

Australia's top marketers honoured

The Australian Marketing Institute's 2006 Awards for Marketing Excellence were presented before a huge audience in the Sofitel Melbourne Grand Ballroom on 11 October as the main feature of the Institute's national conference gala dinner.

The Australian Marketing Institute's Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Our aim is to acknowledge exceptional examples of marketing practice and to raise the standards of marketing professionalism.

The AMI in each state of Australia has 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 awards seek to recognise both the successful execution of marketing activities and the strategic rigour from which marketing campaigns are developed. We are indebted to the outstanding marketers who are sharing their extensive knowledge, experience and vision with us.

The 2006 awards have introduced seven new categories:

- New Brand
- Brand Extension
- Brand Revitalisation
- Corporate Social Responsibility
- Loyalty Programs
- Multimedia and Interactive
- Social Marketing

In judging the awards, emphasis was given to these elements:

- The business issue
- The solution
- The business result
- The key outcomes that contributed value to the organisation

The judges focused on these aspects of the marketing campaign:

- Superior value
- Differentiation
- Innovation
- Effective use of resources
- Measurement

The AMI awards are distinguished by criteria that force marketers to articulate the whole process that leads to measurable results; they require commitment and effort. These are the toughest marketing awards to enter and the toughest to win.

Judges reserve the right to withhold awards in any category at their discretion, and we are delighted to announce



that every category this year received high-quality entries and will be awarded.

To ensure unbiased judging, each entry was quantified against a judging criteria and the quality of the application itself. Given such high standards and such hot competition, reaching the national finals is a significant achievement.

Every one of the finalist has succeeded in demonstrating high levels of performance and achievement to reach this stage in the awards. We are delighted to reward all of the finalists in every category with a trophy.

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The top awards

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Sir Charles McGrath Award

The Sir Charles McGrath Award is presented as recognition of long-term service to marketing and long-term 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. As a leading Melbourne industrialist and astute thinker, his advice was sought by state and federal governments on all matters of enterprise and industry.

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, and managing director from 1957 to 1970. At that time, Repco was ranked in the top five Australian industrial companies, employing more than 23,000

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staff. It manufactured and marketed the largest range of automotive products in the world.

He was knighted for his services to industry and export. Since 1976, the Sir Charles McGrath Award has been presented by the AMI 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.

In the presence of David McGrath and Judith Davies, son and daughter of Sir Charles McGrath, the 2006 AMI Sir Charles McGrath Award was presented to:

The recipient: Mark G. Smith, managing director, Cadbury Schweppes Australia/NZ

Mark Smith was appointed managing director Cadbury Schweppes Australia & New Zealand (ANZ) in March 2003, having spent two years as the managing director of Confectionery ANZ and prior to that, three years as director of marketing for Cadbury Trebor Basset, the market leader in the UK's £5.5-billion confectionery market.

During his time in the UK, he was also chairman of the Jigsaw Consortium, a relationship (direct) marketing initiative involving Cadbury Schweppes, Kimberley Clark and Unilever. He was also a member of the leadership team of the UK Business in the Community, Cause Related Marketing forum.

Prior to that Mark, was senior vice-president marketing and technical at Mott's North America, the Connecticut-based arm of Cadbury Schweppes which markets premium fruit juice and processed fruit brands such as Mott's and Clamato.

Previously, Mark was marketing and technical director Schweppes Cottee's based in Melbourne, where in 1995 he was named one of the Marketing Directors of the Year by the *BRW* magazine.

Prior to joining Cadbury Schweppes in 1991, Mark's career path included senior marketing roles with Unilever and Uncle Toby's.

Mark is a Fellow of the Australian Marketing Institute, a Certified Practising Marketer (CPM) and is also the president of the board of the Confectionery Manufacturers of Australia (CMA), a board member of the Australian Food & Grocery Council (AFGC) and director of the Humour Foundation.

CPM 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.



Mark G. Smith, managing director, Cadbury Schweppes Australia/NZ, receives the Sir Charles McGrath Award from AMI national president Roger James.



Nick Rodd, director futures team, McDonald's Australia, receives the CPM of the Year Award from AMI national president Roger James.

The recipient: Nick Rodd, director futures team, McDonald's Australia

After graduation with a business degree from University of Technology Sydney, Nick Rodd joined McDonald's Australia as marketing and advertising co-ordinator. He has held many management positions in McDonald's Australian marketing department over 20 plus years including marketing

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manager Pacific Islands with the responsibility for marketing the openings of McDonald's in Pacific Islands countries – New Caledonia, Fiji, Samoa and Tahiti.

