vtM/view?usp=sharing>

VIETNAM

2022-23
Matchstick



Trade Seminar in Vietnam

- Trade webinar implemented with Top 10 importers and distributors in the Vietnamese market
- Launching the season and communication of crop estimates as well as season evolution and cherry benefits and positioning in the market place
- Call to undertake promotional activity to support the products sales and highlighting the fact that Chile's cherry industry is much better prepared to serve to markets requirements and overcome logistical challenges
- Planned end of season online survey to participants

Cherries from Chile
WEBINAR

UNBOXING Chile! Chilean Cherry 2022 – 2023 Season
Vietnam Market
December 21, 2022

TIME	TOPICS
14:00 - 14:03	Introducing Webinar
14:03 - 14:08	Welcome Speech
14:08 - 14:20	Introducing Chilean Cherry Season 2022-2023
14:20 - 14:30	Updating Chilean Cherry Season 2022-2023
14:30 - 14:40	Q&A Section - Closing

Zoom link: <https://zoom.us/j/94283381629?pwd=dWtuUUNtUEJRWUZQVkg3WHF0dHY4dz09>
Meeting ID: 942 8338 1629
Passcode: 606250

CHILEAN CHERRY EXPORTS TO VIETNAM AND MARKET POSITIONING REVIEW

Charif Christian Carvojal (PhD)
Director of Marketing Europe - Asia
ASOEX (Chilean Fruit Exporters Association)

CHILEAN CHERRY EXPORTS GLOBALLY & ASIA

DESTINY	2021-2022	2022-2023	VAR.	SHARE
CHINA	121.184	123.000	2%	40%
SOUTH KOREA	5.181	6.000	23%	2%
TAIWAN	4.396	5.000	14%	2%
THAILAND	3.082	3.000	-3%	1%
HONG KONG	800	900	13%	0%
VIETNAM	200	188	-6%	0%
INDIA	200	200	0%	0%
JAPAN	200	200	0%	0%
PHILIPPINES	200	200	0%	0%
SINGAPORE	100	100	0%	0%
INDONESIA	50	50	0%	0%
CAMBODIA	50	50	0%	0%
BRUNDAI	10	10	0%	0%
SAUDI	5	5	0%	0%
TOTAL ASIA	194.620	197.250	1%	17%
TOTAL WORLD	302.411	309.224	2%	100%
% OF 2022	64%	64%	0%	100%

Source - Chilean Fruit Exporters Association (2022)

- During the season 2021/2022, Chile exported 209.254 tons of fresh cherries to the world, of which 488 tons of fresh cherries where exported to Vietnam.
- Initial forecasts have outlined that during the current season, Chile is expected to export 446.759 tons of fresh cherries to the world, which equates to a 25% increase in volume compared to the previous season.
- To date, Chile has exported during the 2022/2023 season 206.713 tons of fresh cherries to the world, which is 100% more than to the same date in 2021/2022.

CHILEAN CHERRY COMMITTEE MEMBERS

Please see link to Cherry member contact details

<https://chileancherriescommittee.com/our-associates/>



Press Release on Season & Cherry usages in Meal Occasions

No	Press	Impression	Date on air
1	DANTRI.COM.VN	9.000.000	12/01/2023
2	YAN.VN	21.000.000	12/01/2023
3	EVA.VN	150.000.000	12/01/2023
4	24H.COM.VN	33.000.000	12/01/2023
5	NHIỆP CẦU ĐẦU TƯ	350.000	12/01/2023
TOTAL		213.530.000	12/01/2023



Comité Cerezas de Chile

Valentine's Day Celebration

ASDEX

Venue: Aeon Mall

- Day of event: 8.2.2022
- Time: 6:00 to 8:00pm
- Name off event: Happy Valentine Day
- from Chilean cherry
- Message: Celebrate Valentine's day
- from Chilean cherry
- Participant: Press | Chilean cherry | guest from Aeon Mall

NO	ONLINE MAGAZINE	VIEW	IMPRESSION	POST
1	24h.com.vn	1.500	71.000.000	08-02-2023
2	Thanhnieen.vn	2.000	250.555.000	08-02-2023
3	zingnew.vn	1.700	106.000.000	08-02-2023
4	vnexpress.net	2.000	50.000.000	08-02-2023
TOTAL		7.200	477.555.000	



