

# SPC Ardmona



- Retainer Client with Newell PR since 2017
- Australia's largest and number one producer of premium packaged fruit
- Established in the early 1900's, Australians have trusted and loved SPC brands for 100 years
- With an objective to generate media exposure among key general, business, lifestyle and trade media in Shanghai and other cities of China
- Newell is appointed as China PR agency and invited top-tier media to attend SPC Ardmona and CSFA Holdings Shanghai Strategic Partnership Press Conference



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# Press Conference - Shanghai



- Objectives: To announce the strategic partnership between SPC Ardmona and CSFA Holdings Shanghai and introduce Goulburn Valley and IXL brands and products to the Chinese market
- Reg Weine, Managing Director of SPC, hosted the press conference
- Chose Waldorf Astoria Hotel Shanghai as the venue and Newell helped to decorate it to create an original ecology sentiment of Australian style
- 22 Tier 1 general, business, lifestyle and trade media attended



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# Group Interview



Group interview with 4 journalists from Shanghai Morning Post, Restaurateur, China Food and Food Sources were arranged around the topic of the cooperation between SPC and CSFA Holdings Shanghai

Quality Coverage generated



