

THE WINNERS: 2012 AMI AWARDS FOR MARKETING EXCELLENCE



The 2012 winners in the Australian Marketing Institute's Awards for Marketing Excellence were announced at a festive gala dinner at the Grand Hyatt Melbourne on 24 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 plus the direct national finalists.

This year we celebrate the 30th anniversary of the awards, which began in 1982 as the Hoover Marketing Awards.

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
- Digital Marketing
- Education
- Experiential and Brand Experiences
- Green Marketing
- Incentive Marketing
- Internal Marketing
- Loyalty Programs

- Marketing Communications (Business to Business)
- Marketing Communications (Business to Consumer)
- New Brand, Product or Service Launch
- 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. View past winners



The Recipient:

Bernie Brookes, Managing Director and CEO, Myer Group

Bernie Brookes was appointed Managing Director and CEO of the Myer Group on 2 June 2006. In his role, Bernie has been responsible for the transition of Myer following the separation from the Coles Group and for rebuilding the Myer business under new ownership. Bernie has spent 36 years working within the retail industry in local and international roles in India and China. Prior to joining Myer, Bernie was a Management Director of Woolworths.

Bernie has held several roles as president and executive of various industry organisations including the Retail Traders Association in Queensland and Victoria and President of the Queensland Grocery Association. He has also assisted on several charitable and government ventures and committees. He is an advisory member of The Salvation Army Australia Southern Territory Territorial Advisory Board.

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. View past winners



The Recipient:

John Sintras, Chief Executive Officer, Starcom MediaVest Group Australia

John began his advertising career as a trainee with Leo Burnett Sydney in 1982. He was appointed to his present role in June 2007, after 25 dedicated years with the group. As Australian CEO, John oversees an organisation of more than 200 communications specialists across offices in Sydney, Melbourne, Adelaide, Brisbane and Perth. He works with many of Australia's leading companies including Suncorp Group (Suncorp, GIO, AAMI, APIA, Shannons), Optus, Virgin Mobile, MARS/MasterFoods, Network Ten, Subaru, Lion Foods, Metcash, Warner Music, Government of SA, Samsung and Emirates. John Sintras FAMI CPM, Chief Executive Officer, Starcom MediaVest Group Australia, was announced as the

winner of the Certified Practising Marketer of the Year Award.

CATEGORY WINNERS

Category: Brand Extension

The finalists:

- Life is painful, Clemenger Tasmania Pty Ltd
- The Sunday Age City2Sea, Fairfax Media
- Picture Perfect Profits in Screen Cleaning, Kimberly-Clark Australia
- scosa Give a Buck campaign, scosa
- Q-COMP's family of brands, Q-COMP



The Winner

Picture Perfect Profits in Screen Cleaning, Kimberly-Clark Australia. In 2011, a research report uncovered that consumers love their large, sleek, flat-screen televisions but are becoming increasingly frustrated with their dusty and dirty screens. Kimberley-Clark launched a product that safely and effectively cleans TVs, computers and portable touch screens and is the first TV screen cleaning product available in the supermarket cleaning aisle. It is forecast to deliver \$4 million to the cleaning category in the first 12 months.

Category: Brand Revitalisation

The finalists:

- Triumph out of Adversity, DDI
- Reinventing Velocity – The relaunch of Virgin Australia's frequent flyer program, Virgin Australia
- AMP Capital Brand Revitalisation, AMP Capital
- Fighting Alzheimer's For Australia, Alzheimer's Australia
- Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for an old Aussie 'favourite', George Patterson Y&R
- make tomorrow better, The Brand Agency
- Aurora loosens its collar, Red Jelly/Aurora Energy
- LIFE IMPACT – Brand Revitalisation, University of Adelaide
- Birds Eye Field Fresh, Simplot Australia Pty Ltd

