

Current contracted marketing projects

Current contracted projects in the apple marketing fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the apple and pear SIP, can be seen below. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Apple current contracted marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
AP22502	International co-promotions apples FY23	25,310			
AP23500	Apple sampling in store program	133,132	66,566		
AP23502	Apple FY24 POS materials/misc/printing/storage	15,158	34,842		
AP23504	Apple in-store sampling program for Independent Retailers	49,180			
AP23505 (a)	International apples co-promotion FY24	56,000	14,000		
AP23505 (b)	International apples co-promotion FY24	16,500	13,500		
AP23600	Apple retail media H1 FY24	97,780			
AP23601	Hit Refresh media amplification H1	287,304			
AP23602	Apple retail media H2 FY24	112,840			
AP23603	Hit Refresh media amplification H2	412,696			
AP23604	FY25-26 apple marketing campaign creative strategy earned media and AM head hours	120,000	85,000	10,000	
AP23605	FY25-26 apple marketing program production and roll out	400,000			
AP23606	FY25-26 apple marketing program paid media burst 1	200,000	331,663		

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT20600	Media strategy planning and buying services (retainer payments)	78,578			
MT22502	Apple and pear merchandising program FY23 (Marketing)	125,738			
MT23502	Apple and pear retail merchandising program FY24	394,602	43,845		
Total		2,524,818	589,416	10,000	