

Mushroom marketing project summary

July 2017 – June 2018

Project code	Project name	July - June
MT16500	Provision of Media Strategy, Planning and Buying Services	1,551,190
MU15519	Myfoodbook - Recipes development, photography, video content	16,284
MU16501	Australian Mushrooms Special Events & In-Store 2016/2017	558,078
MU16502	State by State marketing activities for the mushroom industry	147,750
MU16503	Media - Television, Digital, OOH	-46,409
MU16504	Creative	46,267
MU16505	Campaign Tracker	27,600
MU16506	PR, Digital & Social Media	618,800
MU16509	Merchandise	-38
MU16510	Storage, Print & Distribution	28,643
MU16511	Opportunities (including Food Service)	101,416
MU16517	Marketing Support	60,446
MU17500	Development of a strategic marketing plan for Australian Mushrooms	24,900
Total		3,134,926