

2022 AMI AWARDS

New South Wales FINALISTS

ACQUISITION MARKETING

- Ecommerce Growth Campaign - Evocative Media
- Okta 'Let's Get Visible' Acquisition Marketing campaign - Indago Digital | Okta
- Pay Discover Forward - Symbio Wildlife Park | Sydney Children's Hospital's Foundation | Starlight Foundation | Canteen | Variety | KidsWish
- Sealy of Australia - G Squared

BRAND REVITALISATION

- realestate.com.au Brand Evolution - REA Group, Audience & Marketing Team

CERTIFIED PRACTICING MARKETER OF THE YEAR

- Kristie Atkins
- Zeina Khodr

CHIEF MARKETING OFFICER OF THE YEAR

- Kevin Fallon
- Aimee Engelmann

CONTENT MARKETING

- The Wheel of Time - LADbible Australia
- Content Copywriting x Healthylife - Content Copywriting

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

- Building the Space Nation - Deloitte Marketing
- Before Day One - Dexus
- Pay Discover Forward - Symbio Wildlife Park | Sydney Children's Hospital's Foundation | Starlight Foundation | Canteen | Variety | KidsWish
- Sydney isn't Sydney Without You - The Streets of Barangaroo | Christopher Jhureea | Billy Zammit | Authority Creative





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CUSTOMER EXPERIENCE MARKETING

- MyEpiPen - if it's with it could save you - Paper + Spark | Viatrix
- Pay Discover Forward - Symbio Wildlife Park | Sydney Children's Hospital's Foundation | Starlight Foundation | Canteen | Variety | KidsWish
- Foxtel Rewards Leverages Bespoke Digital Experiences to Improve Customer Experience - Foxtel | Komo Audience Engagement

EMERGING MARKETER OF THE YEAR

- Brittany Gann
- Becky Amon

EVENT OR EXPERIENTIAL MARKETING

- The Tax Summit - The Tax Institute
- POWERED X OPTUS 2021 - George P Johnson
- Hello Kitty Town at Darling Square - Darling Square | Lendlease

INSIGHT DRIVEN MARKETING

- The Down Low - Paper + Spark
- Indi - Investa Property Group
- Live Outlandish - Mitsubishi Motors Australia Limited | BCW | Wavemaker

INTEGRATED MARKETING COMMUNICATIONS PROGRAM

- NSW Vaccination Campaign - Business NSW
- Before Day One - Dexus
- Pay Discover Forward - Symbio Wildlife Park | Sydney Children's Hospital's Foundation | Starlight Foundation | Canteen | Variety | KidsWish
- Launching Boutique Skincare for everyone #loveyourcanvas - AEK Media

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LOYALTY AND RETENTION

- WE/ME Membership Renewal - The Tax Institute
- Childcare Saver - Wink | G8 Education

MARKETING AGENCY OF THE YEAR

- Wink
- Indago Digital
- Local Digital
- G Squared
- Paper + Spark

MARKETING TEAM OF THE YEAR

- Mastercard
- Australian Broadcasting Corporation Audiences Team
- Investa

NOT FOR PROFIT MARKETING

- 'One Link Wentworth' Brand Launch - Link Wentworth
- 'What If' EVP - Catholic Healthcare

PRODUCT OR SERVICE REVITALISATION

- Jomablue Virtual Event Platform - Jomablue
- Sealy of Australia - G Squared

PUBLIC SECTOR MARKETING

- Humble Heroes - Lake Macquarie City Council
- ABC Gives - Australian Broadcasting Corporation

SMALL BUDGET MARKETING

- Small Marketing Budget - Attention Experts | Huds and Toke
- Mastercard - Rediscover Our Cities - HERO + McCann | Mastercard | Carat Australia





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SOCIAL CHANGE MARKETING

- NSW Vaccination Campaign - Business NSW
- Stop Racism Now - First Impressions | Moving Forward Together
- LADbible Australia - LADbible Australia

SOCIAL MEDIA MARKETING

- UNSW TikTok - From Student Memes to Conservation Dreams - UNSW Sydney
- #MyBoobsMyBusiness - Paper + Spark | J&J Mentor
- Sydney isn't Sydney Without You - The Streets of Barangaroo | Christopher Jhureea | Billy Zammit | Authority Creative
- Tasman Eco - AEK Media
- MONDAY Haircare TikTok strategy - MONDAY Haircare

SPONSORSHIP EFFECTIVENESS

- Before Day One - Dexus
- Love All - Australian Open 2022 x Mastercard - Mastercard

STUDENT ACHIEVEMENT

- Chris Saxby