

Banana Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
BA18502	Banana PR	The Red Agency	3,500
BA20508	Storage & Dispatch Marketing Program FY21	No Time To Lose	(5,407)
BA20509	Grower Communications Marketing FY21	Elevencom	3,150
BA20510	Banana Marketing Campaign and Evaluation (M&E)	Eidentify Pty Ltd	5,208
BA21500	Banana Creative Testing	Kantar Consulting Australia	31,601
BA21501	Banana Storage and Dispatch	No Time To Lose	16,254
BA21502	Banana Community Events	Hort Innovation	18,327
BA21503	Banana Merchandise	Hort Innovation	49,390
BA21504	Australian Bananas Website Development	Hort Innovation	20,000
BA21505	Australian Banana POS Printing FY20-21	Hort Innovation	57,450
BA21507	Australian Bananas School Partnership	Llife Education Australia	90,000
BA21508	Quantium Scan data (Jan-June)	The Quantum	25,000
BA21509	Quantium Scan data (Jun-Dec)	The Quantum	24,860
BA21510	Lady Finger promotion March 22	Atomic Search	22,410
BA21511	Lady Finger promotion April 22	Atomic Search	22,410

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BA21512	Lady Finger Creative Update	TBWA	9,075
BA21600 / MT20600	Australian Bananas ATL- Media H1	Atomic Search	697,916
BA21601 / MT20600	Banana Social Q1	Atomic Search	31,650
BA21602 / MT20600	Australian Bananas ATL- Media H2	Atomic Search	2,044,337
BA21610 / MT20610	Australian Bananas Creative Development	TBWA	200,000
BA21611/ MT20610	Australian Bananas Social, PR & Influencer	TBWA	440,080
BA21612	Australian Bananas – Song Creative Development	TBWA	58,000
BA21613	Australian Bananas TVC Production Expenses	TBWA	40,000
MT20600	Media Strategy, Planning & Buying Services (Retainer)	Atomic 212	163,001
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
BA20910	Industry advice & grower consultation	Hort Innovation	(905)
BA21910	Industry advice & grower consultation	Hort Innovation	3,488
TOTAL			4,071,938