

Passionfruit 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
MT21501	Marketing Reporting Template	Hort Innovation	210
MT21503	Storage and Discards	No Time to Lose	194
MT21600	FY22 Small Tropicals Media	Atomic Search	31,842
MT21620	FY22 Small Tropicals Social Media & Creative	Bite Communications	30,000
PF20500	Australian Passionfruit Social Media & PR	Bite Communications	20,000
PF21910	Industry advice & grower consultation	Hort Innovation	426
TOTAL			83,965