



By Matthew Jones

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MOYA finalists announced

Premier marketing award for Australasian fresh produce and floral industries attracts strong field of entries



PMA Australia-New Zealand (PMA A-NZ) and Produce Plus Magazine are delighted to announce the finalists for the PMA-Produce Plus Marketer of the Year Award 2019.

Now in its eighth year, the premier award for marketing excellence in the Australasian fresh produce and floral industries attracted an impressive range of entries from all points of the value chain, with the judges having their work cut out to select the following five finalists:

- Olivia Grey from Hort Innovation for the 'Hailstorm Heroes' campaign
- Zespri's Australian Sales & Marketing Team for the 'Zespri SunGold Kiwifruit' campaign
- Sona Padman from Freshmax Australia for the 'Modi Apples' campaign
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- Cecilia Flores Paez from T&G Global for the 'Orchard Rd Brand Launch' campaign
- The Costa Avocado Team for the 'Lovacado Launch' campaign

Each entry was assessed on how compelling the campaign was, its unique features, how appropriate the marketing tools were to the product and target audience, how well it was targeted at the particular market segment, and evidence of its success.

"The feedback from our judges was that it was extremely difficult narrowing the field down to just five finalists," explained Matthew Jones, Editor of Produce Plus. "We have been amazed by the depth of entries we received again this year."

Sam Clayfield, Events and Marketing Manager of PMA A-NZ, added: "We were blown away by the high-quality nominations received for MOYA 2019. It's testament to the many great marketing campaigns happening across

our industry highlighting everything that's great about fruit and vegetables."

PMA A-NZ and Produce Plus congratulate this year's finalists and thank all of the nominees for their impressive entries.

A report on the five finalists will feature in the upcoming Winter 2019 edition of Produce Plus, with the finalists also showcasing their campaigns on the trade show floor at Hort Connections in Melbourne on 26 June.

The winner of the 2019 PMA-Produce Plus Marketer of the Year Award will be announced at the Hort Connections Gala Dinner later that evening.