

# MARKETING UPDATE:

## Looking ahead



### MEDIA COVERAGE

The media coverage with Miguel Maestre continues, with the following publications to interview the famous chef and feature Miguel's Australian Mushroom recipe content:

- Women's Weekly (**reach: 843K**)
- Better Homes and Gardens (**reach: 1M**)

### PAID MEDIA ACTIVITY JANUARY - APRIL

The 'Add the Mighty Mushie' campaign will continue to run January - April 2024 across multiple touchpoints to inspire people to consume more mushrooms daily:

- Out of home panels in close proximity to supermarkets.
- Social always on advertising across Meta platforms (Facebook and Instagram).
- Retail online advertising across Coles and Woolworths websites, with display banners and single tiles.

The creative and messaging continues to focus on inspiring Australians to reinvent their everyday meals with the Mighty Mushie, with a call-to-action driving Australians to purchase mushrooms.

Activity is expected to reach over 15M main grocery buyers 18+.

### EVERYDAY GOURMET 2024

Sponsorship of Everyday Gourmet 2024 with Justine Schofield on Network from 10 June - October 2024 is expected to reach over 4M Australians nationally, including 2.29M main grocery buyers.

Australian Mushrooms will receive:

- 12x usage of Australian Mushroom in delicious recipes throughout the series (5x customised recipes, 3x quick bites, 4x usage occasions with Australian Mushrooms as the hero ingredient).
- Australian Mushrooms branding and recipes across Everyday Gourmet website and social media pages.

### INSTORE SAMPLING

Due to the success of the 2023 sampling program, a new 18-month sampling campaign will kick off in early March. There will be 4 x bursts across the campaign period and the recipes will be seasonal with a focus on both summer and winter recipes.