

Apple and Pear Fund – Pear marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT17020	Taste Australia Retail Channel (Marketing)	Bastion Effect	33,055
MT20504	Australian Apples and Pears brand tracker	Fifty-five 5	8,000
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	Atomic 212	32,988
MT21504	Apple and pear merchandising program	Strikeforce	34,012
PA21910	Industry advice & grower consultation	Hort Innovation	3,902
PA20501	Australian Pear Export Co-Promotions	LPG Cutri Fruit Global	62,977
PA20600	Pears Media	Atomic 212	(700)
PA20601	Australian Pears Retail Media – Cartology	Atomic 212	65,000
PA20504	Pears Woolworths rewards redemption promotion	Woolworths	12,629
PA20631	Pears retail Activation	Zoo republic	20,935
PA21502	Pears Retail Activation – additional deliverables	Zoo republic	7,710
PA21500	Export co-promotions	Fruit Growers Victoria	80,000

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PA21501	Storage and distribution	Hort Innovation	3,000
PA21600	Pears consumer campgain 2022 – Media	Atomic 212	549,957
PA21610	Pear consumer campaign 2022 – Creative and Social	TBWA	76,000
PA21630	Pear Shopper Activation Campaign 2022	Zoo republic	144,000
ST20600	The Good Mood Food Two Media Wave	Atomic	(39,203)
TOTAL			1,095,405