THAILAND

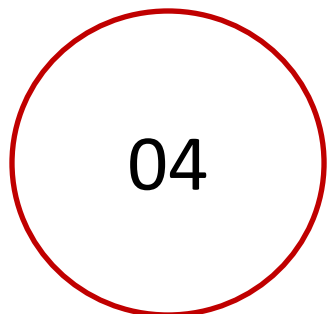
2022-23

Terroire & Spice

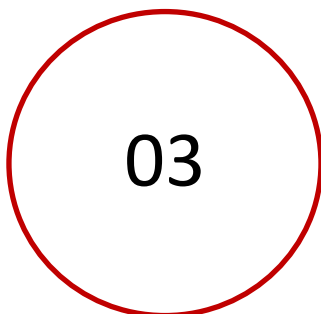


Importer Support: Key Number Vachamon

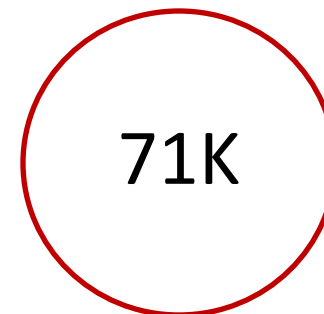
Number of Game in February: 1
Total reach through activity: 71.649



TOTAL NUMBER
OF POST



TOTAL NUMBER
OF STORY



TOTAL ENTRIES

TOTAL REACH:
71.649

TOTAL ENGAGEMENT:
3.159

TOTAL AWARENESS:
6M



Number of Game in February: 1
 Total reach through activity: 8.101

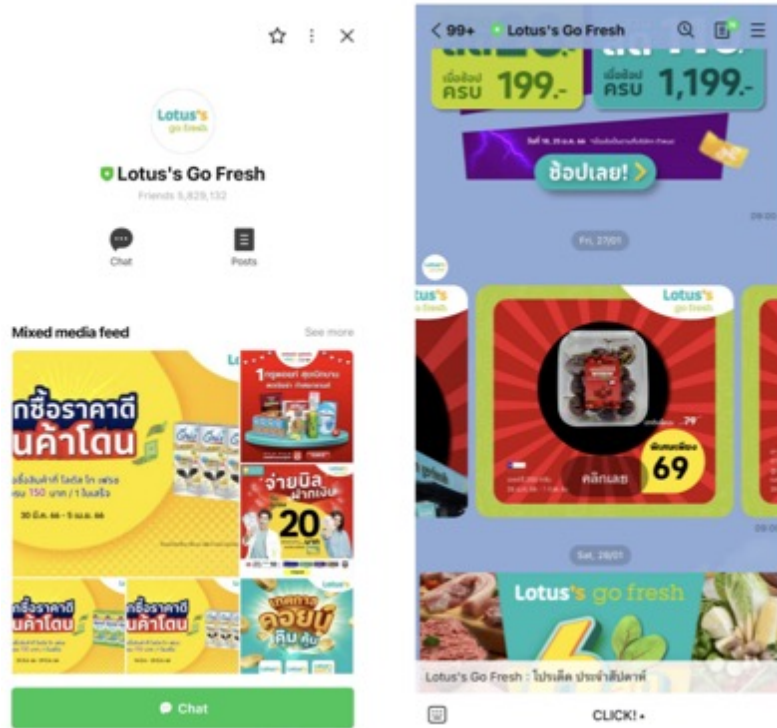
Page	Social Media	Date	Follower / Friend	Reach
Lotus's Go Fresh	Line	27/01/23	5,8M	N/A
SKANHUB	Line	02/02/23	24K	18.384
SKANHUB	Line	21/02/23	24K	18.147
FruitFirst	Facebook	23/01/23	188K	35.118
		Total	6M	71.649

TOTAL REACH:
 Above 71.649

TOTAL AWARENESS:
 6M



Vachamon: Social Media Post @ Go Fresh Line Application

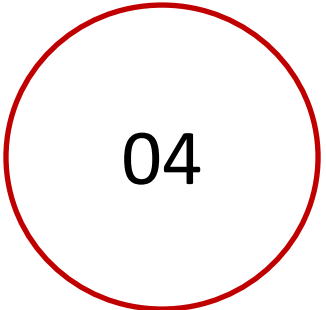


Follower / Friend 5,8 M

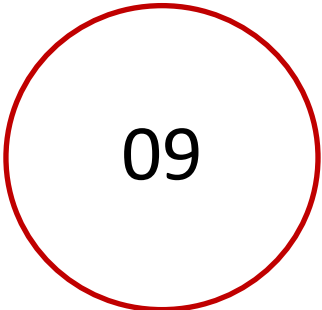


Key Number City Fresh

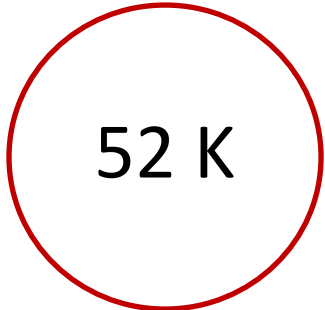
- In Store Display
- OOH Advertising
- Digital Posts
- Influencer Posts



