

Banana marketing levy fund

Project summary July 2016 – December 2016

Project number	Project name	July – December
BA15506	Marketing Program - Website	2,728
BA16002	Banana Campaign – Monitoring and Evaluation, 2016-2017	4,977
BA16501	TV	-7,469
BA16502	OOH	247,637
BA16503	Digital /Mobile	292,646
BA16504	Social Media	215,451
BA16505	Creative Development	29,910
BA16506	Schools Program & Bounty Bags	8,297
BA16507	Events - Red & Summerfruit Fest	49,255
BA16508	PR & couriers/fruit	27,500
BA16509	Grower Coms	1,558
BA16510	Community Events	18,600
BA16511	Website, Nutrition (Glenn)	3,428
BA16513	Merchandise	24,449
BA16514	Retail Support	31,690
Total		950,657