

Bulla Dairy Foods



Prelude

Bulla Dairy Foods (Bulla) is one of Australia's oldest family-owned dairy companies, owned by the same three families since 1910, proudly making dairy products in country Australia for six generations, using locally sourced fresh milk and cream.

Mkt. has worked with Bulla on an ongoing retainer basis since 2012, with our program focussing on driving awareness of the brand's unique story, its products and its people, whilst delivering on-going strategic brand communications through corporate, internal and trade relations.

Stories told

Mkt. offers a comprehensive press office function to ensure that not only the delicious taste of Bulla's cream and ice cream ranges are presented to media, bloggers and influencers in a compelling way, but also to share all Bulla's diverse brand stories from food, to business, to family and beyond.

From new product launches, media and blogger seeding campaigns (you must check out #friyayinmyfreezer), leveraging chef collaborations (George Calombaris, Justine Schofield, Guillaume Brahimi and Kirsten Tibballs), designing and drafting to events and corporate announcements including crisis and issues management, it's safe to say there is not an area of this iconic brand left un-touched by Mkt.'s storytelling.

Happily Ever After

- The stories we've told: **3,600**
- Those who have heard and seen: **2million +**
- The events we've hosted: **20**
- The dairy deliveries we've done: **416**
- The newsletters we've published: **19**
- The social posts they've shared: **2,400**



Abbott tackles dismay on dairy stage

COLIN BETTLES & LOUISE PREECE

30 Jan, 2015 04:03 PM



PRIME Minister Tony Abbott has used a tour of Bulla Dairy Foods in regional Victoria to shout about the Australian dairy industry's improved profitability opportunities driven by free trade agreements (FTA) his government signed-off last year.

But the embattled Coalition leader was also forced to address ongoing questioning about his future and decision-making capacity, sparked by him controversially awarding a knighthood to Prince Philip earlier this week.

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