- Coffee House of the Future, Gloria Jean's Coffees
- ActewAGL brand framework and refresh, ActewAGL
- Turning around rapid decline in a CRM program, BMF Advertising
- Lauriston gave me, Press Play Creative Marketing
- Sentia Media Brand Revitalisation, Sentia Media
- Taking Aussie Apples To A Better Place, Horticulture Australia Limited
- Tell it like it is, Newcastle Permanent Building Society
- Lifting the Coates brand higher, Coates Hire
- Virgin Australia, Hulsbosch – Communication by Design
- Giving Back, Not Taking Away, Defence Force Recruiting
- Kmart Tyre & Auto Brand Revitalisation, DIADEM
- Sydney Opera House, Sydney Opera House
- Cricket Australia: Big Bash League – How the relaunch of Australia's domestic T20 competition won back a 'lost generation' of fans, Cricket Australia
- We Care More, Ozcare/Make
- City of Darwin by Sprout Creative, City of Darwin



The Winner:

Lifting the Coates brand higher, Coates Hire. Coates Hire that faced a 7.3% sales decline in FY09 and 9.4% in FY10. It partnered on a major brand revitalisation program, which delivered a 20.2% sales increase in FY11. The brand revitalisation broke with convention and rebuilt the brand from the inside out, rather than mass media in. Coates Hire has significantly increased top of mind awareness (by 31%), brand preference (by 52%) and grown market share.

Category: Consumer Insight

The finalists:

- How Dare Iced Coffee made brains the new brawn to triumph in the NARTD category, AJF Partnership and Lion
- 2011 Brisbane Fitness and Health Expo, Major League Corporate Marketing (Brisbane)
- Aurora Energy customer website, Aurora Energy
- From insight to impact: How consumer insights helped a small not-for-profit counter a major commercial competitor's expansion, Pro Subi Limited
- KESAB – Littering Behaviour, Square Holes
- Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for an old Aussie 'favourite', George Patterson Y&R
- Lean Cuisine AMI 2012 Award Submission, Simplot Australia/Hello I'm Venus
- Road to Advocacy, MediaCom Australia
- Puma Love Run, Ogilvy Melbourne
- A Safe Clean for Your Screen, Kimberly-Clark Australia
- Pure Bake – How big thinking won the war against price discounting, BCM Partnership
- The successful launch of Bupa and the creation of new market space, Bupa Australia
- amaysim and Macquarie University (Department of Marketing and Management) State of the Mobile Nation November 2011–March 2012, Macquarie University (Department of Marketing and Management)



The Winner:

Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for an old Aussie 'favourite', George Patterson Y&R. 'Favourites' was losing ground in the boxed chocolate battle. So GPY&R developed a compelling brand proposition by offering these goodies up as the perfect 'thing to bring' to casual social get-togethers when you've been told 'not to bring a thing'. This repositioned them from a brand that was relevant once a year at Christmas time, to one that has the potential to play a role in people's lives almost every weekend.

Category: Corporate Social Responsibility

The finalists:

- Banking on our Kids, Bank of Queensland (BOQ)
- Inspiring Education through Sport – West Coast Eagles and BHP Billiton Iron Ore Community Partnership, West Coast Eagles Football Club
- Social Media and the Snowy Hydro Young Driver Training Program – Student driven learning, Snowy Hydro Limited
- People's Choice Community Lottery, assisting hundreds of community groups to reach their annual fundraising goal, People's Choice Credit Union
- The Wall of Hands Silent Auction, Slingshot Digital Ventures Pty Ltd
- Cappuccino for a Cause, Gloria Jean's Coffees
- scosa House of Hope, scosa
- CUA Community Care Program, CUA (Credit Union Australia)
- Going 'Over the Top' to fight prostate cancer, The Hub Marketing Communications
- QR National Community Giving Fund, Decoder



The Winner:

Banking on our Kids, Bank of Queensland (BOQ). This is a story about pushing the boundaries of marketing practice for good rather than evil and remembering what's so great about this industry. It's about not getting dressed for work and turning the boardroom into a catwalk! And ultimately it's about helping sick kids right across Australia get back to their own beds. In just four short weeks, this appeal turned just a \$74K investment into record donations of \$274K, media exposure and an incredible 91% branch involvement rate.

