

# **Budget breakdown**

Items	Description	Total amount (AU\$)
Organisation of a launch event at AEON early December in HCMC for the promotion of cherries from Mainland Australia	Space rental, POSM, photobooth, staff, merchandise, samples, paid media features, influencers	\$17,500
Organisation of a launch event at LOTTE Mart early January in HCMC for the promotion of Tasmanian Cherries	Space rental, POSM, photobooth, staff, merchandise, samples, paid media features, influencers	\$17,500
Sampling sessions in collaboration with King Food Mart	Gift-with-purchase activities and distribution of samples at King Food Mart stores (data to be reported simultaneously with the retail program)	\$10,000
Client liaison	Event coordination, stakeholders' management, reporting	\$5,000
TOTAL BUDGET		\$50,000



# **POSM Key Visuals**



Photobooth



Hand props



Lucky wheel



Sampling counter





# Launch event in partnership with AEON

# Launch event in HCMC in partnership with AEON

Location: HCMC Date: 02/12/2023

Theme: Promotion of cherries from Mainland Australia

Retail partner: AEON Binh Tan

No. visitors: 250+

#### VIP guest:

Ms. Rebecca Ball, Senior Trade & Investment Commissioner (Austrade)

#### **Activities:**

- Photobooth
- Product sampling (more than 20Kg sold)
- Gift-with-purchase (50+ sets of goodies redeemed)
- Influencer engagement (2 KOLs 26,691 in total reach)



## Launch event in HCMC at AEON Binh Tan store





### Launch event in HCMC at AEON Binh Tan store









**KOL: Tran Thi Khanh Linh** 

**Followers:** 421,000

Link: View post

Publication date: 7th December 2023

**Location:** HCMC

Platform: Facebook



2,600 LIKES



117 COMMENTS



3 SHARES



15,846 REACH







**KOL: Quynh Huong** 

**Followers:** 238,000

Link: View post

Publication date: 8th December 2023

**Location:** HCMC

Platform: Facebook



5,400 LIKES



190 COMMENTS



24 SHARES



10,845 REACH





# Launch event in partnership with LOTTE Mart

# Launch event in HCMC in partnership with LOTTE Mart

Location: HCMC Date: 06/01/2024

Theme: Promotion of Tasmanian Cherries

Retail partner: LOTTE Mart

No. visitors: 200+

#### Activities:

Photobooth

Product sampling (more than 20Kg sold)

• Gift-with-purchase (50+ sets of goodies redeemed)

Influencer engagement (6 KOLs – 75,779 in total reach)





## Launch event in HCMC at LOTTE Mart store















## Launch event in HCMC at LOTTE Mart store

















Trần Nguyễn Ngọc Hạnh dạng 🐴 cảm thấy tuyết.

Chía sẽ với mọi người một phát hiện thủ vị cho mùa Tất năm nay - Sự kiện giới thiệu Cherries

Chuyện là cuối tuần rồi đi siêu thị thi tính có thấy sự kiện. Minh thích tham gia mấy cái vòng quay trúng thường nên ghé liện thì được biết sự kiện có chương trình check-in với photobooth

& nhận 1 hốp cherry 2 quả dùng thứ nên tham gia luôn. Minh thích hưởng vị của em dòng

"Cherry Úc - Hương Vị Tươi Ngon, Trang Trí Tết Độc Đáo"

Tasmania từ Úc tại LOTTE Mart Quân 7 cuối tuần vừa qua nà.

th thang this till 58 - @





**KOL: Tran Nguyen Ngoc Hanh** 

**Followers:** 251,000

Link: View post

Publication date: 15th January 2024

**Location:** HCMC

Platform: Facebook



2,000 LIKES



175 COMMENTS



25 SHARES



11,797 REACH







**KOL: Hien Nguyen Ngoc** 

**Followers:** 301,000

Link: View post

Publication date: 15th January 2024

**Location:** HCMC

Platform: Facebook



2,000 LIKES



93 COMMENTS



35 SHARES



14,584 REACH







**KOL: Nguyen Thi Ngoc Lan** 

**Followers:** 268,000

Link: View post

Publication date: 15th January 2024

**Location:** HCMC

Platform: Facebook



2,000 LIKES



105 COMMENTS

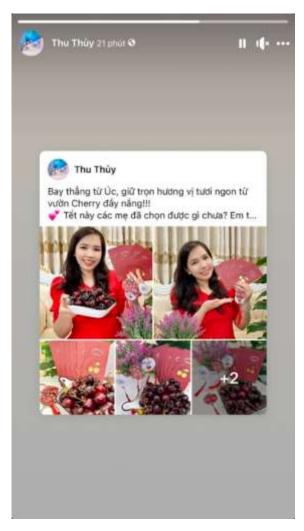


**26 SHARES** 



12,552 REACH





**KOL**: Thu Thuy

**Followers:** 273,000

Link: View post

Publication date: 30th January 2024

**Location:** Hanoi

Platform: Facebook



2,100 LIKES



53 COMMENTS



55 SHARES



11,761 REACH







**KOL: Nguyen Hong Trang** 

**Followers:** 250,000

Link: View post

Publication date: 30th January 2024

**Location:** Hanoi

Platform: Facebook



2,400 LIKES



133 COMMENTS



**42 SHARES** 



11,955 REACH





Dinh Lan Phương



**KOL: Dinh Lan Phuong** 

**Followers:** 326,000

Link: View post

Publication date: 30th January 2024

**Location:** Hanoi

Platform: Facebook



1,800 LIKES



117 COMMENTS



28 SHARES



13,130 REACH

### Hort Innovation

# Thank you!