TOTAL NUMBER OF POST



TOTAL NUMBER OF INFLUENCER POSTS



TOTAL IMPRESSIONS

TOTAL REACH:
52.800

TOTAL ONLINE ENGAGEMENT:
2.800

Importer Support

City Fresh Store Decoration

- Offline marketing: store decoration, digital booth in retailers
- Online marketing: digital y social media marketing, influencer marketing





City Fresh Online Posts

- 4 digital posts on 4 platforms: Facebook, Instagram, Life official, Tik Tok
- Results: 40k reach, 52,8K Impression, 2,8K Engagement

Facebook

CityFresh - Fruit lovers' community
Published by Panadda Moon · 10 February at 12:27

CITYFRESH CHERRY MONTH

สัมผัสรสชาติความหวาน กรอบ สดชื่น ที่แท้จริงของผลไม้เมืองหนาวพรีเมียมจากประเทศชิลี ในราคาสุดพิเศษแค่ 1,000.- เท่านั้น! 🍒

#สัมผัสรสชาติCityFreshพรีเมียม #รับชมความหวาน พิเศษ... See more

ilean chery
ร้านจิวเวลรี่พรีเมียม CityFresh

CityFresh - Fruit lovers' community
Fruit & vegetable shop

Performance for your post

13785 People reached

751 Likes, comments and shares

318 Post clicks

12	55	251
Photo Views	Link Clicks	Other Clicks

Distribution summary
-1.8x lower than your other posts within 21+ days of being published.

↓ 1.8x less	↓ 8.7x less	↑ 6.4x more
Post Impressions	Post clicks	Reactions

NEGATIVE FEEDBACK

0 Hide all posts 0 Hide post
0 Report as spam 0 Unlike Page

751 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION

13785	1813	12189
Total reach	Organic reach	Paid reach
19975	1935	18040
Total Impressions	Organic Impressions	Paid Impressions

Instagram

Cherry Month

1 kg. จากราคา 1,249.- เหลือเพียง **1,000.-** เท่านั้น

Line Official

CITYFRESH CHERRY MONTH

สัมผัสรสชาติความหวาน กรอบ สดชื่น ที่แท้จริงของผลไม้เมืองหนาวพรีเมียมจากประเทศชิลี ในราคาสุดพิเศษแค่ 1,000.- เท่านั้น! 🍒

สัมผัสรสชาติCityFreshพรีเมียม รับชมความหวาน พิเศษเพียง 1,000.- เท่านั้น!

ราคา Chilean Cherry

- 0.5 kg - 550.-
- 1 kg - 1,000.-
- 2 kg - 1,900.-
- 5 kg - 4,500.-

City Fresh Influencers

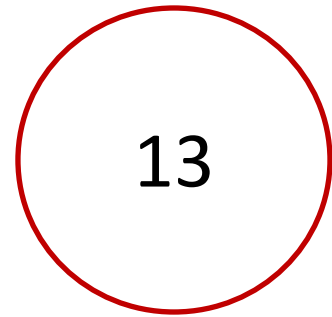
- Offline marketing: store decoration, digital booth in retailers
- Online marketing: digital y social media marketing, influencer marketing

The collage displays five social media posts from Thai influencers promoting City Fresh cherries. Each post features the influencer holding a box of 'FRESH CHERRIES' and eating them. The posts include the following details:

