

Avocado Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT20600	Media Strategy Planning & Buying Services (Retainer)	Atomic 212	136,482
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
AV20600	Media FY21	Atomic Search	12,225
AV20601	Avocado Phase 2 Media Campaign	Atomic Search	(452)
AV20603	Avocado Media Upweight	Atomic Search	1,112,944
AV20631	Avocado Shopper Marketing FY22 H2	The Zoo Republic Partnership	67,986
AV21500	Avocado Misc Expenses	Hort Innovation	11,060
AV21501	Australian Avocados Brand Tracking	Fifty-five 5	36,000
AV21502/ MT17020	Taste Australia Japan	Bastion Effect	300,000
AV21503	International Avocados FY22 Singapore & Malaysia	Bastion Effect	50,000
AV21504	International Avocados FY22 Media Plan	Bastion Effect	100,000
AV21600	Avocado Media FY22	Atomic Search	1,847,973

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AV21601/ MT20600	Radio Activation	Atomic Search	68,093
AV21602	Avocado Media FY22 H2	Atomic Search	599,929
AV21610/ MT20610	Avocado Social Retainer Q1	TBWA	28,820
AV21611/ MT20610	Our Green Gold Creative, PR & Social FY22	TBWA	496,840
AV21620/ MT20620	Australian Avocado Website Management	Bite Communications	11,700
AV21800	IP Recovery Costs	Hort Innovation	2,355
AV20910	Industry advice & grower consultation	Hort Innovation	164
AV21910	Industry advice & grower consultation	Hort Innovation	5,759
TOTAL			4,889,021