

# Summerfruit Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
MT20600	Media Strategy, Planning & Buying Services (Retainer & Incentives Payments)	Atomic 212	12,937
SF21500	Taste Australia – Export Markets (mt17020)	Bastian Effect P/L	116,000
SF20503	Summerfruit brand sentiment and perception survey	Eidentify, Fifty-five 5 and Nielson Connect Australia	5,000
SF20600	Summerfruit Media	Atomic	(9)
SF21910	Industry advice & grower consultation	Hort Innovation	796
ST20600	The good mood food wave two media	Atomic	(8,852)
ST21500	Austrade Agribusiness Expansion Initiative – Summerfruit	Bastian Effect	89,000
<b>TOTAL</b>			<b>216,015</b>