

## THE WINNERS: 2011 AMI AWARDS FOR MARKETING EXCELLENCE



The 2011 winners in the Australian Marketing Institute's Awards for Marketing Excellence were announced before a sold-out gala dinner audience at the Sydney Hilton on 19 October as part of the Institute's Annual Conference. The Awards for Marketing Excellence are presented to organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Our aim is to acknowledge exceptional marketing practice and to raise the standards of marketing professionalism.

In each state, we have presented marketing awards to recognise outstanding marketing achievements. The category winners from each state become national finalists and are competing with the national finalists from around Australia.

The judges had specific criteria that had to be met, so in judging the awards emphasis was given to the following elements:

- The business issue (10%).
- The solution (30%).
- The business result (30%)
- The key outcomes that contributed value to the organisation (30%).

### **Special Awards**

- Sir Charles McGrath Award
- Certified Practising Marketer of the Year

### **Category winners**

- Brand Extension
- Brand Revitalisation
- Consumer Insight
- Corporate Social Responsibility
- Education
- Experiential and Brand Experiences
- Green Marketing
- Incentive Marketing
- Internal Marketing
- Loyalty Programs

- Marketing Communications (Business to Business)
- Marketing Communications (Business to Consumer)
- Multimedia and Interactive
- New Brand
- New Product/Service Launch
- Relationship Marketing
- Social Marketing
- Sponsorship

The top prize

- Marketing Program of the Year

### Sir Charles McGrath Award

The Sir Charles McGrath Award is presented as recognition of long-term service to marketing and marketing achievement. The late Sir Charles McGrath had a distinguished record of industrial development in Australia. A man of vision, he was an outstanding achiever in every regard.

Sir Charles started with Repco at the age of 15 as the delivery boy on a bike; he rose to become Chairman, holding that position from 1957 to 1980. He was knighted for his services to industry and export. Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing through sound business practice, development of the marketing profession or wider industry achievements.



#### The Winner:

Professor John Roberts, 2011 recipient of the Sir Charles McGrath Award.

### Certified Practising Marketer of the Year

The CPM Marketer of the Year has been established to strengthen the position of the CPM program and to recognise the contributions of an outstanding Certified Practising Marketer. These contributions might include playing a significant role in marketing in either the corporate or public sector, contributions to the development of marketing theory and practice or contributions to the professional status and recognition of marketing. Accordingly, the Board acknowledges the CPM Marketer of the Year from within our respected CPM members as a part of the AMI's commitment to CPM and its growing role.

### The Winner:



David Redhill, Chief Marketing Officer, Deloitte

David Redhill has worked in branding, marketing and journalism since the early 1980s while living in Australia, Europe and the US. His work has been published in international journals including the Financial Times and Creative Review (UK); The Australian and Sydney Morning Herald (Australia); La Vanguardia (Spain) and the New York Times. David's career includes stints at PWC, Landor, iXL, and BEA Systems. He is a partner and Chief Marketing Officer with Deloitte Australia and a member of Deloitte's global brand council.

## CATEGORY WINNERS

### Category: Brand Extension

#### The finalists:

- Patents & Trademarks, EKM Business
- We are scosa, scosa (Spastic Centres of South Australia Inc)
- Mater Mothers' Private Redland – It's the little things that mean a lot, Mater Health Services
- Creating ONE RACT, Clemenger Tasmania Pty Ltd
- Community Fundraising by Direct Marketing, Children's Leukaemia & Cancer Research Foundation & Royal Life Saving Society WA
- Celebrating 225 years of innovation and excellence, Rider Levett Bucknall
- Digital launch campaign for the Audi A1 in Australia, MassMedia Studios
- Shapes Sensations: A genuine taste sensation, George Patterson Y&R and Arnott's
- Deloitte turns Analytics inside out: brand development and visual identity, Deloitte
- Overcoming Taste Barriers: Budweiser Blind Sampling, Octagon



### The winner:

Mater Mothers' Private Redland – It's the little things that mean a lot, Mater Health Services. The lynchpin to this plan was aligning existing services as an extension of the quality, care and trust that had been developed through the past 60 years. This extension was officially launched in March 2010. The plan was executed within budget with an increase in patient numbers of 36% and \$700,000 in revenue in nine months.

