Driving Business Thru Insights, Creativity & Digital Media

and Trevor
NSW BUSINESS CHAMBER
HELPING BUSINESSES OF ALL SIZES TO MAXIMISE THEIR POTENTIAL.

19K+
MEMBER NETWORK OF BUSINESSES

190 YEARS
CHAMPIONING BUSINESSES IN NSW

12 YEARS
SUPPORTING PARILLA FRESH

300K+
NATIONWIDE CONNECTIONS FROM ASSOCIATED CHAMBERS

$500M
SAVED FOR NSW BUSINESSES THROUGH ADVOCACY

650+
EMPLOYEES HELPING BUSINESSES ACROSS THE STATE
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

DIGITAL CHANNELS
SOCIAL MEDIA, WEB, OOH

CREATIVE CONCEPT
CUT THROUGH & WIDE APPEAL
MEET
TREVOR

(A FORMAL INTRODUCTION)
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

TREVOR
SMASHES
HIS SPROUTS

Grab some of Miscumitza & Trev’s ultimate sprout fix: AussieSprouts.com.au
SALES ARE UP 26%

SPROUTS ARE NOW BEING SOLD ONLINE!

DISTRIBUTORS ARE KEEN FOR MORE!
SPROUTS ARE BACK!

AND THEY AIN'T NO GARNISH!