

Riverina Fresh appoints Keep Left for integrated program

The campaign will increase brand awareness amongst supermarket shoppers and support its café customers impacted by the COVID-19 shutdowns.

Sydney, Australia: 28 May 2020 – 100% Australian owned dairy company, Riverina Fresh, has partnered with marketing communications agency Keep Left to deliver an integrated campaign to increase brand awareness amongst supermarket shoppers and support its café customers impacted by the COVID-19 shutdowns.

As the milk-of-choice for leading baristas, Riverina Fresh supply milk to over 5,000 cafes in VIC, NSW and ACT. The company needed to pivot fast when government restrictions forced the hospitality industry to restrict trade or close its doors.

Discussions with supermarkets began, and within 72 hours, Riverina Fresh had expanded its retail footprint with a selection of its milks on the shelves of 180 Woolworths stores in Victoria and 100% of stores in NSW and ACT, bypassing the backlogged distribution centres in Victoria and delivering direct to store with its refrigerated trucks.

Delivery also continued to café partners who were quick to enact their own pivot from local eatery to food pantry and generate a new income stream during COVID-19.

Riverina Fresh CEO, Rob Collier, said: "Having supported our farmers through the drought in the Riverina for the past three years, we are familiar with pulling together to navigate tough times.

"Throughout all the hardship, it's been great to see how the whole industry has rallied together to support each other. Riverina Fresh is proud to have played a part in that through the ongoing supply of product and refrigeration."

Devised by Keep Left, the campaign incorporates a digitally-led consumer engagement activation in collaboration with leading baristas across the country, a branded content stream and supporting PR across business, trade and consumer media.

It promotes the importance of 'Support Local, Buy Local' during these unprecedented times by tapping into current consumer sentiment to deliver further connections between local businesses and their communities.

Home-ground - a real-time discussion amongst industry leaders Salvatore Malatesta (St Ali), Sasa Sestic (Ona), Paul Jackson (Dane's Specialty Coffee), Jody Leslie (Toby's Estate) and Jenny Willits (Seven Miles Coffee Roasters) - launched on 13 May and streamed on Facebook to thousands of viewers in 24 hours.

Proudly Australian owned and grown, Riverina Fresh supports local farmers, local communities and the local economy, with all profits staying in Australia.

The brand is now actively exploring the establishment of a home delivery channel in Melbourne and Sydney as well as further partnerships with independent retailers.

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