### Category: Brand Revitalisation

#### The finalists:

- Making the right turn – from personal injury to personal care, Trilby Misso Lawyers
- Merrylands RSL Club Revitalisation, Merrylands RSL Club
- Returning the Glass Half Full Campaign, AJF Partnership
- Brand Revitalisation of Alzheimer's Australia (SA), Alzheimer's Australia (SA)
- Unigym – Fitness for Everybody, Natalie Geard and Tracey Allen Graphic Design

- A Capital Investment in Revitalisation, University of Canberra
- The New Number 2 Campaign, iiNet
- The Red Centre, Tourism NT
- Revitalising the Study Adelaide brand, Education Adelaide
- Land Rover Defender 90 Road To The Pro, Mindshare
- Celebrating 225 years of innovation and excellence, Rider Levett Bucknall
- Wagon Wheels: Reinventing the Wheel, George Patterson Y&R and Arnott's
- Creating value in our advice from the inside out, Commonwealth Bank
- Australian Power & Gas Brand Revitalisation, Australian Power & Gas
- BOQ – The Bank with Owner-Managers, Bank of Queensland (BOQ)
- Tourism Queensland and Tourism Australia Nothing Beats Queensland Campaign, Tourism Queensland and Tourism Australia
- Betadine Brand Revitalisation, Sanofi-aventis Consumer Healthcare
- How the return of the real bakery led to the return of more customers, AJF Partnership
- Captain Birdseye Sails again, Simplot Australia
- Breaking the Google habit campaign, Clemenger BBDO and Proximity Melbourne
- Hidden Pizza Restaurant campaign, Yellow Pages



#### The winner:

Wagon Wheels: Reinventing the Wheel, George Patterson Y&R and Arnott's. This agency reinvigorated an unloved fan base and kick-started conversations in social media, galvanising support. Collaboratively with their audience, they secured pride of place for this icon again, gaining 1700 incremental distribution points for a massive 70% growth. The product sold out for the first time in many years and baseline sales continue to grow.

#### Category: Consumer Insight

##### The finalists:

- Healthy Insights, Mater Health Services
- Solaris Sys Admin Survey, Bientalto
- Consumer Insights of Alzheimer's Australia (SA), Alzheimer's Australia (SA)
- 26Ten, Red Jelly
- Our search for solutions: Murdoch University's new staff and student web pages, Murdoch University
- P&O – Neighbours, MediaCom
- Alienware Clan Challenge, MediaCom
- Creating value in our advice from the inside out, Commonwealth Bank
- How HCF re-focused on the customer using an online Business Performance Score Dashboard, The Hospitals Contribution Fund of Australia Limited
- Project Tucker: Insights for brands to get onto the dinner table, TorchMedia
- Social Media Strategy Takes Flight at Qantas, Qantas Frequent Flyer
- Ostelin Vitamin D – Consumer Insights Campaign, sanofi-aventis Consumer Healthcare
- Hidden Pizza Restaurant, Yellow Pages
- Breaking the Google habit, Clemenger BBDO and Proximity Melbourne



**The winner:**

Alienware Clan Challenge, MediaCom. This campaign encompassed online advertising, in-game advertising, events, PR and content production to create real advocacy for this gaming system. They created Australia's most talked about gaming tournament; Let's call it challenge X, the finals of which took Australian eSports tournaments to a new level. They increased sales of the machines by 66% and generated PR from the tournament valued at more than \$500,000.

**Category: Corporate Social Responsibility**

**The finalists:**

- Ergon Energy Envirofund, Ergon Energy
- Improving Young Driver Road Safety Awareness – The Snowy Hydro Young Driver Training Program, Snowy Hydro Limited
- V/Line Life Training Campaign, V/Line Pty Ltd
- Dream Shield, IP Australia
- We're Stegglers for Children's Charities Corporate Social Responsibility, Baiada Poultry Pty Limited
- Buy Queensland, Buy Queensland and the 'Communications Industry'
- 'Sunsuper Superannuation' 'Dream For A Better World', BCM Partnership
- Powering the Cause Tour De Cure, CSC Australia
- FlyBuys Points for Purpose Campaign, Reactive Media



**The winner:**

Dream Shield, IP Australia. This campaign is about bridging this gap through culturally relevant communications, distributed to the right audience via the most appropriate channels. World-class case studies in print, audiovisual and online resources reach their target audience via television, radio and websites along with face-to-face support from agencies and business councils. As part of this company's public education and awareness program, this campaign is a stand out!