In 2001 he was appointed national media manager, then national marketing manager before taking on the role of director of the futures team in 2004. The futures team is responsible for developing new business ideas to suit the ever changing needs of McDonald's customers.

Nick then took on the newly created role of director of food strategy, responsible for the overall long-term strategic make up of the McDonald's menu range.

He has been responsible for the development and launch of the highly successful Children's Happy Meal Program; building the McCafe Brand into the biggest coffee chain in Australia; and developing, presenting and selling the annual marketing plan to McDonald's franchisees Australia wide for more than 15 years.

He has managed the highly successful Scrabble, Trivial Pursuit, Monopoly and McMatch 'n' Win Game Promotions. He launched McDonald's Breakfast Menu, Chicken McNuggets, McChicken and numerous promotional products, such as 'It's Mac Time Now!', 'Only McDonald's' and 'I'm lovin' it' advertising theme launches.

Nick Rodd is the recipient of many awards:

- Presidents Award for Outstanding Performance.
- Member of McDonald's Global Happy Meal Board 2001-03.
- Member of McDonald's Global Innovations Council.
- Member of McDonald's Australia senior management team since 2003.

Nick is a Certified Practising Marketer, Fellow of the Australian Marketing Institute, a board member of the Ronald McDonald House in Newcastle, a Justice of the Peace and President of the Erina Heights Public School Council.

The category winners

Brand Extension

The finalists:

- ADT, 'More than mere compliance'
- Jigsaw Campaign – Tourism Victoria, 'Yarra Valley. You'll Never Want to Leave'
- LAM Agency Pty Ltd, 'Extending the Telstra brand into local markets'
- My Dog – Masterfoods ANZ – Petcare, 'Extending the My Dog brand to an experiential café'
- Northern Territory Department of Employment, Education and Training, 'The VET Experience'
- Stockland Burleigh Heads, 'Ride the New Wave of Development'
- St Peter's Cathedral Adelaide, 'Adelaide Cathedral Art Show'

The winner: ADT

ADT Security provides electronic security systems to commercial markets. A legislative trend to make residential



Nikki Walsh, from ADT, accepts the award in the Brand Extension category from national AMI director Heather Francis.

smoke alarms compulsory led to ADT extending into this new but linked business area. It cleverly built its brand with a 'hot' product with sufficient psychological linkage to its core products (security, safety, peace of mind).

Brand Revitalisation

The finalists:

- BCM and Sunsuper, 'Simple'
- Chariot, 'Beating 10 years of 'no brain' branding'
- Communicate et al., 'Brand Revitalisation project for the Land Management Corporation'
- Gataric Freeman Design/TOTE Tasmania, 'AAMI Tasmanian Summer Racing Carnival'
- Market Force, 'GESB Brand Relaunch'
- HCF, 'The HCF Difference'
- Henry Haymes Pty Ltd, 'Haymes Paint'
- MyCareer, 'The Simple Story'
- National Australia Bank (NAB), 'NAB Brand Re-ignition'
- Polaris Industries Australia and New Zealand, 'Revitalisation of the Polaris Brand in the Australian Farming Market'
- Tourism NT, 'Share our Story'

The winner: National Australia Bank

Following a significant trading fraud, board member resignations and bad press, NAB aligned its brand to "help customers achieve their aspirations". It re-ignited the brand by leveraging its Commonwealth Games sponsorship, a new NAB visual identity, marketing communications and very effective use of NAB human and financial resources.

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Consumer Insight

(this category sponsored by Double IQ)

The finalists:

- Advertising Depot, 'Take the focus off your face'
- Advertising Depot, 'BigPond Grand Finale'
- ANZ Financial Planning, 'Procrastinators Direct Mail Campaign'
- GESB, 'GESB Retirement Education Program'
- homesite.com.au, 'Housing Sentiment Report'
- Queensland Health, 'Young Women and Alcohol'

The winner: Queensland Health

This campaign was to get young Queensland women who consumed alcohol at risky levels to reduce their binge drinking and excessive alcohol consumption. It achieved very high levels of awareness among the target audience, reported reduction in alcohol consumption and a feeling of confidence in making their own decisions.

