

# Cherry Fund 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	7,762
ST20600	The Good Mood Food Two Media Wave	Atomic	(8,852)
ST21500	Austrade Agribusiness Expansion Initiative – Cherry	Bastian Effect	89,000
CY21910	Industry advice & grower consultation	Hort Innovation	1,374
CY21600	Media Purchase	Atomic	161,124
CY21502	Taste Australia Retail program (MT17020)	Bastian Effect	113,500
CY21611	PR & Social	TBWA	70,630
CY21601	Retail & Shopper activation (Cartology)	Atomic	45,000
CY21500	State based promotions	Hort Innovation	23,636
CY21503	Miscellaneous Ad Hoc Activities	Hort Innovation	132
<b>TOTAL</b>			<b>504,449</b>