

27<sup>th</sup> October, 2017

## **CaroMel's platform launch set**

### **Platform launch**

CaroMel's platform is ready for launch. The company will now sprint to load the branding and emotional engagement aspects onto the platform and launch.

### **Global advertising agency decided**

CaroMel has decided on the global advertising agency [whiteGrey](#) to be their partner in developing an emotional engagement with fishermen, farmers and end-consumers. The branding is important as there are precious few brands in the agri space and CaroMel's targeted luxury agri products lend themselves to branding.



China is one of the world's most brand and prestige oriented markets. Click on this [iconic, emotive ad](#) to understand the relationship CaroMel's brand and platform seeks to build with fishermen, farmers and end-consumers.


#### **About CaroMel Ltd**

CaroMel's digital disruption directly connects farmers and fishermen to high-end restaurants in China and beyond, thereby eliminating almost 50% of supply chain costs. CaroMel enables traceability, provenance and a significantly enriched end-user experience, providing the foundation for a great brand that generates loyalty.

For more information please visit

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(login required, sign up is free).

A handwritten signature in black ink, appearing to read 'Greg McLardie'. The signature is fluid and cursive, with a large loop at the end.

Greg McLardie  
Managing Director