Corporate Social Responsibility

(this category sponsored by Energex)

The finalists:

- Adair Integrated and Coles Supermarkets, 'Healthy Harold Day'
- Aurora Energy, 'When the whole is greater than the sum of it parts'
- Brisbane City Council, 'Lets Watch Every Drop: The Introduction of Level 1 and 2 Water Restrictions in Brisbane'
- Honda Motorcycles, 'Stupid hurts!'
- Legion Interactive, 'Australia Unites – Reach Out to Asia Appeal'
- Smorgon Steel, 'Smorgon Steel Great Scrap Round-Up'TM
- Stockland, 'Stockland Spirit Awards'
- University of Adelaide, 'Life Impact Promoting Participation'
- West Coast Eagles Football Club, 'Strength Within Wristband Initiative'
- Yarra Valley Water Ltd, 'Yarra Valley Water Showerhead Exchange Program'

The winner: Legion Interactive

The Asian tsunami presented unprecedented challenges. Legion Interactive provided an efficient and effective channel for Australians to support World Vision in assisting victims of this tragedy. The response was unscheduled, during a holiday period, and resulted in no direct or indirect financial return to Legion Interactive.

Education

(this category sponsored by MBA Connect)

The finalists:

- ANZ Financial Planning, 'Tick, Tock Integrated Marketing Campaign'
- Brisbane Water, 'Watersense Blue Van'



Greg Sutherland, executive general manager, strategy and marketing, NAB, accepts the award in the Brand Revitalisation category from national AMI director Heather Francis.



Peter Cunningham, from Red Suit, accepts the award in the Consumer Insight category from national AMI director Heather Francis.

- Launceston Church Grammar School, 'Launceston Church Grammar School'
 - Swinburne University of Technology, 'Let's get on with it'
 - University of Adelaide, 'Life Impact Promoting Participation'
- The winner:** Swinburne University of Technology

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Matt Dwyer, from Legion Interactive, accepts the award in the Corporate Social Responsibility category from national AMI director Heather Francis.

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In a cluttered sector, Swinburne University has pursued a culture that emphasises action, enterprise, creativity and forward thinking. The 'Let's get on with it' theme enabled Swinburne to build its reputation with industry and school leavers as a place of action and innovation across numerous and varied media.

Incentive Marketing

(this category sponsored by Aprimo)

The finalists:

- FCm Travel Solutions, 'Project Frog'
- ProGrafica, 'Subaru's Drive to Success'
- Solterbeck and Optus, 'Optus Leading The Way Reward and Recognition Program'
- Synchro Marketing Pty Ltd, 'The Magnificent 7 Program'
- Wilson Marketing, Advertising and Promotions, 'Hyundai Parts Excellence Program'

The winner: Solterbeck and Optus

To motivate a sales team selling diverse and segmented products to be focused on achieving the business targets of unique sectors required a program of comprehensive marketing professionalism, which is attributed with much of the credit for a sales increase significantly above the industry average.



Jonathan Russell, of Swinburne University, accepts the award in the Education category from national AMI director Heather Francis.



Sue Jackson, from Solterbeck, accepts the award in the Incentive Marketing category from national AMI director Heather Francis.

Internal Marketing

The finalists:

- ANZ Financial Planning, 'Tick, Tock Newspaper for ANZ Financial Planners'
- Cement Australia, 'Communication of our Guiding Principles'
- Deloitte, 'Signals refresh'
- Department of Health and Human Services and Red Jelly, 'Health – Get Fit'

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- Jones Lang LaSalle, 'Power of 1'
- National Australia Bank, 'Transforming nabtv'
- Philip Webb Real Estate, 'Expanding Gracefully'
- Queensland Department of Primary Industries and Fisheries, 'Building our Bridge: A Journey of Discovery and Action Process'
- Solterbeck and Optus, 'Optus Leading The Way Reward and Recognition Program'
- Synchro Marketing, 'The Retail Excellence Program'
- Terri Scheer Insurance Brokers, '007 – Never Say Never Again'

The winner: Cement Australia

Cement Australia was a disparate and dysfunctional organisation. It stepped well outside the industry standard and used professional change strategies and professional marketing support to deliver change from the inside out. The corporate turnaround was impressive in scope and depth with business results, staff morale, safety and turnover.

Loyalty Program

(this category sponsored by *Premiere Global Services*)

The finalists:

- Constellation Hotel Group, 'The Escape Club'
- Mater Health Services, 'Healthy Partnerships'
- Philip Webb Real Estate, 'Gaining An Advantage Without Taking Advantage'
- Video Ezy, 'Building Profit the EZY way... one customer at a time'

The winner: There are two winners in this category, scoring equal marks from our panel of judges: Mater Health Services and Video Ezy

The Mater Hospital needed to attract more visiting medical officers to provide a revenue stream. Perceived as old-fashioned, too public focused, and bureaucratic, the hospital redefined the key stakeholders as small business owners, extending existing services and implementing a loyalty program that helped revenue grow by \$8 million over 30 months.

