



Australian Cherries FY24 Program

International Cherries Trade
Launch Event in Vietnam
(CY23000)

February 2024

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



Influencer engagement



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

Influencer engagement



KOL: Quỳnh Hương

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



Influencer engagement



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

Influencer engagement



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

Influencer engagement



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

Influencer engagement



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

Influencer engagement



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

Influencer engagement



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!