Category: Digital Marketing

The finalists:

- SkyVUE – the innovative, dynamic and real-time eBook publishing system, WhiteSky Labs Pty Ltd
- The Offline To Online Acquisition Challenge, Signet Pty Ltd
- The Grad App, Deloitte
- Shed some light on Census night, Australian Bureau of Statistics
- iiNet's great Christmas SIM card giveaway, iiNet, Australia's second largest Internet Service Provider (ISP)
- Growing BIG W's online Store Through Search, STEAK
- Leggo's Personalised Lovesongs, Simplot Australia
- IBM CMO Study Launch, IBM A/NZ
- From Zero to Hero: Helping Liquor Marketing Group meet its \$12 million challenge, Komosion
- The World's First Investment Property Simulator, BMF Advertising
- Pink My Profile – National Breast Cancer Awareness Week campaign, CUA (Credit Union Australia)
- A Typical Day With The Royal Australian Air Force, Defence Force Recruiting
- Sydney Opera House, Sydney Opera House
- Ansell Industrial Digital Marketing, Ansell Limited
- The Mercury – The Fleamarket.com.au, Davies Brothers Pty Limited
- Lumo Energy increases web traffic and online leads with Experian, Experian and Lumo Energy
- hack::Brisbane, Brisbane City Council



The Winner:

Sydney Opera House, Sydney Opera House. This campaign is about a global icon, the most internationally recognised symbol of Australia and the world's busiest performing arts centre, with seven primary venues in use nearly every day. Presenting the most acclaimed, imaginative and engaging performing arts experiences from Australia and around the world – onsite, offsite and online. At the heart of this brand strategy is making this icon an accessible, engaging and creative everyday experience for people near or far to connect and share their story.

Category: Education

The finalists:

- Australian Catholic University: Change of Preference Campaign, Australian Catholic University
- Moriah College 2011 capital appeal, First Impressions
- Evolve Your Career, The Brand Agency and Curtin University
- Road Trip, BCM Partnership
- LIFE IMPACT – Higher Education Marketing, University of Adelaide
- What's your next life? Charles Darwin University and PLAY Communication
- La Trobe University – 'That's My Preference' campaign, La Trobe University
- MyState Student Film Festival, MyState/Bluehat
- Transform your life in one year – full-time MBA program from Melbourne Business School, Melbourne Business School



The Winner:

What's your next life?, Charles Darwin University and PLAY Communication. As the only university in the Northern Territory, there are expectations on to offer a breadth of courses not otherwise viable. Based on extensive research conducted, this agency developed a number of advertising and branding campaigns for the university, aiming at increasing student enrolments.

Category: Experimental and Brand Experiences

The finalists:

- Castrol Professional Relaunch Experience, RANDEM Group
- Mobile Manicures, PLAY Communication
- Celebrating 'Best Milk in Australia', Clemenger Tasmania Pty Ltd
- LIFE IMPACT – Engaging the community, University of Adelaide
- Panadol – Inspiring Every Body, GlaxoSmithKline (agency Onepartners)
- Blood Oath, Grey Melbourne
- Discover the inspiration: Murdoch University at Southbound 2012, Murdoch University
- KitKat Chunk 3 – Triple the Fun in Your Break, Chieftain Communications
- Qantas Q Bag Tag, Jack Morton
- Treasure Trackers: the My Stockland App, Stockland Commercial Property
- A Typical Day with The Royal Australian Air Force, Defence Force Recruiting
- go card hopscotch championships – TransLink's first experiential marketing initiative, TransLink Transit Authority
- HP Trucks. Music On The Move, Hewlett Packard Australia
- Malaysian Airlines – Insiders Guide to Malaysia, Yahoo!7
- Coca-Cola, Naked Communications (In partnership with Ikon Communications, Ogilvy, Wunderman, URBAN, One Green Bean, Momentum)
- Sunny's Gonski – Bringing back brand affection, BCM Partnership and Sunny Queen Australia
- Tourism Tropical North Queensland – Panasonic Australia strategic brand alliance, Tourism Tropical North Queensland
- Qantas – The Great Crusade, Qantas



The Winner:

Blood Oath, Grey Melbourne. The clear objective of the campaign was to make young guys rethink their attitudes towards road safety and contribute to a reduction in the road toll. It started with a colloquial Australian expression and led to the idea of asking them to swear an oath of safety. It was activated in games in front of 80,000 fans and lived in local footy clubs, which earned cash rewards by sharing the message. The result was 68,000 participants on Facebook, 85% of local clubs taking part and a genuine commitment from them to promote safer driving.

