

Table Grape 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 Payments)	Atomic 212	2,588
MT17020	Taste Australia Retail Program TG21500	Bastion Effect	847,687
TG20600	Table Grapes WA Media	Atomic 212	157
TG20601	Table Grapes Media National	Atomic 212	2,497
TG21610	Table grapes create development	TBWA	29,993
TG21600	Table grapes media (national and WA)	Atomic 212	168,306
TG21601	Table grapes retailer media	Atomic Search	87,892
TG21910	Industry advice & grower consultation	Hort Innovation	799
TOTAL			1,141,062