

## Banana Marketing Strategic Investment Advisory Panel meeting summary

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**Date:** 27 April 2018

**Attendance:** Gary Fattore, Daniel Mackay, Peter Molenaar, Chaise Pensini, Andrew Serra, Peter O'Brien (Chair), Kylie Drumond, Elisa King, Corrine Jasper (Hort Innovation). Guests (by telephone) Dan Robertson-Jones - Kantar Added Value, Paul Constantoura - Review Partners. Jono McCauley – Elevencom, Hugh McGilligan – IKON. Marilyn Hill (minute taker). Apologies: Paul Inderbitzen and Leon Collins

**Location:** Pullman Hotel, Cairns

**Next Meeting:** Monday 6 August 2018, Cairns

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### Overview

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The objective of the meeting was to update the banana Marketing SIAP on the strategic marketing plan. Paul Constantoura, from Review Partners, reported on the findings from the independent marketing review including recommendations and improvements for inclusion in the remaining marketing plan.

Elisa King (Hort Innovation) led a session to seek SIAP advice on the balance of the new three-year campaign, noting there is no significant deviation from past activities. The SIAP were supportive of utilising the surplus of unspent funds for the purpose of commencing the creative process, including a new jingle and new TV vignettes to be added to the current TV commercial.

The SIAP provided comments and advice on the proposed budget and key performance Indicators that are of most importance to growers.

Hort Innovation informed the SIAP that the advice will be the subject to discussions with the preferred consumer data service provider, to devise the best way to monitor and evaluate the campaign.

Anyone seeking further information on Hort Innovation's banana marketing investments should note that a full list of projects, together with an overview of the program financials will be available on the banana webpage of the Hort Innovation website.

### Next steps

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Hort Innovation will present the final draft of the campaign at the next face to face SIAP meeting on the 6th August, in Cairns.

### Contact

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