**Category: Education**

**The finalists:**

- Not just a sporting school, St Joseph's Nudgee College
- Future Students (Undergraduate) 2011, Macquarie University
- La Trobe Uni and Melbourne Heart Football Club – an educational partnership, La Trobe University
- The University of Adelaide – School Leaver Engagement Strategy, The University of Adelaide
- A Capital Investment in Customer Insight, University of Canberra
- When ideas connect, encounters are created. Murdoch University Brand Campaign, Murdoch University
- Deloitte Leadership Academy, Deloitte
- Knowledge @ Australian School of Business, Australian School of Business at the University of New South Wales



**The winner:**

Knowledge @ Australian School of Business, Australian School of Business at the University of New South Wales. In its first year this site secured 47,515 subscribers from 88 countries. It is the sixth most popular source of business information for readers – ahead of 21 other online business information sources from Australia and overseas. In its first year the site has increased the global visibility of the school with more than 135,525 unique visitors, over \$110,000 worth of comparative media value, and just under half a million page views by visitors from 192 countries.

**Category: Experiential and Brand Experiences**

**The finalists:**

- Tourism Queensland's 'Passport to Shine' Campaign, Tourism Queensland's brand launch for 'Queensland, Where Australia Shines'
- Yellow Tail Summer Sample Sessions, Jack Morton Worldwide
- Marketing seasonal experiences in the bushfire aftermath Victoria, Destination Gippsland
- Picture Adelaide by Adelaide City Council, Adelaide City Council
- Stoked to Be Local, Clemenger Tasmania Pty Ltd
- Box seats, banners and Bob Dylan: Murdoch University at the West Coast Blues 'n' Roots Festival 2011, Murdoch University
- Causing effect, Deloitte
- Improved Customer Service; Spreading the Word, Soup
- Lindeman's Open Garden, Treasury Wine Estates
- Marry Me Microsoft, Reprise Media
- Samsung 3D TV Launch, Jack Morton Worldwide
- Tourism Ireland St Patrick's Day Flashmob, Central Station, Sydney, Tourism Ireland
- XXXX GOLD Retreat – Bringing 'The Good Life' to V8 Supercars, Octagon
- The Art of Shaping, BCM Partnership
- Hi Fert's, Hi-Fert Pty Ltd
- Hidden Pizza Restaurant, Yellow Pages
- Terrain Tamer ask Allan competition, Don Kyatt Spare Parts Pty Ltd



**The winner:**

Hidden Pizza Restaurant, Yellow Pages

This company needed to convince small businesses that people still look for them in this directory. In just two weeks, 8000+ people found the Hidden Restaurant – 71% by using this directory. Since the launch, there's been a 23.5% increase in new business leads in the first week of the campaign being on air.

## Category: Green Marketing

### The finalists:

- eco = zero. Environmentally responsible paper with ecoStar, ecoStar by Raleigh Paper and Tell Creative
- Natural Gas. The Natural Choice, Pulse Marketing Group
- Water Innovation Day, Siemens Limited and the Smart Water Fund
- Feedback on water-saving for ACT residents, Grey Canberra
- Box seats, banners and Bob Dylan: Murdoch University at the West Coast Blues 'n' Roots Festival 2011, Murdoch University
- New approaches to green building challenge conventional thinking, Rider Levett Bucknall
- An eMazing Statement of Accounts, Evocatif
- WWF Earth Hour Awards 2011 | Online Marketing Campaign, Rocketman Media Pty Ltd
- Garage Sale Trail, Republic of Everyone (for client Garage Sale Trail)
- Salvos Stores – taking the “going ‘green’ challenge” to the community, DGM Advertising



### The winner:

Garage Sale Trail, Republic of Everyone (for client Garage Sale Trail). This campaign achieved collaboration, redistribution and social connectivity. 1613 registered, 77,259 shoppers, 72,585 items redistributed, 49,591 kg saved from landfill, 9742 new community connections and the national reach figure = 68 million+ All in all, this campaign proved that junk does have value, sustainability works best when it starts in our own backyard, and the only thing more fun than buying new stuff is selling old

stuff.

