

## THE SNACK NUT LINE-UP

### Glazed Blends

- Backyard Grill Walnut's n Almonds - 7 oz
- Honey Dijon Walnuts 'n Cashews - 7 oz
- Apple Cinnamon Walnuts 'n Almonds - 7 oz
- Butter Toffee Walnuts - 7 oz
- Pecan Pie Pecans - 5 oz
- Original Glazed Walnuts - 7oz

### "On-The-Go" Canisters

- Whole Cashews -10 oz
- Cashew Halves & Pieces -10 oz
- Dry Roasted Peanuts - 12 oz
- Cocktail Peanuts - 12 oz
- Old Fashioned Honey Roasted Peanuts - 12 oz
- Deluxe Mixed Nuts - 10 oz
- Mixed Nuts - 11.5 oz
- Dry Roasted Almonds - 11 oz
- Roasted Walnuts - 10 oz



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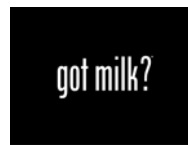
## Emerald Launch Strategy

As of August 1, 2003 Diamond has chosen a new advertising agency: Goodby, Silverstein & Partners

Built a reputation on creative work that uses clever, offbeat humor

Key clients include:

- Budweiser
- Saturn
- Goodyear
- hp
- Milk
- Foster Farms
- eBay



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## Emerald Launch Strategy



The robust media plan included:

-  Super Bowl
-  Olympics
-  Retail
-  Promotions



## Emerald Consumer Advertising

### National Television - Super Bowl 2005

- Emerald Nuts Super Bowl Spot ran during critical play in the 4<sup>th</sup> quarter and was watched by over 89 million people.
- Emerald Spot was ranked in the top 10 on several national ad polls.
- Spot also ran on cable TV the week after the Super Bowl (2/7 -2/13). Networks included: ESPN, TNT and TBS
- Over 62 million gross impressions in our target demographic**



## PARTNER PROMOTIONS

### Miller Beer Super Bowl 2005 Promotion

- ❑ Super Bowl 2005 Emerald will partner with Miller Lite, Miller Genuine Draft and Beringer Vineyards Stone Cellars brand wines.
- ❑ Miller Beer Super Bowl Point of Sale material will feature \$1.00 off any (2) Emerald Snack Nut products.
- ❑ Miller "Super Party Zone" Display areas will feature POS material that includes 1.2 million Emerald IRC's.



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### Superbowl Display (New York)



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## Emerald Consumer Advertising

### USA Today Full-Page Ad

- ❑ Full-color advertisement on the back page of the Sports section.
- ❑ Ran Wednesday, February 2
- ❑ 2.3 Million circulation
- ❑ \$.55 coupon good on Emerald Snack or Diamond Culinary Nuts
- ❑ Called attention to Emerald's Super Bowl commercial airing in the 4<sup>th</sup> quarter
- ❑ Calls out the emeraldnuts.com website



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## Emerald Consumer Advertising

### Spring 2005 Regional Newspaper Advertising and FSI Coupons

- ❑ Full-color advertisement in the sports section of regional newspapers.
- ❑ March/April timing
- ❑ 6 million circulation
- ❑ \$1.00 off coupon good on Emerald Nuts



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## Emerald Web Advertising

### Super Bowl Update to the Website

- ❑ Addition of Super Bowl commercial countdown clock prior to the big game and the creation of an online viral campaign after the game
  - The day after the Super Bowl, emeraldnuts.com had 24,308 visits (compared to 1,182 visits per day during our previous busiest month, October 2004).
  - Created a second website – angryleprechaun.com (more than 10,000 visits as of 2/13)
  - Features fictitious story of the leprechaun that was cut from the Super Bowl Commercial
  - Allows viewers to see the version of the spot that included the leprechaun and join in the fun of the leprechaun's saga and his campaign against Emerald Nuts
  - Press release from angry leprechaun generated media coverage including major article in 2/9 *New York Times*



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## Emerald Public Relations

### Pre-Super Bowl Media Coverage

- ❑ *Wall Street Journal* (circ. 2.1 million) – quarter page exclusive article
- ❑ *USA Today* round-up article (circ. 2.3 million)
- ❑ *Associated Press* Super Bowl ad round-up resulted in hundreds of online and print hits nationwide
- ❑ *Adweek* and *Brandweek* gave Emerald one of the top scores for being a good fit for Super Bowl advertising
- ❑ *Adweek* devoted 1/3 page to Emerald's spot. Included teaser on the cover.
- ❑ Other pre-game coverage (partial list):
  - *MSNBC.com*
  - *New York Post*
  - *Washington Times*
  - *Boston Globe*
  - *CNN.com*
  - *Bergen County (NJ) Record*
  - *superbowl-ads.com*
  - *New York Times*
  - *Los Angeles Times (Reuters)*
  - *San Francisco Chronicle*
  - *Pittsburgh Post*
  - *KOVR-TV 13 (Sacramento)*
  - *Stockton Record*
  - *Milwaukee Journal Sentinel*
  - *Sports Business Daily*
  - *Contra Costa Times*

