

Sweetpotato Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT20600	Media Retention Payments	Atomic Media	26,520
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
ST20600	The Good Mood Food Wave Two Media	Atomic Search	(34,144)
PW20501	Australian Sweetpotato – Storage & Freight	No Time to Lose	971
PW20630	Sweetpotato Retail Merchandising Program	The Zoo Republic Partnership	82,056
PW21500	Sweetpotato storage and distribution	No Time to Lose	956
PW21501	Sweet Potato Lapsed L3M Consumer Research	Fifty-five 5	14,000
PW21502	Sweetpotato In-Store Trade Activity (EXP only)	Atomic Search	34,000
PW21600	FY22 Sweetpotato Media Campaign	Atomic Search	662,962
PW21611	Sweetpotato Character Qualitative research	TBWA	37,100
PW21612	Sweetpotato New Creative Campaign	TBWA	61,912
PW21620	PR & Social (first half)	Bite Communications	45,360
PW21910	Industry advice & grower consultation	Hort Innovation	442
TOTAL			933,278