

Mushroom Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT20600	Media Retention & Performance Payments	Atomic Media	144,243
MT21500	Marketing Hype Reel [ExpOnly]	Hort Innovation	933
MT21501	Marketing Reporting Template [ExpOnly]	Hort Innovation	210
MU20620	Australian Mushrooms Website and Edm program	Bite Communications	19,500
MU21621	Mushroom Health Claims	Bite Communications	29,500
MU21600	Mushroom Media	Atomic Media	1,458,609
MU21610	Mushroom Creative Social & PR	TBWA	515,078
MU21620	Website & EDM	Bite Communications	60,500
MU21611	Annual talent Fees – Mighty Mushie Program	TBWA	39,000
MU21500	Miscellaneous Ad hoc activities (printing, purchases etc)	Hort Innovation	10,909
MU21501	Grossroots product demos and events program	AMGA	160,000
MU21502	Food Service program	AMGA	240,000
MU21503	In-store sampling program	D2C	149,960
MU20910	Industry advice & grower consultation	Hort Innovation	(2,114)

Project code	Project title	Delivery Partner	\$
MU21910	Industry advice & grower consultation	Hort Innovation	5,552
PW20501	Australian Sweetpotato – Storage & Freight	No Time Lose	(971)
TOTAL			2,830,909