

Raspberry and Blackberry Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
RB21620	Social Media & Website	Bite Communications	93,000
RB21600	Media Purchases	Atomic Media	102,964
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
MT20600	Media Strategy, Planning & Buying Services	Atomic 212	15,524
RB21910	Industry advice & grower consultation	Hort Innovation	215
ST20600	The good mood food wave two media	Atomic	(12,646)
TOTAL			200,200