

## Avocado marketing levy fund

### Project summary July 2016 – December 2016

Project number	Project name	July – December
AV15504	Avocado Retail and Promotional Support	287
AV15505	Avocado Website	4,117
AV16500	Social media (management, community, content, tactical)	55,533
AV16501	TV paid media July-Dec	1,174,093
AV16502	Social and digital paid media July-Dec	283,181
AV16503	Website July 16 – June 17	50,993
AV16505	Consumer Events	14,665
AV16506	Content Development co-promotions/retailer activities	37,111
AV16507	Avocado Marketing Campaign Tracking	25,500
<b>Total</b>		<b>1,645,480</b>