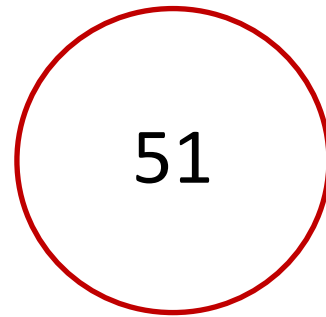
- FOONFONN** (24K followers): 25/02/2023. 139 likes, 4 comments, 4 shares. Caption: "เผลอได้ 68 คน ทราบมา หุบุมพุดพร้อมด้วย City Fresh 30000...".
- KYNNCC** (23K followers): 24/02/2023. 154 likes, 1 comment, 1 share. Caption: "Premium Gift Box เผลอได้ 68 คน ทราบมา หุบุมพุดพร้อมด้วย City Fresh 30000...".
- FRAYABIN** (30K followers): 23/02/2023. 215 likes, 10 comments, 10 shares. Caption: "เผลอได้ 68 คน ทราบมา หุบุมพุดพร้อมด้วย City Fresh 30000...".
- PATCHAPOYD** (31.3K followers): 27/02/2023. 105 likes, 2 comments, 2 shares. Caption: "เผลอได้ 68 คน ทราบมา หุบุมพุดพร้อมด้วย City Fresh 30000...".
- STARRYKWAN** (11.9K followers): 26/02/2023. 92 likes, 6 comments, 6 shares. Caption: "เผลอได้ 68 คน ทราบมา หุบุมพุดพร้อมด้วย City Fresh 30000...".



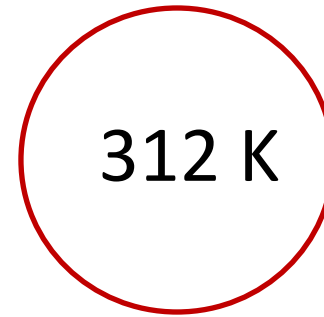
51 sessions of samplings were executed in 13 retail, during 11 Feb 2023 – 19 Feb 2023



TOTAL NUMBER
OF STORES



TOTAL PROMOTION
DAYS



TOTAL VIEW



Key numbers reach overview

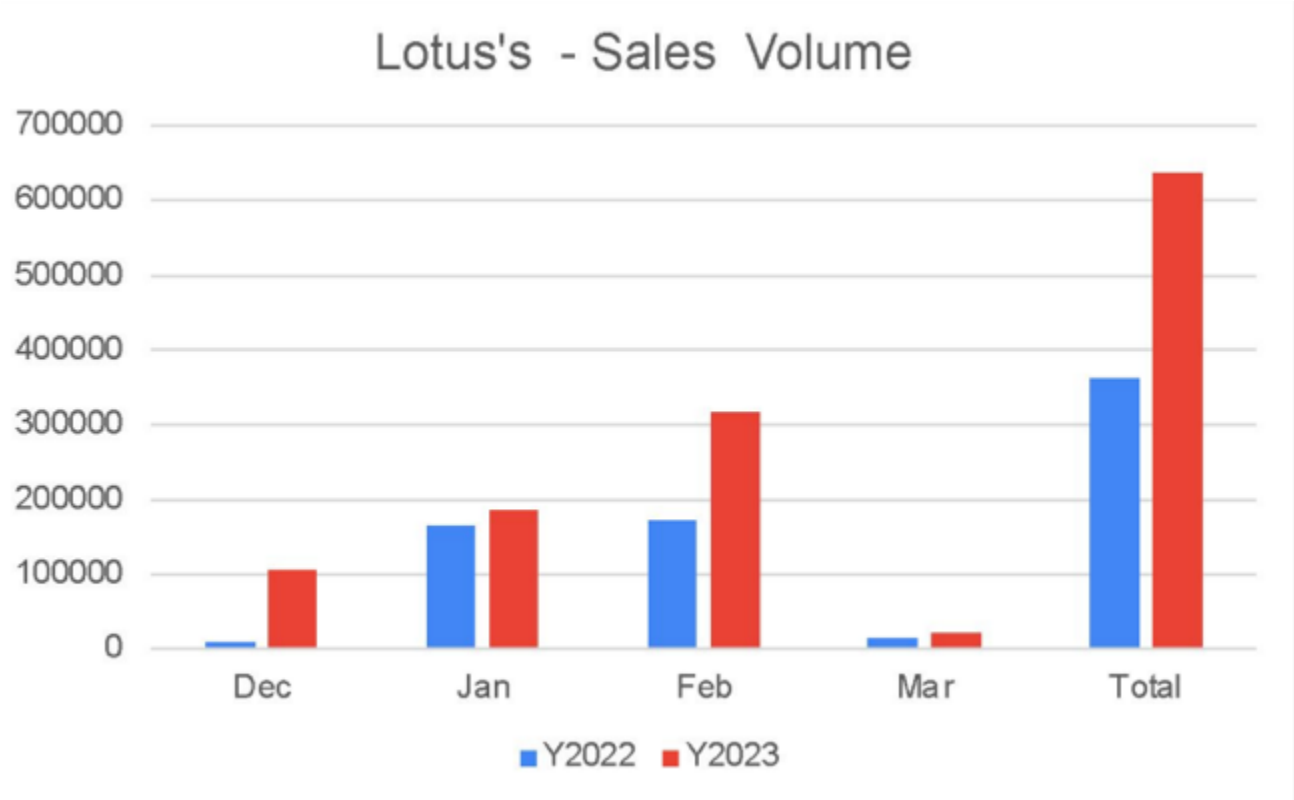
“Reach” means consumers who saw the sampling or approached to the booth. “Contact” was calculated by numbers of toothpicks that we gave for tasting, adding those consumers who we had conversation over one minute.

