



Australian Eggs

2017 Spring Marketing Campaign

Campaign Summary

Activity Dates: 27 August 2017 – 21 October 2017
Platform: Television, online video, social
Markets: Metro Capital Cities + National
Demographic: Grocery Buyers 25-55
Content: 'Unbeatable for breakfast'



Television

Targeting premium programming in all markets such as: AFL Finals Week 1, Nine News, Seven News, Australian Survivor, 60 Minutes, The Block, A Current Affair, Criminal Minds, The NRL Footy Show and Millionaire Hot Seat.

Online video

Publisher: Youtube, Amnet
Format: Run of network, True view, Bumper
Placement: Contextual targeting: food & drink, health, lifestyle, beauty & fitness, recipes

Social

Publisher: Facebook, Instagram
Placement: Newsfeed
Viewing: Autoplay
Reach: 2.3 million