Category: Green Marketing

The finalists:

- Selling something you don't own – the challenge Jemena Gas Networks faced in increasing natural gas usage, Jemena Gas Networks/Pulse Marketing Group
- Origin Sustainability Drive, Origin Energy
- Green Agenda, Deloitte
- Discover the inspiration – Murdoch University at Southbound 2012, Murdoch University
- National Nude Food Day, Press Play Creative Marketing
- Treehenge Launch 2011, Condamine Alliance and Make



The Winner:

Green Agenda, Deloitte. Through this program in 2011, Deloitte launched Green Tracker, a carbon management system that efficiently measures and reports our greenhouse gas emissions performance. This campaign engages people through a suite of programs, celebrates our natural environment and inspires people to reduce emissions both in the office and at home.

Category: IncentiveMarketing

The finalists:

- Dulux Group Danks Allstars 'Program', 212F Pty Ltd
- New Holland 'Agsellerate' Incentive Program, 212F Pty Ltd
- Daimler Trucks Top Marques, Synchro Marketing
- Find Like Minds, Deloitte

The Winner:

Find Like Minds, Deloitte. In 2003 Deloitte launched its first-ever employee referral program. In 2011, it reached many new milestones, more than 6000 referral applications and more than 450 referral hires (a far cry from the 20 people they recruited in the program's first year). This program now represents nearly 40% of all of this Deloitte's annual hires and it paid out almost \$1.5 million in reward payments to its people.

Category: Internal Marketing

The finalists:

- Project Green: CBRE Sustainability Marketing 2011/12, CBRE
- What's your Deloitte? Deloitte
- Integrated Marketing & Communications programmes to support client collaboration, Arup
- WorkSmart @ 420, Jones Lang LaSalle
- SafeQuest – for a safer Mater community, Mater Health Services
- GO Global – Graduate Mobility Program, Sinclair Knight Merz



The Winner:

Integrated Marketing & Communications programs to support client collaboration, Arup. Over the past 24 months an integrated marketing and communications program has been designed and executed that supports Arup's staff to effectively focus upon client collaboration. This approach has enabled Arup to be recognised as a top tier brand within the sector, 20%+ growth and a significant reduction in employee turnover.

Category: Loyalty Programs

The finalists:

- Hoyts Rewards, The Hoyts Corporation
- Reinventing Velocity – The relaunch of Virgin Australia's frequent flyer program, Virgin Australia
- Foodservice Rewards, BI Worldwide



The Winner:

Hoyts Rewards, The Hoyts Corporation. Launched in March 2010, this Hoyts program has 284,000 active members who visit Hoyts cinemas more frequently than average cinema-goers and spend more than the average customer. The 'share of its members' cinema wallet also grew from 60% to 75%. In the first three months of 2012, 25% of all tickets sold were to these Rewards members.

Category: Marketing Communications, Business to Business

The finalists:

- Castrol Professional Relaunch, RANDEM Group
- Yahoo!7 Digital Stars, Yahoo!7
- ZING – Australia Post's Next Big Thing, Australia Post
- evoTV's No More Practice, No More Practice (evolution media group)
- Karratha City of the North project, LandCorp
- Moving beyond the 'Cobbler with holes in his shoe' syndrome, Clemenger Tasmania Pty Ltd
- Wrights crunches the numbers on just how much better Bedshed is in the Bedroom, Wrights
- Building the Lucky Country, Deloitte
- Salisbury. It makes good business sense., City of Salisbury
- Chamber of Commerce & Industry Queensland – 'Big 3 for Business', CCIQ – Chamber of Commerce & Industry Queensland
- Positioning Siemens in Defence, Siemens
- 2011 GTS & SWG for Mid Market: Click Campaign, IBM A/NZ
- IBM 'Let's Talk' Campaign, IBM A/NZ
- Relaunch NewsLocal Trade Marketing Campaign, NewsLocal
- Winning the race with Everyday Settlement, BMF Advertising
- IBM Pulse Campaign, IBM A/NZ
- Get in with the Locals – NCM Trade Rebrand, News Community Media – a division of News Ltd
- WorkHealth, WorkSafe Victoria
- Challenger 'Real Stories' campaign, Challenger Limited
- Million Dollar Memo, Tourism Queensland
- Building relationships with professional contractors, Coates Hire
- Siemens – AusRAIL PLUS 2011, Siemens
- Stockland Retail Trade Event, Stockland



