

Apple and Pear Fund – Apple marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	Atomic 212	98,965
MT20504	Australian Apples and Pears brand tracker	Fifty-five 5	12,000
MT17020	Taste Australia Retail Channel (Marketing)	Bastion Effect	33,055
MT21504	Apple and pear merchandising program	Strikeforce	102,038
AP20505	Aussie Apples Export Co-Promotions	Apple and Pear Australia Limited	100,000
AP20504	Apples Trademark Search [EXP Only]	DLA Piper	1,656
AP20600	Aussie Apples Media	Atomic 212	(295)
AP21500	Storage & Distribution	Hort Innovation	2,918
AP21600	Apple FY22 Campaign – Media	Atomic Search	637,500
AP21610	Apple FY22 Campaign – PR	TBWA	19,760
AP21611	Apple FY22 Campaign – Creative	TBWA	544,700
AP21612	Apple FY22 campaign – social	TBWA	77,400

Project code	Project title	Delivery Partner	\$
AP21630	Apples FY22 Shopper	The Zoo Republic Partnership	20,810
AP21910	Industry advice & grower consultation	Hort Innovation	8,900
TOTAL			1,660,550