

From bushfire-driven profits to hitting the suds during COVID



1.

The Magic Day



2.

The Weather Effect



3.

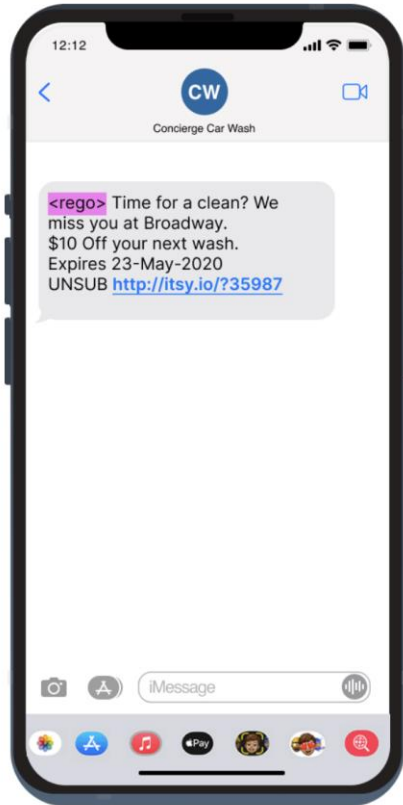
**Low repeat purchase
frequency**



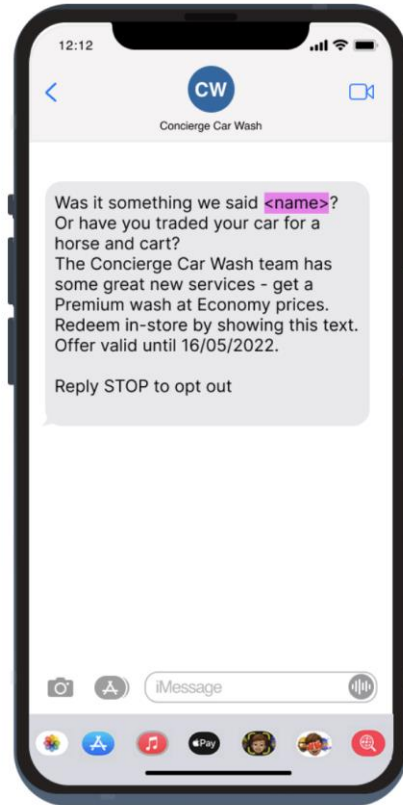
4.

**Almost no memory
structures**

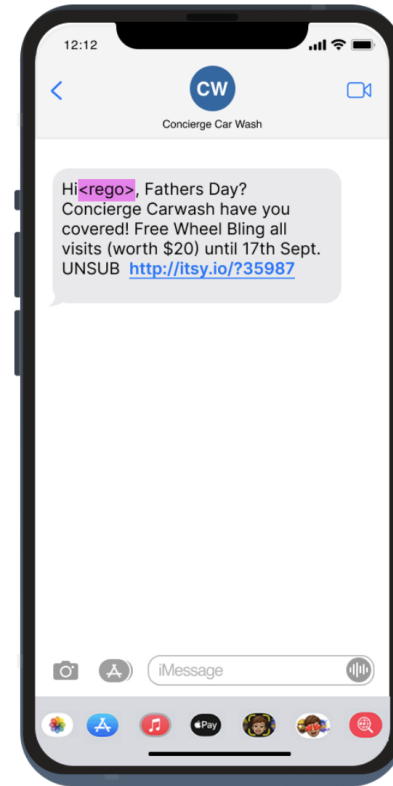
**Hand-crafted attention
to every detail**



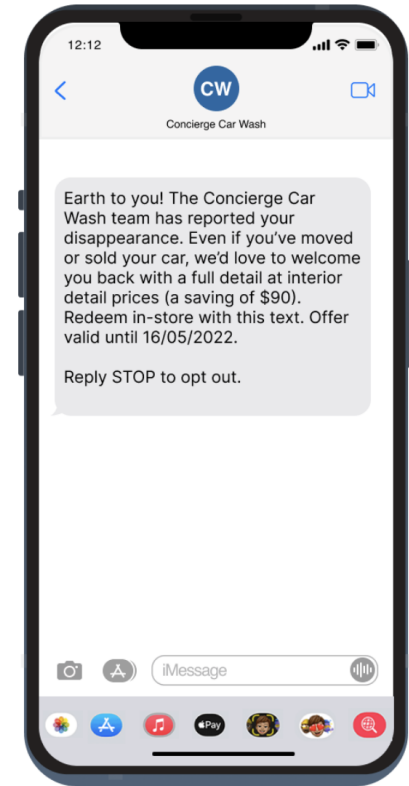
Initial text messaging activity



Our communications



Initial text messaging activity



Our communications