## Category: Incentive Marketing

### The finalists:

- Get Your Hands on Sam's Stuff!, Evocatif
- Passport To Rewards', Sunlover Holidays, Scenic Tours, Globus Holidays and Synchro Marketing.
- Seven Network 'Magnificent 7', Seven Network and Synchro Marketing
- Toyota 'Sales Rev', Toyota and Synchro Marketing
- Silver Chef Sales League with Carlson Marketing, Silver Chef



### The winner:

Seven Network 'Magnificent 7', Seven Network and Synchro

This incentive marketing program rewards this channel's sales and sales support personnel. The results? More than 75% of participants visit the website monthly. An average revenue share of 40.30%. Importantly, the percentage of advertising revenue is greater than its percentage audience ratings. Unwanted staff turnover has also significantly reduced, with independent analysis revealing a cost saving of more than \$500,000.

## Category: Internal Marketing

### The finalists:

- From the inside out – creating a united working culture, Q-COMP
- Telstra PUSH Campaign, LAM Agency
- Now it's up to you, Hydro Tasmania
- FlexiGroup Too Easy internal engagement program, FlexiGroup Limited
- Creating value in our advice from the inside out, Commonwealth Bank
- Don't diss the dot, Deloitte
- Deloitte Fantasy Football, Deloitte
- The .01% effect multi-brand training program, BT Financial Group
- Seven Network 'Magnificent 7', Seven network and Synchro Marketing
- Face 2 Face Feb, Westpac Private Bank



### The winner:

Deloitte Fantasy Football, Deloitte. This campaign attracted clients to a company-branded website, succeeding through a combination of conventional brand communications and 'ambush' marketing. Their social media strategy further increased viral participation for the competition, generating publicity for the brand and personally engaging stakeholders by promoting their teams, celebrating the cultural diversity, and increasing the sense of family across their global network.

## Category: Loyalty Programs

### The finalists:

- Sunsuper Double Up, Sunsuper
- The Colour Clique Loyalty Program, Inspirations Paint & Colour
- Passport to Rewards, Sunlover Holidays, Scenic Tours, Globus Travel and Synchro Marketing
- Customer loyalty program: to earn the right to talk one company had to show it knew how to listen, CSC Australia
- Fly buys – points for purpose, Reactive Media
- Freebies Rewards campaign, Centro Properties Group



### The winner:

The Colour Clique Loyalty Program, Inspirations Paint & Colour.

In this financially sustainable loyalty program, launched in early 2008, the results have been beyond expectations. The new program has seen sales and memberships increase year-on-year, growth in store participation, store involvement and communications outcomes.



## Category: Marketing Communications, Business to Business

### The finalists:

- eco = zero. Making business sustainable is easy, ecoStar by Raleigh Paper and Tell Creative
- Natural Gas. The Natural Choice, Pulse Marketing Group
- Global thought leadership, Invetech
- Trademate, Red Jelly
- A Rising Tide of Expectations, CSC
- Celebrating 225 years of innovation and excellence, Rider Levett Bucknall
- FX Q4 – Paper Plane Campaign, FUJI XEROX
- LAMKit: The Value Of Local Area Marketing, Travelscene American Express and Marketing Angels
- Get Your Hands on Sam's Stuff!, Evocatif
- BT Insurance – life lessons launch, BT
- Macquarie Specialist Investments - Vital Symposium 2011, Macquarie Specialist Investments
- TorchMedia presents: The Moment of Truth, TorchMedia
- Easter Show – The Largest Celebration of the Best in Australia, DDI/Royal Agricultural Society
- AWTC Instore Marketing Program, Davey Water Products
- Hidden Pizza Restaurant, Yellow Pages
- Producing Productivity Leaders, Telstra Enterprise & Government



### The winner:

A Rising Tide of Expectations, CSC. This campaign had a clear vision – to become Australia's preferred health systems integrator. Today, this company is sought after by the Government, media, analysts and peak health industry associations for comments and advice on eHealth. Most importantly, the Australian Government is now aware that this company is ready to deliver a national eHealth reform program for all Australians.

