



2014 Australian Marketing Institute Awards for Marketing Excellence

Special Awards



Sir Charles McGrath Award - Lorna Jane Clarkson

Lorna Jane Clarkson is the founder of Australia's leading active wear brand, Lorna Jane. Since the launch of the first retail store in 1990 her active wear brand has expanded to more than 170 stores worldwide and transformed the active wear market, blending fashion, function and aesthetics. Lorna Jane herself has become a brand and Australian fashion icon, with the launch of the Move Nourish Believe platform to inspire and empower women, the release of three books and opening unique stores called 'Active Living Rooms' that bring her Active Living philosophy to life. Lorna Jane's delivery of a series of outstanding successes impressed the AMI Board, including her successful expansion into the US and an annualised growth rate of above 40% for the past five years. Lorna Jane's contribution to best practice in customer engagement and embrace of digital marketing were considered by the Board in bestowing this prestigious award.



Marketer of the Year - Nick Baker

As Chief Marketing Officer at Tourism Australia, Nick Baker is responsible for Tourism Australia's global marketing strategy, ensuring that Australia's tourism marketing efforts continue to cut through in the competitive international marketplace. Nick joined Tourism Australia in August 2007 following ten years with Voyages Hotels and Resorts as Executive General Manager Sales and Marketing.

Nick has delivered a string of outstanding campaigns including The Best Job in the World, There's Nothing like Australia, and more recently Restaurant Australia, and he has previously been recognised at Awards for Marketing Excellence. Nick's contribution to best practice in digital marketing and arguably one of the world's most successful social media campaigns were considered by the Board in bestowing this prestigious award.



Mark Crowe Future Leader Award - Sarah Mathews

Sarah graduated from the University of Canberra with a double degree: a Bachelor of Advertising Communication and Bachelor of Arts with outstanding academic achievement. In just a year at Barnardos Australia, she has been promoted to a significant marketing role that will support the work of child protection specialists throughout Australia. Looked upon as a brand leader, Sarah was instrumental in the launch of Barnardos Australia's new brand identity. Sarah has further contributed to the Australian marketing profession by mentoring and inspiring young marketers both in the Barnardos Australia marketing team.



Marketing Program of the Year - VIE Marketing

In October 2012, when third generation Dairy Farmer Greg Dennis received his Processor's renewal offer of 41c/litre – a 25% drop from his previous contract, well below production costs – he was faced with a stark choice. Walk away from the 80 year old Dairy Farm established by his grandfather in the 1930s; or cut ties with the safety net of a major milk processor and do something radically different. Greg's decision to break away from the accepted business model of almost all Queensland dairy farms to process, bottle and market his own milk was bold. Some would say on a scale of David and Goliath. Marketing would be crucial, but with a budget already stretched, the marketing would have to be clever, cost effective and importantly, deliver results. 'Farmer Gregie' was placed front and centre of an extensive media campaign, strategic social media, and as a presenter at events across the region. In 8 months they built the brand and a story around Scenic Rim 4Real Milk. Milk sold out within hours of the launch; stocklists doubled within the month and one year on, Greg still can't meet demand. A family's legacy was safe.

Category Awards

Brand Extension

Fair Go Banking | Newcastle Permanent Building Society

Brand Revitalisation

Taste the Bundaberg Brewed Truth | Bundaberg Brewed Drinks and BCM

Consumer Insight

Pride and Patchy Crops | Bayer

Content Marketing

Content Marketing Strategy | University of Southern Queensland

Corporate Social Responsibility

Supporting Kids Under Cover | Manheim Pty Ltd

Digital Marketing

Monday's the New Sunday | Icon (icon.inc and icon.pr)

Education

It's My University, Make it Yours | Australian Catholic University

Experiential and Brand Experiences

ClicktoSave | St John Ambulance WA

Internal Marketing

Staff Giving Program | La Trobe University

Loyalty Programs

Bayer Accelerate | Synchro Marketing

Marketing Communications - B2B

Reengagement of Aussie Home Loan Brokers | MyState

Marketing Communications - B2C

How Mr iSelect Became the Unlikely Hero of Health Insurance | iSelect and AJF Partnership

Marketing on a Shoestring

Illicit Drug Campaign | ACT Policing

New Brand, Product and Service Launch

Saving a Farm and Family's Legacy | VIE Marketing

Social Marketing

Ungiven Gifts | Graffiti Group Pty Ltd

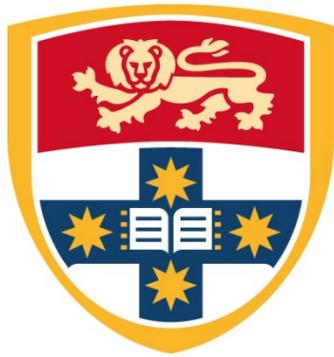
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Sustainable Marketing

Sustainability at Mater | Mater Health Services

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