

# Helix Australia hits the small screen to drive consumer awareness

In addition to its strong presence as a breeder and marketer of new and improved Chamelaucium and Boronia hybrids, Helix Australia also invests significant resources to develop a strong brand profile at a consumer and trade level.

Adrian Parsons, Managing Director of Helix Australia, outlined the rationale for investing in downstream consumer marketing activity.

"Fast moving consumer goods manufacturers (FMCG) always allocate a percentage of their budget to build a consumer brand profile and awareness, to help move stock from the retailer shelves.

Breeding is both a long and expensive exercise and it is vital that we help create demand for our hybrids across growers, retailers and home gardeners."

To assist this objective Helix Australia has commissioned a segment on The Garden Gurus television programme profiling its two Boronia hybrids; Boronia Plum Bells and Boronia Magenta Stars.

The Garden Gurus show is experiencing very strong growth and ratings, with an average viewership of 513,000 per episode. It's interesting to note that there's a 139 per cent

increase in 25–39-year-olds; a market that are eager to learn to experience success.

In addition, The Garden Gurus website views and Facebook engagement, particularly The Garden Gurus Live, have been increasing week on week.

The Helix Australia Boronia segment will feature on The Garden Gurus, Channel 9, on Saturday 21 August. I'd encourage NGIV Members to tune in. Check local TV listings for more details. 🌱



Find out more about Helix Australia at [helixaustralia.com.au](http://helixaustralia.com.au) or contact Adrian Parsons  
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## PREMIUM BORONIA & WAXFLOWER VARIETIES

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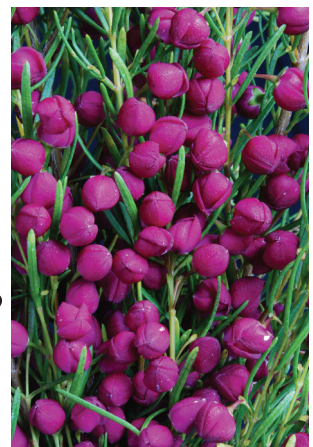
Waxflower Sarahs Delight



Waxflower My Sweet 16



Boronia Magenta Stars



Boronia Plum Bells

Available from:

### VIC

Bushland Flora  
Narkabundah Nursery  
Humphris Nursery

### SA

Native Plant  
Wholesalers

### NSW

Tarrawood Nursery  
Gondwana Nursery

### WA

Benara Nurseries  
Domus Nursery  
Plantrite

### QLD

Pohlmans Nursery