

Lychee 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	1,293
MT20600	Media Strategy, Planning & Buying Services (Performance)	Atomic 212	–
MT21501	Marketing Reporting Template	Hort Innovation	210
MT21600	FY22 Small Tropicals Media	Atomic Search	10,257
MT21620 / MT20620	FY22 Small Tropicals Social Media & Creative	Bite Communications	15,000
LY21910	Industry advice & grower consultation	Hort Innovation	1,011
TOTAL			27,771