In a market with low product differentiation, digital streaming and in decline, Video Ezy fully integrated real-time CRM with 'Passport to Entertainment', which maximised the lifetime value of the customer and turns every transaction into an immediate business opportunity. Results far exceeded expectation and the program is here to stay.



Craig Jefferies, from Cement Australia, accepts the award in the Internal Marketing category from national AMI director Heather Francis.



Ieuan Hyde, chief marketing officer, Mater Health Services, accepts the award in the Loyalty Program category from national president Roger James.

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Marketing Communications

(this category sponsored by Monash University)

The finalists:

- BCM and Sizzler, 'Salad bar sabotage response'
- CA Expo 2006, 'Once Were Worriers'
- Cre8ive, 'Broadband For Health: Pharmacy campaign'
- Hitachi Data Systems, 'Medium Enterprise Initiative'
- News Digital Media, 'CARSGuide.com.au Too Big To Miss'
- News Interactive, 'TrueLocal.com.au'
- RAMS Home Loans, 'Everyone Loves Raymond'
- Red Jelly, 'Bitburger – World Cup'
- St. George Bank, 'No deposit home loans. Why give up the good things?'
- Transport Accident Commission, 'Some cars are safer than others! Howsafeisyourcar.com.au'

The winner: RAMS Home Loans

The RAMS brand required a growth strategy for leads to achieve desired sales volume. RAMS developed a clear and structured communication strategy requiring both insight and thoughtful marketing management, delivered through a thorough, integrated and well-managed channel strategy.

Multimedia and Interactive

(this category sponsored by Staging Connections)

The finalists:

- Advertising Depot, '2 Sticks'
- Advertising Depot, 'Take the focus off your face'
- Allens Arthur Robinson, 'Brains behind the Games'
- ANZ Financial Planning, 'Yenom Online Advertising for ANZ Financial Planners'
- Breville, 'No More Toasters'
- Icon Inc, 'Icon.Inc Corporate Website www.iconinc.com.au'
- iiNet Limited, 'Buddy Bonus'
- Masterfoods A/NZ Snackfoods and Clemenger BBDO, 'M&M's: What is it about the Green Ones?'

The winner: Breville

Breville's 'no more toasters' marketing program tackled inappropriate Mother's Day gifts. Breville achieved a fantastic result with a very risky and honest approach to Mother's Day advertising, launching the website with a viral email and achieving instant cut-through with increased website hits and a strong financial result.

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Julie Webster, head of Marketing, RAMS Home Loans, accepts the award in the Marketing Communications category from national president Roger James.



Gary Lawrence, from Breville, accepts the award in the Multimedia and Interactive category from national president Roger James.

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New Brand

The finalists:

- Aurora Marketing, 'How do you appeal to both children and their parents'
- BlueScope Steel, 'SURELINE by BlueScope Steel'
- Dennis Family Homes, 'Dennis Family Homes Brand Launch and Implementation'
- Federal Group, 'Pure Tasmania'
- Hobart City Council, 'Branding Hobart'
- Johnson & Johnson Medical, 'XCEL Bladeless Trocar Launch'
- Mattel Cars, 'Mattel Cars Product Range – PR and VM Campaign and POS'
- News Interactive, 'TrueLocal.com.au'
- The Novita Group, 'Skunkworks: What Kind of Name is That?'

The winner: Federal Group

In a cluttered tourism market and challenged by operating a variety of recently acquired businesses, Federal successfully develop the clear brand positioning of 'Pure Tasmania' to attract four and five-star tourists from outside of Tasmania, positively influencing the businesses culture and organisational structure of the Federal Group.

New Product/New Service Launch

The finalists:

- Aurora Marketing, 'Give your Kids a Headstart in Life'
- BlueScope Steel, 'SURELINE by BlueScope Steel'
- CPM Australia/Coles Myer, 'Retail Activation'
- News Interactive Pty Ltd, 'TrueLocal.com.au Launch'
- Philip Webb Real Estate, 'Exceeding the stereotype'
- Red Jelly and Spring Bay Seafoods, 'Spring Bay Mussels'
- St. George Bank, 'Vertigo MasterCard Launch – St. George turns Credit Cards on their Head'
- Syngenta Crop Protection, 'Syngenta Academy Quest for Knowledge'
- The Novita Group Pty Ltd, 'Skunkworks: Solving the Problems of the Flat World'
- TNS Australia, 'Applying the sixth sense to attract and retain top talent'

The winner: Spring Bay Seafoods/Red Jelly

A barrier to increased consumption of mussels is the messy and time-consuming preparation. Spring Bay Seafoods now produces 'clean shaven' freshly harvested mussels using an innovative processing system that mechanically shaves off the beard. Solid market understanding, focused marketing and innovation have benefited the company and the consumer.