Regions	Retailers	Sessions	Total reach	Total contact	Total # of buyer	Reach in average	Contact in average	Purchase in average
Central Thailand	Makro	13	13.000	2.600	1.040	23,65%	29,89%	29,21%
	Lotus´s	30	30.000	4.500	1.800	54,55%	51,72%	50,56%
Northern Thailand	Makro	4	6.000	800	320	10,90%	9,20%	8,99%
Sothern Thailand	Makro	4	6.000	800	400	10,90%	9,20%	11,24%
Total		51	55.000	8.700	3.550	100%	100%	100%

* Sales numbers above are only numbers that were recorded during samplings, more precise sales numbers come from retailers



Sales Recap Lotus's



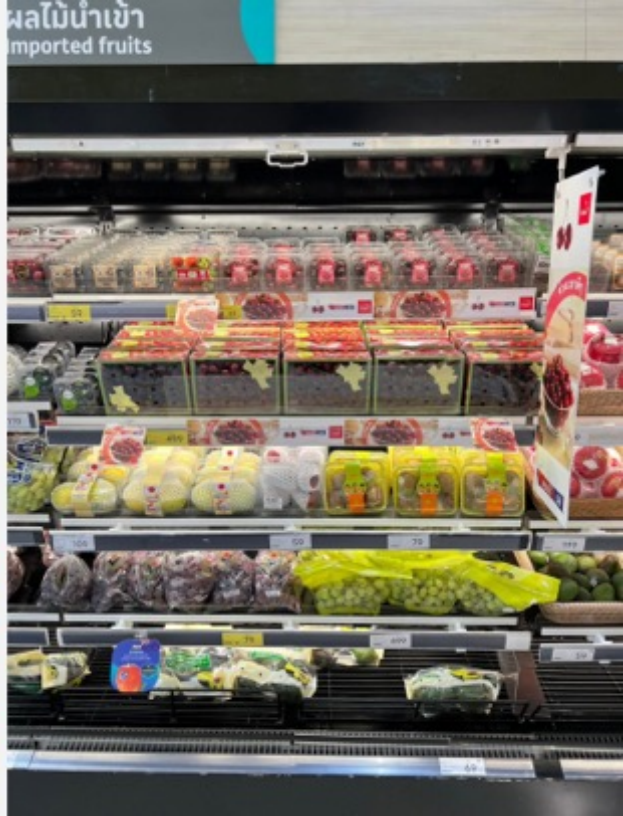
Lotus's Chile cherries performance 2022 versus 2023

- Lotus 2023 versus 2022, increase rate is 75,54%
- Sales during promotion period (February) was 50% higher than non promotion

* Sales numbers above are only numbers that were recorded during samplings, more precise sales numbers come from retailers



Lotus's POSM





Comment and Feedback

Customers Feedback

- Taste of Chilean cherries was sweet and sour. The colour of cherries was dark red and stem was brown color.
- Chilean cherries was in good quality with reasonable price.
- Lotus's sales Chilean Cherries size 28 THB 1.996 (1Kg) and THB 239 (450g)
- Lotus's sales Chilean Cherries size 26 THB 129 (200g) and THB 69-59 (150g)
- The price of Chilean cherries was good and the promotion was attractive

