DRIVING BUSINESS THRU INSIGHTS, CREATIVITY & DIGITAL MEDIA

AND TREVOR

SublimeX

NSW Business Chamber

NSW BUSINESS CHAMBER

HELPING BUSINESSES OF ALL SIZES TO MAXIMISE THEIR POTENTIAL.

190 YEARS

CHAMPIONING BUSINESSES IN NSW

12 YEARS

SUPPORTING PARILLA FRESH

19K+

MEMBER NETWORK OF BUSINESSES

300K+

NATIONWIDE CONNECTIONS FROM ASSOCIATED CHAMBERS

$500M

SAVED FOR NSW BUSINESSES THROUGH ADVOCACY

650+

EMPLOYEES HELPING BUSINESSES ACROSS THE STATE

AUSSIE SPROUTS

GREAT GREEN STUFF!

BACKING YOUR BRAND WITH A CATEGORY PLAY

PARILLA'S CHALLENGES

DISTRIBUTOR PERCEPTIONS

IN-STORE VISIBILITY

CONSUMER AWARENESS

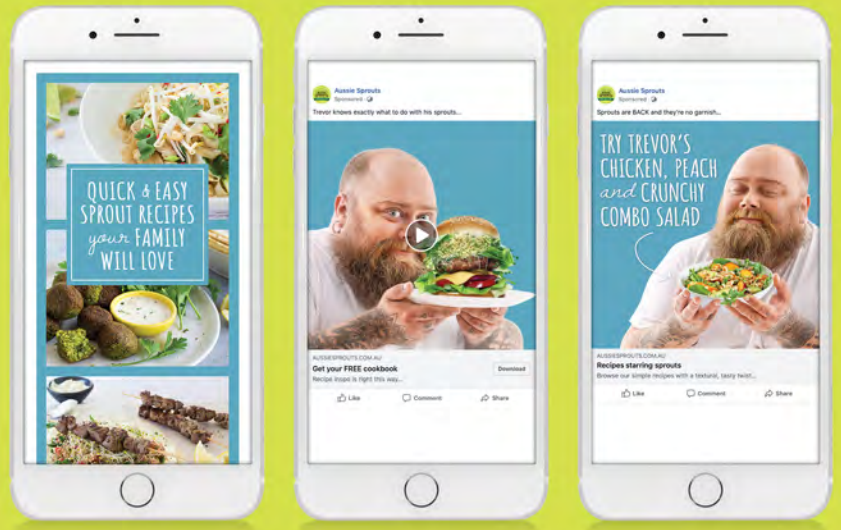
"WHAT ABOUT MEEEE?"

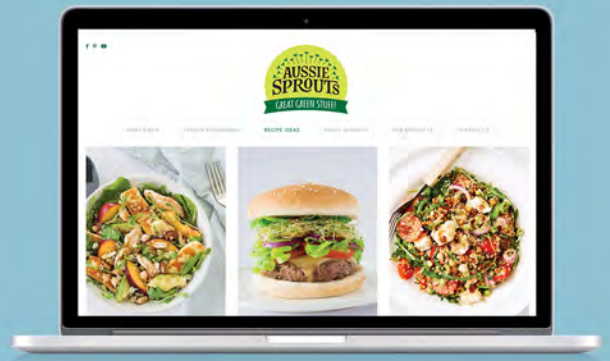
RESEARCH & INSIGHTS
ID PERSONAS & PREFERENCES
CREATIVE CONCEPT
CUT THROUGH & WIDE APPEAL
DIGITAL CHANNELS
SOCIAL MEDIA, WEB, OOH
Sprouts
Growing
Recipes
Smashed Brussels Sprouts
BROCCOLI SPROUTS BENEFITS
+ HOW & WHY TO USE THEM
The Amazing Broccoli Sprouts: Benefits & How...

MEET TREVOR

(A FORMAL INTRODUCTION)

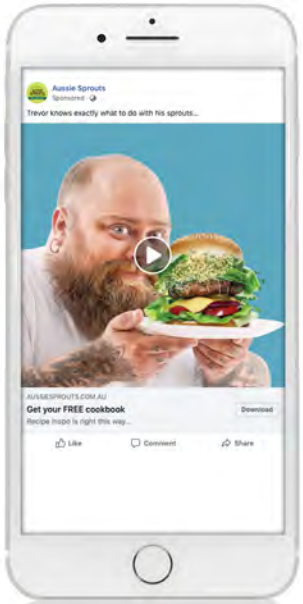
TREVOR
SMASHES
HIS SPROUTS
AUSSIE SPROUTS
GREAT GREEN STUFF!
Grab some at Woolworths
& try Trev's burger today:
aussiesprouts.com.au


QUICK & EASY SPROUT RECIPES your FAMILY WILL LOVE
Aussie Sprouts
Trevor knows exactly what to do with his sprouts...
Get your FREE cookbook
Download
Aussie Sprouts
Sprouts are BACK and they're no garnish...
TRY TREVOR'S CHICKEN, PEACH and CRUNCHY COMBO SALAD
Recipes starring sprouts


AUSSIE SPROUTS
GREAT GREEN STUFF!

TREVOR'S
COOKBOOK
Simple & delicious sprout recipes for everyone to enjoy!
AUSSIE SPROUTS
GREAT GREEN STUFF!
Grab some from Coles or Woolworths today!

AUSSIE SPROUTS
GREAT GREEN STUFF!
CRUNCHY COMBO
ALFALFA SPROUTS
PEA SHOOTS



4.2M

FOOT TRAFFIC ACROSS STORES IN 2 WEEKS

84K

MINS OF VIDEO VIEWED ON FACEBOOK

976K

PINTEREST IMPRESSIONS IN 30 DAYS

3K

VISITS TO THE COOKBOOK PAGE

35-44Y

WOMEN ARE THE BIGGEST FANS

OF TREV (OF COURSE)

SALES ARE UP
26%
SPROUTS ARE NOW BEING SOLD
ONLINE!
DISTRIBUTORS ARE KEEN FOR
MORE!

SPROUTS ARE BACK!

AND THEY AIN'T NO GARNISH!

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