

**Hort
Innovation**
Strategic levy investment

**PAPAYA
FUND**



Papaya

PR and Social Media Marketing Update

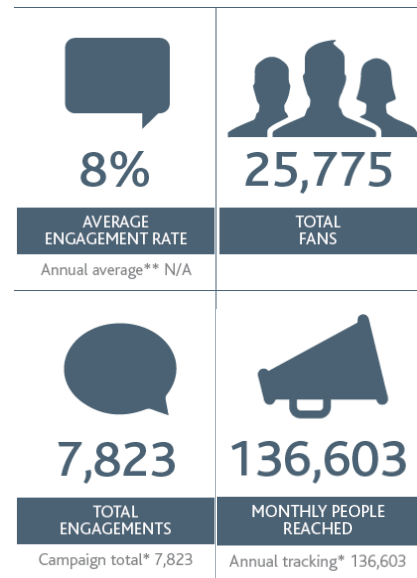
July 2018



This Month In Social Media : July 2018

Highlights

- Total fans now almost 26K and continuing to increase month on month
- Grower content continues to flourish on the page. When accompanied with a health message these posts achieve strong reach and engagement.
- Our top post for the month highlighted the difference between papaya and papaw. Papaya fans eagerly engaged with this content demonstrating that they are interested in learning more about their favourite fruit.



*12 month rolling total **12 month average

This Month PR : July 2018

- The Papaya PR program is currently in planning phase for spring outreach and the upcoming media event
- Spring season outreach will commence in August and the event is planned for late September / early October
- July coverage included recipe features across Now To Love and Body+Soul, featuring the sticky papaya chicken wings. This recipe was supplied to media to jump on the back of National Chicken Wing day.

Whim | mybody+soul HEALTH NUTRITION DIET FITNESS MIND & BODY BEAUTY RELATIONSHIPS

These healthy sticky chicken wings are the definition of finger lickin' good

Winner winner chicken dinner.

Australian Papaya

mybody+soul • JULY 27, 2018 3:48PM



≡ now TO LOVE

How to make sticky papaya chicken wings

Ditch the nuggets and go for this delicious and easy recipe.

JUL 27, 2018 1:37PM

Upcoming Media Event

- Major media event and supporting media outreach will help drive mass awareness and continue to deepen relationships with key contacts.
- Held at a drawcard Sydney venue during the Spring Flush to drive interest and reinforce year round availability
- Position as an interactive tasting experience to encourage trial, education and understanding of the fruit, its benefits and versatility.
- Guests will –
 - Hear stories from the farm, straight from a grower
 - Understand the health benefits, straight from Caitlin Reid
 - Taste papaya and pawpaw
 - Get hands on with papaya eg DIY papaya boat stations
 - Learn why papaya is a deliciously healthy fruit for the whole family

Growers wanted



Examples of potential venue

2018/19 PR Campaign Timeline

2018/19 Campaign

TASK	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGN ACTIVITY												
MEDIA OUTREACH												
Spring - develop media release & tip sheet												
Spring - mid-lead outreach												
Spring - short-lead outreach												
Event to take place												
Autumn - develop media release & tip sheet												
Autumn - long-lead outreach												
Autumn - mid-lead outreach												
Autumn - short-lead outreach												
SOCIAL / MEDIA CONTENT												
IMAGES												
Famil farm imagery												
VIDEOS												
Farm: How a papaya is grown												
Farm: Variety differences												
Farm: Meet the farmer												
Recipe: Frozen yoghurt bark												
RECIPES												
Papaya, goats cheese and honey toast												
Papaw, prawn and fennel salad												
Berry smoothie papaya boat												
Papaya with chilli, salt and lime												
Tropical papaya refridgerator cake												

Thank you

For any questions or feedback please contact
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