

Company: RISER, Armadale, VIC Australia

Company Description: RISER is an end-to-end product sampling solution for lifestyle brands. Effortlessly sample products to thousands of micro-influencers within your target categories and simultaneously, clip and repurpose their content for your social media, and even tag your retailers for maximum exposure.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Marketing – Consumer Products

Nomination Title: Theory Crew - Consumer PR for an Existing Product:
Driscoll's



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Specify the date on which this campaign or program was launched:

Planning for the Driscoll's Sweetest Batch Strawberry campaign commenced in August 2023, with key campaign activity and activations rolling out between January and March 2024, to align with the product's seasonal return to shelf.

4. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 238 words used.

The development of the Sweetest Batch Strawberry campaign was underpinned by a tight timeline and even tighter alignment with Driscoll's broader marketing strategy. Theory Crew collaborated closely with the client's digital, creative, field, and shopper teams to ensure our activity amplified their key brand messages while remaining nimble and self-sufficient.

Planning kicked off with deep category analysis, consumer insights, and product immersion. We identified that Australians loved strawberries but didn't view them as a seasonal indulgence. That became our unlock, to position Sweetest Batch Strawberries as the summer treat you didn't want to miss. The campaign needed to drive awareness, increase trial, and create talkability online and in-store.

We built the strategy around four core pillars: earned media, strategic influencer engagement, mass sampling, and a show-stopping beach activation. From there, we mapped out an agile timeline, with sampling and influencer content timed to coincide with in-store availability. Creative development focused on nostalgia, joy, and the sensory appeal of strawberries at their sweetest.

Media outreach was structured to land in waves, timed around the product's return to shelves and supported by spokesperson and head of Strawberry Production, Sally Kershaw for added authority. Influencer Liz Miu was selected for her viral reach and relatable tone, while content was designed to be crave-worthy and highly shareable. Every touchpoint was built to feel consistent and compelling, whether it was a recipe reel, a TV segment, or a beach-goer posting with strawberry-stained fingers.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 122 words used.

Supporting materials include a [campaign report](#) showcasing visuals from the Bondi Beach activation, influencer content from @itslizmiu, and a media coverage report detailing all secured placements and reach. These assets demonstrate the multi-channel nature of the campaign and the consistency of messaging across touchpoints.

Video footage from the activation brings to life the scale of engagement and product sampling in real time, while screenshots of tagged content on TikTok and Instagram illustrate the campaign's social impact. PR metrics are backed by iSentia, and influencer results are sourced from platform analytics and direct creator insights.

These materials not only validate our metrics, they capture the real-world joy and engagement this campaign created proof that a clever, connected strategy can turn fruit into fandom.

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 206 words used.

Driscoll's Sweetest Batch Strawberries are a premium, limited-edition product with a sweeter, juicier flavour that sets them apart. But with a crowded fresh produce category, a short seasonal window, and a discerning consumer base, simply having a great product was not enough. Driscoll's needed more than awareness, they needed desire. The challenge was twofold: to reframe Sweetest Batch Strawberries as a premium summer indulgence worth seeking out, and to build urgency around a product that would disappear from shelves in just a few months.

Theory Crew was brought on to do exactly that. We saw the opportunity to turn a seasonal fruit into a cultural moment, using real-world experiences, viral content, and strategic storytelling to shift perception. The category was noisy, the window was short, and the stakes were high. We knew we had to capture hearts and taste buds fast. Our role was to deliver a multi-channel PR-led campaign that could ignite national momentum, align seamlessly with Driscoll's internal marketing efforts, and bring the joy of Sweetest Batch to life in a way that felt fresh, fun, and unforgettable. It wasn't just about strawberries, it was about sparking a shared summer experience that would stay top of mind long after the last punnet was sold.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 249 words used.

Theory Crew transformed the Sweetest Batch Strawberry from just a seasonal relaunch into a national moment of joy. The campaign came to life across PR, social, and sampling channels, anchored by a hero activation at Bondi Beach that delivered more than 3,500 samples and saw 270kg of strawberries enjoyed in just four hours.

Media outreach secured 10 pieces of earned coverage, including three national TV segments on Weekend TODAY and TODAY Show, with a cumulative reach of 3.4 million. The PR value exceeded \$205,000, with all media coverage reinforcing the berry's premium taste and local provenance.

Influencer content from @itslizmiu delivered 4.44 million+ views across four posts, capturing both lifestyle and food moments. Her strawberry taste test and nostalgic storytelling went viral, driving both engagement and brand affinity. Across all influencer content, we saw 26.2k engagements, 135 saves and shares, and a combined creator reach of 749,000+.

On the ground, beachgoers became brand advocates, sharing hundreds of tagged posts and stories using branded hashtags and wearing branded merch. Sampling tools, like usherette trays and a custom 'Spin & Win' game, added a playful edge that encouraged participation and sharing.

Retailer feedback confirmed a strong uplift in consumer demand during the campaign period, while Driscoll's noted it as one of their most successful seasonal pushes with a 14% YOY sales growth despite going on promo less. This campaign didn't just generate buzz, it drove trial, elevated perception, and built momentum from shelf to social.

Attachments/Videos/Links:

[Theory Crew - Consumer PR for an Existing Product: Driscoll's](#)



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