

AUSTRALIAN BANANAS

Television



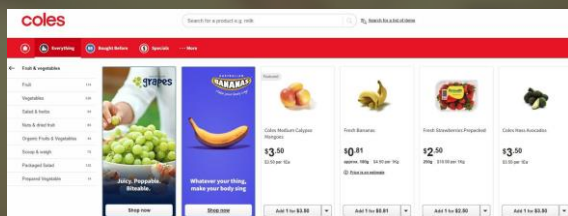
Role of Channel: Build mass awareness of Bananas.
Live dates: 7th August - 22nd October
Planned Reach: 3,216,056
Program Examples: Sunrise, Seven News, Home and Away.

Catch Up Television



Role of Channel: Building top of mind awareness across premium programs on BVOD (Broadcast video on demand).
Live dates: 10th July - 30th Dec
Planned Reach: 441,152

Retail Online Media



Role of Channel: Drive purchase of Bananas across the online store as well as traditional retail.
Live dates: 21st July - 19th November
Cartology Planned Impressions: 540,000
Coles Planned Impressions: 2,142,000

Radio



Role of Channel: Create awareness and increase consideration of Bananas amongst Main Grocery Buyers.
Live dates: 31st July - 26th November
Planned Reach: 5,330,544

Social Media



Role of Channel: Drive cost efficient reach.
Live dates: 3rd July - 30th Dec
Planned Reach Meta: 6,287,931
Planned Reach Tiktok: 1,875,000

CHANNEL LIVE DATES:

2023						
Channel		Television	Catch-up Television	Retail Online Media	Radio	Social Media
Jul	3rd					
	10th					
	17th					
	24th					
	31st					
Aug	7th					
	14th					
	21st					
	28th					
Sep	4th					
	11th					
	18th					
	25th					
Oct	2nd					
	9th					
	16th					
	23rd					
	30th					
Nov	6th					
	13th					
	20th					
	27th					
Dec	4th					
	11th					
	18th					
	25th					