

Macadamia Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MC16513	Macadamia Marketing Project	InkSpiller	24,640
MC18507	Macadamia Marketing Manager	AMS	219,608
MC19502	Macadamia Consumer Digital Campaign – Australia	Go Future Media	187,371
MC19503 (a)	Macadamia Consumer Campaign – China CON-001950	Havas	306,120
MC19503 (b)	Macadamia Consumer Campaign – Taiwan CON-001953	Havas	155,414
MC19504	Macadamia Consumer Campaign – Japan & Korea	Sopexa	386,338
MC19505	Macadamia Marketing Coordinator	Terrapin (AMS coordinator)	112,677
MC19506	Trade Content Development	InkSpiller	152,005
MC19507	Macadamia Trade PR program	Weber Shandwick	227,833
MC20500	Support for Effective Delivery of the Marketing Program	AMS POI	168,796
MC20502	International Insight Data	Neilson Connect Australia	98,325
MC21501	Macadamia sponsorship ANIC	Australian Macadamia Society	6,000
MC21506	Australian Macadamia Brand Positioning & Innovation Platforms	Fifty-five 5	70,000

Project code	Project title	Delivery Partner	\$
MC21500	Health Program – Nuts for Life	Nuts 4 Life	63,390
MC21910	Industry advice & grower consultation	Hort Innovation	2,910
TOTAL			2,181,427