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## Emerald Public Relations

### Post Super Bowl Media Coverage

- ❑ Emerald scored #9 of all the Super Bowl spots by *USA Today's* Ad Meter
- ❑ Emerald was one of only five Super Bowl advertisers to receive an "A" grade from faculty and students from the Kellogg School of Management at Northwestern University, the reputed No. 1 business school in the world. (*Chicago Sun-Times*)
- ❑ "The Early Show" on CBS played the entire spot on Monday morning and both the show host Hannah Storm and guest Barbara Lippert of *Adweek* said they loved the ad and called it "the outright funniest and most surprising."
- ❑ TiVo's audience measurement analysis based on data from a sample of 10,000 anonymous TiVo households showed Emerald's unicorn spot rated #1.
- ❑ Emerald was rated one of the top five spots by the *New York Daily News*
- ❑ Emerald was rated # 4 in the ESPN top 10 spots.
- ❑ Widespread national coverage by major newspapers, advertising publications, online news outlets, as well as television and radio.

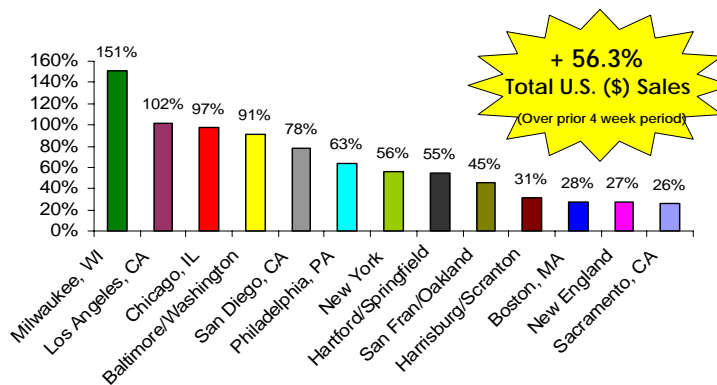


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## Emerald Consumer Advertising

### Emerald Post Super Bowl Retail Sales Results

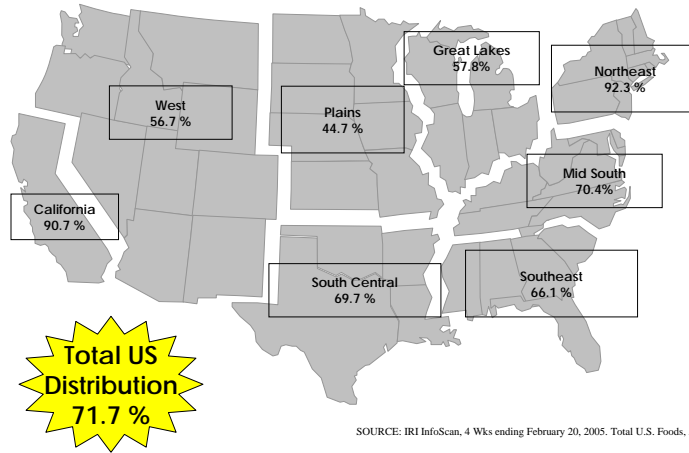
- ❑ Emerald Total U.S. branded snack nut (\$) Share is up 40% to 4.2%



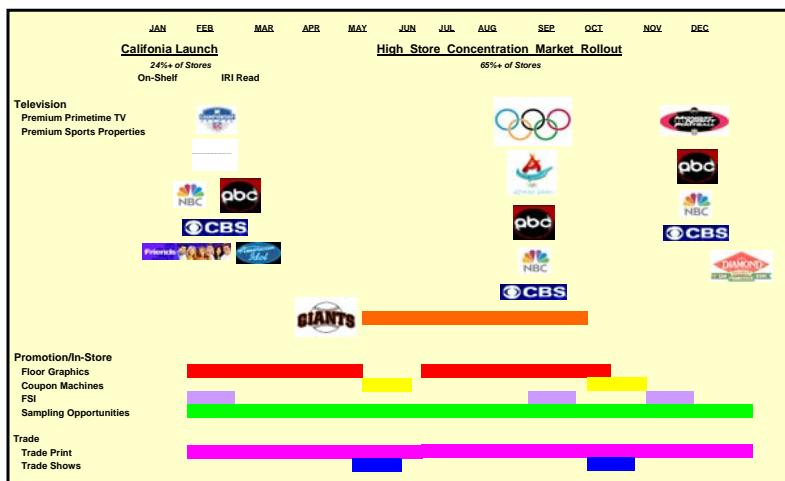
IRI % Increase in Dollar Sales - 4 weeks Ending 2/20/05

