

# Mango Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MG20500	Project Manager – Supply Chain Engagement	Treena Welch	(25,399)
MG20506	POS and Storage	Hort Innovation	(1,631)
MG20600	Paid Digital and Social Media	Atomic Search	6,312
MG21500	Mango Marketing FY22 – Supply Chain Engagement	Australian Mango Industry Association	80,000
MG21501	Mango FY22 Printing & Storage	Hort Innovation	50,417
MG21502	Mango FY22 NZ Export	Hort Innovation	19,286
MG21503	Mango FY22 South Korea / US Export	Hort Innovation	21,060
MG21504	Mango Export Activity – Hong Kong	Atomic Search	5,000
MG21505	Mango Cubery Research	Cubery	7,000
MG21600/ MT20600	Mango FY22 Media	Atomic Search	176,685
MG21610/ MT21610	Mango FY22 Creative Development	TBWA	150,000
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210

Project code	Project title	Delivery Partner	\$
ST20600	The Good Mood Food Wave Two Media	Atomic Search	(8,852)
MG21910	Industry advice & grower consultation	Hort Innovation	223
<b>TOTAL</b>			<b>481,244</b>