## Category: Marketing Communications, Business to Consumer

### The Finalists:

- Tourism Queensland's 'Passport to Shine' Campaign, Tourism Queensland's brand launch for 'Queensland, Where Australia Shines'
- Easter Show – The Largest Celebration of the Best in Australia, DDI/Royal Agricultural Society
- Big M – Reigniting an old love in a new consumer world, AJF Partnership
- Marketing Communications Business to Consumer – Alzheimer's Australia (SA), Alzheimer's Australia (SA)
- Changing attitudes to white milk, Clemenger Tasmania Pty Ltd
- When ideas connect, encounters are created. Murdoch University Brand Campaign, Murdoch University
- Commonwealth Bank Property Guide iPhone app, Commonwealth Bank of Australia, The White Agency, IKON Communications, Vivant and RP Data
- Creating value in our advice from the inside out, Commonwealth Bank

- Improved Customer Service; Spreading the Word, Soup
- Land Rover Defender 90 Road To The Pro, Mindshare
- Mitracks: Performance enhancing music, Client: Frucor Beverages, Agency: The Hallway
- Rexona Australia's Greatest Athlete: An iconic marketing campaign for the champion of deodorants, Octagon
- Samsung 3D TV Launch, Jack Morton Worldwide
- There's Nothing Like Australia, DDB Sydney
- St.George Bank Amplify Rewards Credit Card Launch, St.George Bank
- Unigrad 2011: The grad guide by your side, Unimail
- Breaking the Google habit, Clemenger BBDO and Proximity Melbourne
- Hidden Pizza Restaurant, Yellow Pages
- How the return of the real bakery led to the return of more customers for Bakers Delight, AJF Partnership
- Salvos Stores 'There's a Shop, Donate, Recycle in all of us' and 'Buy Nothing New Month', Taking the challenge to the community, DGM Advertising



**The winner:**

Improved Customer Service; Spreading the Word, Soup. The results of this campaign saw 19,373 people switch accounts. According to Roy Morgan data, the customer satisfaction levels rose consistently over the six-month campaign period by 2.2 percentage points overall. The gap between this bank and market leader ANZ was reduced by one percentage point, seeing this bank as close to the market leader position since tracking began (2006).

**Category: Multimedia and Interactive**

**The finalists:**

- Tourism Queensland's 'Passport to Shine' Campaign, Tourism Queensland's brand launch for 'Queensland, Where Australia Shines'
- 2011 Sydney Royal Easter Show, Royal Agricultural Society of Australia
- Rename Speed campaign, Transport Accident Commission
- The guy from Adelaide who is giving away his Lotto money on Facebook V2, Lotteries Commission of South Australia
- Super – straight up, Tasplan
- GOANYWHERE3D 'AURORA RESIDENCES', Roam Interactive Pty Ltd
- The vividwireless 'Get Connected' integrated multimedia campaign to launch the ViViFi Wi-Fi hotspot, vividwireless
- Commonwealth Bank Property Guide iPhone app, Commonwealth Bank of Australia, The White Agency, IKON Communications, Vivant and RP Data
- Deloitte TV, Deloitte
- Samsung 3D TV Launch, Jack Morton Worldwide
- The Optima Experience, SMG Red & Initiative Media
- There's Nothing Like Australia, DDB Sydney
- Terrain Tamer ask Allan Competition, Don Kyatt Spare Parts Pty Ltd



**The winner:**

The Art of Shaping, BCM Partnership. This campaign was developed to find real women to become ambassadors. Hundreds of women from around Australia and New Zealand, of all shapes and sizes, across all age groups, participated in the campaign, eager to demonstrate how they had embraced their natural shape, and in doing so, compete to become one of the six ambassadors.

**Category: New Brand**

**The finalists:**

- Mater Mothers' Private Redland – It's the little things that mean a lot, Mater Health Services
- Spinners by Shane Warne product, Lime Door Brands
- Style in the Mercury, first birthday celebrations, Davies Brothers Pty Ltd
- Tile Boutique WA Marketing Strategy, Scorch Marketing & Communications
- Spare Ticket, Brio Group and Rhonda Locke
- Quorn creates a new category in Australia, Simplot Australia Pty Ltd



**The winner:**

Quorn creates a new category in Australia, Simplot Australia Pty Ltd. This brand was unknown in Australia. The launch required early understanding of consumer and retailer motivations, and then matching the offer to those needs and wants. As a result, Quorn has nearly doubled the frozen vegetarian segment, taken market leadership within three months of launch and created a brand new category, Frozen Health.