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Jude Franks, group general manager, sales and marketing, Federal Group, accepts the award in the New Brand category from national president Roger James.



Phil Lamb, of Spring Bay Seafoods, accepts the award in the New Product/New Service Launch category from national president Roger James.

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Relationship Marketing

The finalists:

- Adair Integrated and Coles Supermarkets, 'Healthy Harold Day'
- Advertising Depot, 'Take the focus off your face'
- Ernst & Young, 'Financial Reporting Update 2006'
- Honda Motorcycles & Power Equipment, 'Red Riders'
- Paragon Printers Australasia, 'The World Yo Yo Games'
- Philip Webb Real Estate, 'Who'd want a relationship with a Real Estate Agent?'
- Queensland Department of Primary Industries & Fisheries, 'Stakeholder Engagement – Building strategic relationships'
- Synchro Marketing, 'The Retail Excellence Program'
- Video Ezy, 'Building profit the EZY way... one customer at a time'

The winner: Advertising Depot

Sales and engagement with Rare wear limited edition clothing for Year 11 and 12 students was maximised on a limited budget with an Apple iPod incentive and smartly organised direct mail activities, resulting in exceeding all its goals by at least 50%.

Social Marketing

The finalists:

- Legion Interactive, 'Australia Unites – Reach Out to Asia Appeal'
- Northern Territory Department of Employment, Education and Training, 'The VET Experience'
- Queensland Office of Gaming Regulation, 'Responsible Gambling Community Awareness Campaign'
- Quit, 'National Health Warnings Campaign – Amputation'
- University of Adelaide, 'Living Life Impact 2005 – Open Day'

The winner: Queensland Office of Gaming Regulation

"Don't let gambling control you" was the key message of this campaign. The cut-through communication had a clear, single-minded idea consistently executed. It achieved strong results measured by direct response to the help line and website, areas of recall, message take out and, importantly, behavioural change.

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Murray Bergham, managing partner, Advertising Depot, accepts the award in the Relationship Marketing category from national president Roger James.



Jane Reid, principal policy and research officer, Queensland Office of Gaming Regulation, accepts the award in the Social Marketing category from national president Roger James.

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Sponsorship

The finalists:

- AAPT, 'AAPT 2006 Commonwealth Games Broadcast Sponsorship'
- Allens Arthur Robinson, 'Sponsorship: Brains behind the Games'
- Allens Arthur Robinson, 'Sponsorship: Melbourne 2006 Commonwealth Games'
- Coca-Cola Amatil Queensland, 'Coca-Cola March to the Match'
- Ernst & Young, 'Pissarro: The First Impressionist NGV Exhibition 2006'
- St. George Open Air Cinema, 'The Leading Outdoor Event in Sydney'
- Stockland, 'Chronicles of Narnia Christmas Promotion'
- Wilson Marketing, Advertising and Promotions, 'Champion Sponsorship'
- Wilson Marketing, Advertising and Promotions, 'Ferodo Sponsorship'

The winner: Ernst & Young

In 2006, Ernst & Young entered into its third arts sponsorship with the National Gallery of Victoria as principal sponsor of 'Pissarro: The First Impressionist Exhibition', changing the nature of its relationship from supplier to a true partnership arrangement and successfully lifting brand profile and strengthening its association with the arts.

Marketing Program of the Year

The winner of the prestigious 2006 AMI Marketing Program of the Year is selected from all categories and is made to the entry judged as the most excellent across all categories. This is the highest accolade in marketing in Australia and provides outstanding profile and exposure to the achievements of the winning company.

The winner is: Red Jelly/Spring Bay Seafoods, for 'Spring Bay Mussels'



Danielle Bond, national marketing director, Ernst & Young, accepts the award in the Sponsorship category from national president Roger James.



Peter Choraziak, director of Red Jelly, and Phil Lamb, from Spring Bay Seafoods, accept the trophy for Marketing Program of the Year from national president Roger James.

Sponsors

Thank you to our sponsors for their support of these awards:

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