

Baby Fresh Promotion in Colombia Boosts Sales of U.S. Cotton Infant Wear



Colombian Retail Promotion Generates More Than \$333,000 in Sales

A COTTON USA promotion with Colombian brands Baby Fresh and New Born led to a 30 percent year-on-year increase in sales of U.S. cotton-rich infant wear.

As part of the promotion, 10,000 new mothers bought a minimum of \$28,000 pesos (about US\$14.00) worth of Baby Fresh and New Born garments and received a COTTON USA Mark-labeled teddy bear in return.

CCI supported COTTON USA Mark licensees New Born and Baby Fresh by producing point-of-purchase promotional materials installed for two months in 89 department stores throughout Colombia. The department stores promoted more than 56,000

COTTON USA Mark-labeled garments during the event.

Throughout the promotion, sales teams for Baby Fresh and New Born provided information to current and potential customers on the benefits and characteristics of U.S. cotton.

The COTTON USA promotion with Baby Fresh and New Born capitalized on funding from the U.S. Department of Agriculture's Market Access Program (MAP) and earned third party contributions of \$33,180, more than three times CCI's investment.

Based on the success of this COTTON USA promotion, CCI plans to continue supporting similar activities in Colombia to increase consumer recognition of and strengthen preferences for COTTON USA Mark-labeled products.



U.S. COTTON MAKES CLOTHES BABY FRESH

The COTTON USA Baby Fresh promotion highlighted U.S. cotton content in infant wear across Colombian department stores.