The Winner:

Challenger 'Real Stories' campaign, Challenger Limited. This campaign was executed over 10 months across TV, print, cinema, radio and online. By the end of 2011, the \$13m investment in the 'Real Stories' advertising campaign resulted in a \$540m sales increase, more than 80% above the original target. In addition, brand benchmark surveys taken in December 2011 revealed massive positive attitudinal shifts for the brand in the minds of advisers, including a 180% increase in advisers who say this organisation is top of mind

when thinking about retirement income providers.

Category: Marketing Communications, Business to Consumer

The finalists:

- I Love Salvos Stores Campaign, DGM Advertising
- How Dare Iced Coffee fixed coffee credentials to unlock growth, AJF Partnership and Lion
- Hidden Gems: How to get effective customer impact with limited marketing resources, Pro Subi Limited
- Origin Sustainability Drive, Origin Energy
- CommInsure Super Top Ups Campaign 2011, CommInsure
- Selling something you don't own – the challenge Jemena Gas Networks faced in increasing natural gas usage, Jemena Gas Networks/Pulse Marketing Group

- Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for an old Aussie 'favourite', George Patterson Y&R
- Mini Cookbooks, Big Results, News Limited Newspapers – Herald Sun, The Daily Telegraph, The Mercury, The Advertiser & The Courier Mail
- Harry Potter: The Ultimate Collection, News Ltd
- McCain Sweet Potato Superfries, Ogilvy Melbourne
- Pasta Loves Leggo's, Simplot Australia
- Turning around rapid decline in a CRM program, BMF Advertising
- Ahh-lianz. One word to increase sales by 45% and save \$2.5m, Allianz Australia
- The World's First Investment Property Simulator, BMF Advertising
- Shopwise Christmas 2011, Stockland Commercial Property
- Forests Agreement, DIER and Red Jelly
- Sydney Opera House – Summer At The House Campaign 2011, Sydney Opera House
- A Typical Day With The Royal Australian Air Force, Defence Force Recruiting
- USC helps city students get the best of both worlds, Engine Group
- Royal Caribbean International, Hulsbosch – Communication by Design
- Giving Back, Not Taking Away, Defence Force Recruiting
- The successful launch of Bupa and the creation of new market space, Bupa Australia
- Fixed Rate SmilePower Campaign, Momentum Energy
- Big Bash League – How marketing communications helped win back a 'lost generation' of fans, Cricket Australia
- St. George, Ogilvy and St. George Bank
- Coca-Cola, Naked Communications (In partnership with Ikon Communications, Ogilvy, Wunderman, URBAN, One Green Bean, Momentum)
- Virgin Mobile: Robin da Hood, Virgin Mobile



The Winner:

Coca-Cola, Naked Communications . (In partnership with Ikon Communications, Ogilvy, Wunderman, URBAN, One Green Bean, Momentum). The power of the first name and the world's most iconic brand brought people together and reunited Australians with the idea of getting together over a soft drink. Specifically, this campaign gave teens and young adults an exciting reason to reintroduce the soft drink into their repertoire. The investment in this summer campaign and breakthrough creative work has delivered outstanding results. Coca Cola, once more, became social currency and contributed to

popular culture.

