

FreshPaper



Prelude

With an ever-growing awareness from Australian consumers about our environment, FreshPaper enlisted Mkt. to launch the miracle product, an innovative piece of paper fighting food wastage, to change the way Australian consumers purchased, stored and ate their fruit and vegetables.

Stories told

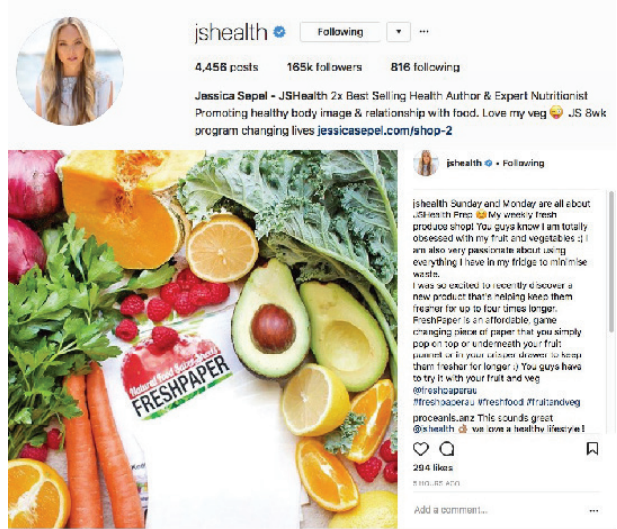
Mkt. set out to launch FreshPaper to market and educate consumers on how a simple piece of paper is able to preserve fruit and vegetables. As part of the project, Mkt. curated fresh, organic fruit & vegetable kits for media and influencers, so they could put FreshPaper to the test and share their incredible findings with their audiences.

Over the course of the campaign, Mkt. engaged with sponsored influencers and strategically partnered with them to curate content for their audiences, sharing the benefits of using FreshPaper in the fruit bowls and fridge crispers. Journalists and influencers alike were blown away by the results and as part of a wider food wastage story, shared the product through traditional product placement articles and social posts.

Alongside a full press office function and strategic influencer partnership, Mkt. supported FreshPaper with a larger marketing plans for phase two and ongoing advice.

Happily Ever After

- The stories we've told: 55
- Those who have heard and seen: 3,488,244
- The social posts they've shared: 46
- Examples of influencers fighting food wastage: Jess Sepel, Melissa Ambrosini, Viki & Helena, Dani Venn, Caroline Groth, Julie Goodwin



Mkt.