Stores Feedback

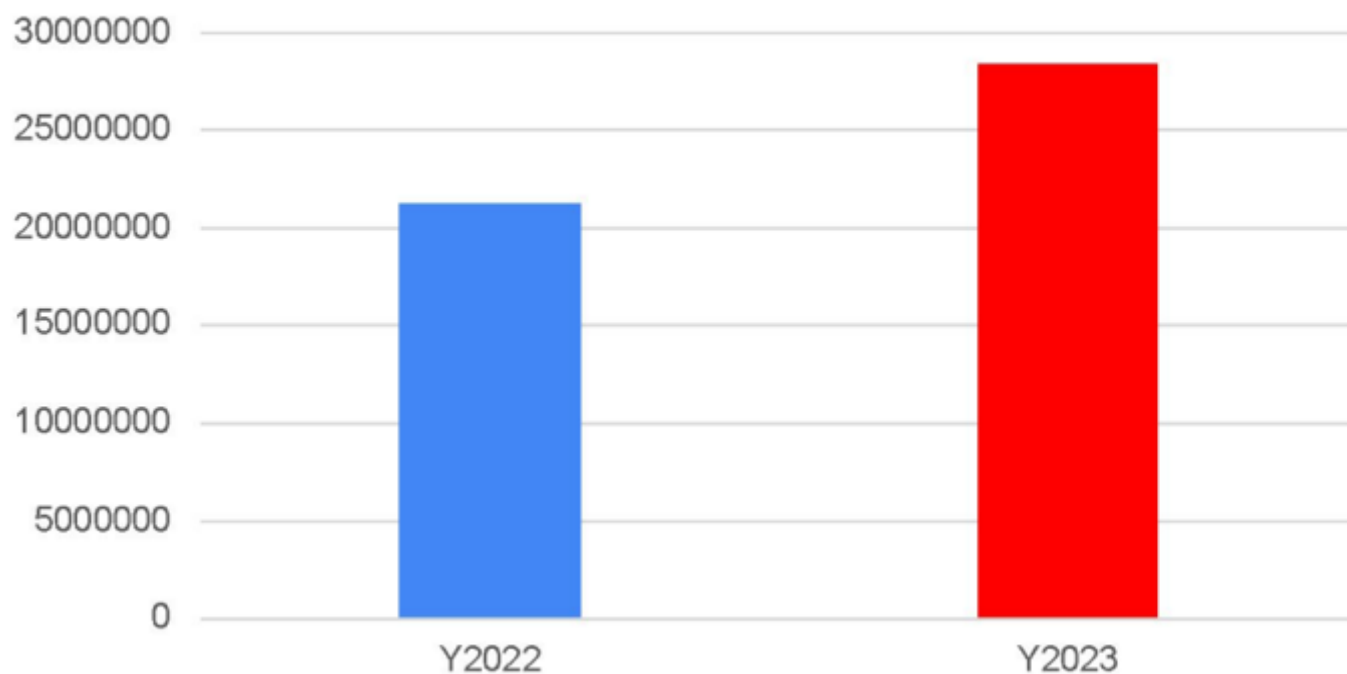
- Stores said the quality and supplier of Chilean cherries for Lotus's stores was not consistent
- Lotus's customers liked the cherries in small package because they wanted to finish in 1 time
- The size of cherries was small if compare with consignment (size 28 – THB 459/400g)

Promoters Feedback

- Lotus's customers liked small pack "Grab and go"
- The quality of Chilean cherries was fine, found some soft cherries but overall quality was still fine
- Thai customers likes the super fruit (good for health), so they like to bought high vitamin C fruits

Sales Recap Makro

Makro - Sales Value 2022 vs 2023



Makro Chile cherries performance 2022 versus 2023

- Sales value 2023 versus 2022, increase rate was 40,83%

* Sales numbers above are only numbers that were recorded during samplings, more precise sales numbers come from retailers

Makro Sampling Activities





Customers Feedback

- Taste of Chilean cherries was sweet and sour. The colour of cherries was deep red and some berries was dark.
- Chilean cherries was in good quality with reasonable price.
- Makro sales Chilean Cherries size 28 THB 179 (450g)
- The price of Chilean cherries was good and the promotion buy 2 packs get discount on top THB 50 was attractive

Stores Feedback

- Stores said the quality of Chilean cherries was not consistent, some lots were good, but some lots had quality issues (rotten and soft berries)
- Makro targeted customers for cherries, stores preferred to have teh consistent supply during teh whole season
- Tha size of cherries was small if compare with other country of origin (Tasmanian cherries for example)

Promoters Feedback

- Makro sales Chilean Cherries in the pack of 450g in really good prices
- The quality of chilean cherries in some stores was not good, found the rotten berries and white mole on the skin.
- Thai customers likes the super fruits (good for health) so they like to bought high vitamin c fruits