
CCI USES GERMAN “COTTON SEASON” TOUR TO SUPPORT SALES PROMOTIONS



CCI's 2003/2004 German "Cotton Season" consumer PR and downstream promotion activity achieved 208 million consumer impressions. Cotton Season supported ongoing point-of-sale promotions with Karstadt; Betten Rid; and Woehrl/Anvil in March 2004, and sales totaled \$500,000 at selected promotion stores. CCI leveraged third party contributions of \$244,627 from free press coverage.

The COTTON USA message reached 78 million consumers nationwide through media cooperation, free print and free TV press coverage of the "Cotton Season" tour. Regional television stations in Dresden and Munich aired 20 free reports, totaling 15 minutes of TV presence about the COTTON USA events, including consumer interviews during which consumers highlighted cotton as their preferred fiber.

The German "Cotton Season" Web site (www.cottonseason.de), established at the start of the tour to provide wider publicity for COTTON USA, received 68.5 million hits.

The "Cotton Season" promotion actively supported the COTTON USA Supply Chain Marketing program by drawing U.S. cotton products through the supply chain from several brands and COTTON USA-licensed suppliers including: Birlık, Küçüker, Yesim, Topkapi, Zorlu (Turkey); Nishat (Pakistan); CDC/Anvil (Germany/USA); Graser, Fleuresse, Irisette, Kaeppel (Germany); and The Phiphatanakit Textile Co. Ltd. (Thailand).

