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## Thinkerbell wins Hort Innovation pitch

By AdNews | 23 May 2024 0 Comments

Hort Innovation, a not-for-profit research, development and marketing hub for the Australian horticulture sector, has appointed Thinkerbell as its integrated agency partner.



Thinkerbell, which won the tender through a competitive pitch process via TrinityP3, will utilise its Measured Magic (marketing sciences meets hardcore creativity) approach to build market share both locally and globally for Hort Innovation's suite of 24 different Australian produce categories; including Australian Bananas, Aussie Apples and Australian Avocados.

Thinkerbell's appointment is the first time in Hort Innovation's history of having one agency who manages all elements of marketing across creative, earned, owned, paid and shopper.

Hort Innovation CEO Brett Fifield said the team was impressed with the strategic thinking that went into Thinkerbell's pitch.

"We can't wait to kick-start the partnership and are confident that the work we will deliver will champion the Australian horticulture sector and bring benefit to our growers," he said.

Thinkerbell North GM Philippa Netolicky said the agency looks forward to leveraging all parts of the Thinkerbell business to implement its marketing sciences and evidence-based approach across the Hort Innovation portfolio of Australian produce.

"Through our Measured Magic proposition - which uniquely combines marketing science with hardcore creativity - we're excited to create culturally relevant and behaviour changing work, to drive real business outcomes and support Aussie growers," she said.

To kick-off the partnership, Thinkerbell helped develop a quick earned-led campaign after a man was spotted eating an avocado with a spoon at the AFL.

Thinkerbell created a nation-wide search asking Australia Av you seen this man? It didn't take long to track down the Avo King aka Joe Rumoro, from Victoria, and create a cultural sensation of eating half an avo with a spoon.

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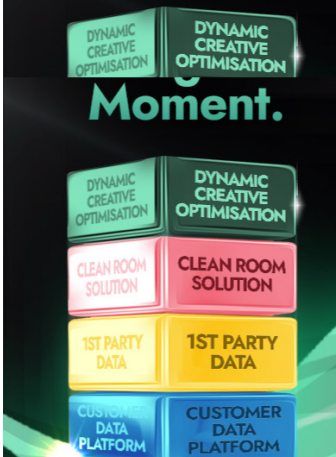




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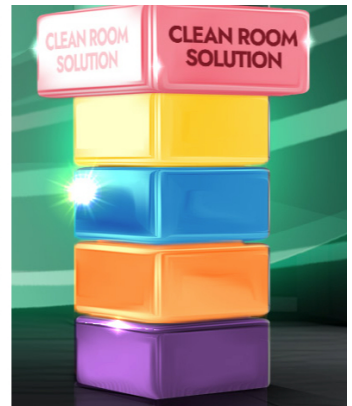
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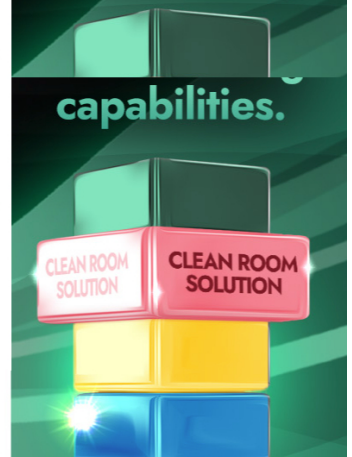
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