Category: New Brand, Product or Service Launch

The finalists:

- Cornish College: A School Reborn through the power of Marketing, Cornish College|
- Yahoo!7's FANGO, Yahoo!7
- Bayer's New Product Launch: Tribute Turf Herbicide, Bayer
- Pilbara Display Village Launch, LandCorp
- DecisionPoint 3 – a risky launch with a positive outcome, Veda
- Silver Savers, Clemenger Tasmania Pty Ltd
- QT Mutual Bank Brand Launch, QT Mutual Bank
- People's Choice Credit Union – where it all began, People's Choice Credit Union

- The Mouse that Roared: Launching amaysim Unlimited, MediaCom
- A force for good in a dirty business, amaysim
- Googong Township Soft Launch, Googong Township Pty Ltd/Grey Canberra
- Winning the Race with Everyday Settlement, BMF Advertising
- The Power of Together, King & Wood Mallesons
- Bethanie launches affordable housing brand, The Bethanie Group Inc.
- Coming to a Screen Near YOU!, Kimberly-Clark Australia
- Pure Bake – How big thinking won the war against price discounting, BCM Partnership
- The successful launch of Bupa and the creation of new market space, Bupa Australia
- New Product Launch category: Asgard Infinity eWRAP, BT Financial Group



The Winner:

Winning the Race with Everyday Settlement, BMF Advertising. In an age where technology 'eats the world for breakfast', demanding instancy of your hard-earned credit card and EFTPOS sales is no hard ask. Yet, most major banks are failing to keep up with the speed of business and their 40-year-old legacy systems no longer cut it. So when this bank launched its new technology Everyday Settlement offering 'Same day, everyday settlement, 365 days a year' it achieved target uplift of 32% on business as usual for merchant sales, ultimately delivering a stellar ROI of \$11.20 for every dollar invested.

Category: Social Marketing

The finalists:

- Moriah College 2011 Capital Appeal, First Impressions
- Fighting Alzheimer's For Australia, Alzheimer's Australia
- Yahoo!7's FANGO, Yahoo!7
- Kindy Counts!, Department of Education, Training and Employment
- Origin Sustainability Drive, Origin Energy
- Shed some light on Census night, Australian Bureau of Statistics
- Regional Drivers 2011, Motor Accident Commission
- The Good Mates Guide, Clemenger Tasmania Pty Ltd
- Switch the Future, Future Energy Alliance (Western Power & Synergy)
- Are you a road user or abuser?, VicRoads
- Every Australian Counts: The campaign for the National Disability Insurance Scheme, Essential Media Communications
- Fight Dementia, Porter Novelli



The Winner:

Regional Drivers 2011, Motor Accident Commission (South Australia). Somewhat courageous creative devices took this issue head on and broke the traditional barriers to engagement by presenting the issue and call to action in a way that resonated. Market research tracking showed a rapid and

favourable response to the behavioural issues targeted that were pleasingly reflected in the crash statistics for 2011. An excited team from Motor Accident Commission accepts the trophy in the Social Marketing category

Category: Sponsorship

The finalists:

- Memory Walk, Alzheimer's Australia
- We Love Cricket, IMAGINATION
- Tasmanian Youth Portraiture Award, Clemenger Tasmania Pty Ltd
- Secrets of Saltimbanco, PLAY Communication
- Volkswagen Leverage Campaign for Sydney Swans Partnership, Mango
- Discover the inspiration – Murdoch University at Southbound 2012, Murdoch University
- 2012 Melbourne Food and Wine Festival, The Age
- Coates Hire and the V8 Supercars Championships, Coates Hire
- Optus 2012 Australian Open Sponsorship, Optus
- HP and ARIA. Rock On Australia, Hewlett Packard Australia
- Pimping Out, Rarewear & Make
- Qantas – The Great Crusade, Qantas



The Winner:

Coates Hire and the V8 Supercars Championships, Coates Hire. This sponsorship was a natural fit and Coates Hire was able to: increase brand awareness across its target segments; improve its employee culture and morale; and not only regain lost revenue and market share, but exceed its own optimistic short and long-term revenue growth targets.

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 Marketing Communications (B2B) category.



The Winner:

Challenger 'Real Stories' campaign, Challenger Limited. Stuart Barton, General Manager Corporate Marketing and Communications, Challenger Limited, accepts the top prize, Marketing Program of the Year.

Award Sponsors

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

- >> Australia Post
- >> Southern Cross Austereo
- >> Vision Critical
- >> Exact Target
- >> Etchcraft