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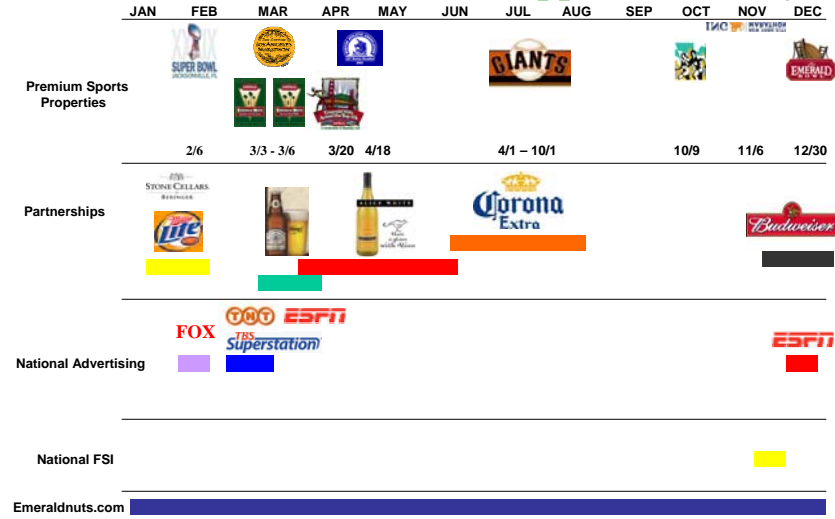
## Emerald Brand Distribution



## Emerald 2004 Media Program







## Emerald 2005 Consumer Support Summary



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## Diamond/Emerald National FSI

-  Diamond/Emerald Full Page FSI in major newspapers
-  Weekend before Thanksgiving
-  \$.55 value off any culinary or snack nut items
-  Over 43 million coupons distributed



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# Diamond/Emerald In Store Marketing Activities

Each year Diamond ships over 100,000 Point of Purchase displays to over 50,000 grocery, drug and mass market stores.



# Diamond/Emerald Partner Promotions

Each year Diamond and Emerald partner with other leading brands to offer consumers unique recipes and valuable coupons. Key strategic partners have included:

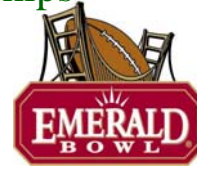
- Nestle
- Duncan Hines
- Eagle Brand
- Hidden Valley Ranch
- Disney Home Video
- Miller Beer
- Budweiser
- Beringer Vineyards
- Fetzer Vineyards
- Clos Du Bois Vineyards
- Robert Mondavi Vineyards
- Sterling Vineyards
- Beaulieu Vineyards
- Alice White Wines



## Active Lifestyle Sponsorships

### 2004 Emerald Bowl

- ❑ Over 30,000 tickets sold
- ❑ National live coverage on ESPN TV and radio as well as a re-broadcast on 1/1/05
- ❑ Household rating of 2.04 (coverage was viewed by over 4.2 million households) up 65% over last year
- ❑ Diamond and Emerald commercials were aired over 16 times on ESPN2 and on the scoreboard screen.
- ❑ Brand exposure included:
  - ✓ Large field and end zone signs
  - ✓ Players uniform patches
  - ✓ Logos on Goal posts and down markers
  - ✓ Concession stands
  - ✓ Beer and soda cups



Navy wins 34-19, which included an impressive 14.5 minute drive in the fourth quarter.



## Active Lifestyle Sponsorships

### Emerald Healthy Lifestyle Run Sponsorships

- ❑ Emerald Nuts is proud to be the “Official Snack Nut” of the New York, Los Angeles, Boston and Chicago Marathons.
- ❑ Emerald Nuts is also the title sponsor of several regional running events across the country including: New York, Los Angeles and San Francisco.
- ❑ Focus is on sampling and regional media
- ❑ Print advertising to run in regional running publications



## Summary

- Understand core demographic
- Focus
- Develop brands that have meaning to consumer
- Build interest and excitement with retail trade
- Merchandising
- **Constant evaluation on marketing ROI**

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