**Category: New Product/Service Launch**

**The finalists:**

- Ladies who shoot their lunch: Are you Game?, Plunkett Fowles (Vic winner)
- The Mercury – Taste Sensations, Davies Brothers Pty Ltd (Tas winner)
- New Product Launch – the vividwireless ViViFi W-Fi hotspot, vividwireless (WA winner)
- 3M & Littmann® Electronic Stethoscope, 3M Australia
- BT Life Lessons launch, BT
- Commonwealth Bank Property Guide iPhone app, Commonwealth Bank of Australia, The White Agency, IKON Communications, Vivant and RP Data
- Qantas Next Generation Check-in, Qantas Marketing Team
- RLB Intelligence Smartphone application, Rider Levett Bucknall
- St. George Gold Service Digital Communications, St. George
- Orrcon Steel's Section Translation Guide, Orrcon Steel

- We're the bank with products LIKE NO OTHER!, BOQ – Bank of Queensland |
- The Four N' Twenty Legendary Angus Beef Pie, Patties Foods Pty Ltd
- Bayer Environmental Science Campaign, Bayer
- Launch of Pregnancy Birth & Baby Helpline, Grey Canberra



**The winner:**

We're the bank with products LIKE NO OTHER!, BOQ – Bank of Queensland. This campaign saw the launch of two new products not only contrived, named and in quick succession but targeted with precision. The result is a ROI of \$14 for every \$1 spent on marketing and a 25% increase in the rate of customer acquisition as this bank goes on a mission to get noticed as the bank with products like no other!

**Category: Relationship Marketing**

**The finalists:**

- Mater Doctors Program, Mater Health Services
- Revolutionising HCF's member retention strategy, The Hospitals Contribution Fund of Australia Limited



**The winner:**

Mater Doctors Program, Mater Health Services. This health services company implemented a face-to-face relationship marketing strategy, focused on promoting reciprocal communications between two groups. This was underpinned by solid referral data and a thorough segmentation strategy to maximise their effectiveness.

**Category: Social Marketing**

**The finalists:**

- Brisbane City Council – January 2011 Flood Crisis Social Marketing, Brisbane City Council
- Fighting skin cancer with a musical sound. A social marketing initiative, Cancer Council NSW
- Reinvigorating Volunteering in Victoria – I can do that, Fenton Stephens
- City of Charles Sturt, City of Charles Sturt
- The Mercury – A day in the life of Tasmania, Davies Brothers Pty Ltd
- Community 2030 (C2030) – Conversations with the Community, LandCorp
- Facebook, Deloitte
- Money Matters, Hume Building Society
- Buy Queensland, Buy Queensland and the 'Communications Industry'
- Flybuys Points for Purpose project, Reactive Media
- Family Violence Witness Campaign, Grey Canberra



**The winner:**

Fighting skin cancer with a musical sound. A social marketing initiative, Cancer Council NSW. This campaign has proven to be a sustainable community engagement initiative, received international recognition, led to exciting commercial partnerships and now expanded to more than 50 locations in New South Wales.

**Category: Sponsorship**

**The finalists:**

- Pimp My Schoolies, rare|wear and Make Communications
- QBE and the Sydney Swans – One of the most enduring relationships in Australian sport, QBE Insurance
- Run Melbourne sponsorship campaign, The Age
- MyState Financial Australian Wooden Boat Festival, MyState Financial/Red Jelly
- Box seats, banners and Bob Dylan: Murdoch University at the West Coast Blues 'n' Roots Festival 2011, Murdoch University
- Australian Open 2011 Sponsorship Activation, IBM Australia
- Australia's Got Talent Integrated Marketing Campaign, Gloria Jean's Coffees
- Celebrating 225 years of innovation and excellence, Rider Levett Bucknall
- Land Rover Defender 90 Road To The Pro, Mindshare
- Oprah's Ultimate Australian Adventure, Qantas Airways Limited
- Qantas Grand Prix, Qantas
- Handee Ultra 2010 Master Chef Australia Sponsorship, SCA Hygiene



**The winner:**

Qantas Grand Prix, Qantas. This campaign not only cemented this company as a contemporary, premium and forward thinking brand but also reinforced its involvement and support of racing in Australia. Overall, based on the entire investment, this sponsorship initiative achieved an ROI of \$22.50:1, evaluated by revenue plus brand exposure divided by cost.

**Marketing Program of the Year**

The AMI Marketing Program of the Year is awarded to the entry judged the most outstanding entry across all categories. This year the winner comes from the New Brand category.



**The winner:**

Quorn creates a new category in Australia, Simplot Australia

Amanda Mortensen, Senior Brand Manager, Innovation and Projects, and Tara Lordsmith, General Manager Marketing, Simplot Australia, accept the top prize, Marketing Program of the Year.

**Award Sponsors**

The Australian Marketing Institute thanks the major sponsors involved with the awards program

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