

2022 AMI AWARDS

Queensland FINALISTS

ACQUISITION MARKETING

- New Year. New Bank. - RACQ Bank
- Driving increases in engagement, enquiry, and sales through online rejuvenation - Crimsafe

BRAND REVITALISATION

- Ethical Nutrients - Fading Star to Shining Light - Metagenics ANZ
- This is Uni... but not as you know it - James Cook University
- Helping all Australians own their own home - Great Southern Bank
- TAFE Queensland & CHEP Network - TAFE Queensland | CHEP Network

CONTENT MARKETING

- The Illumine Podcast: giving a voice to secondary school educators and students - Brisbane Girls Grammar School
- This is Uni... but not as you know it - James Cook University
- Engaging local communities to take stock of their home security - Crimsafe

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

- Let's talk about bids, baby - Aurora Marketing

CUSTOMER EXPERIENCE MARKETING

- Waterfront Brisbane Marketing Suite - Dexus

EVENT OR EXPERIENTIAL MARKETING

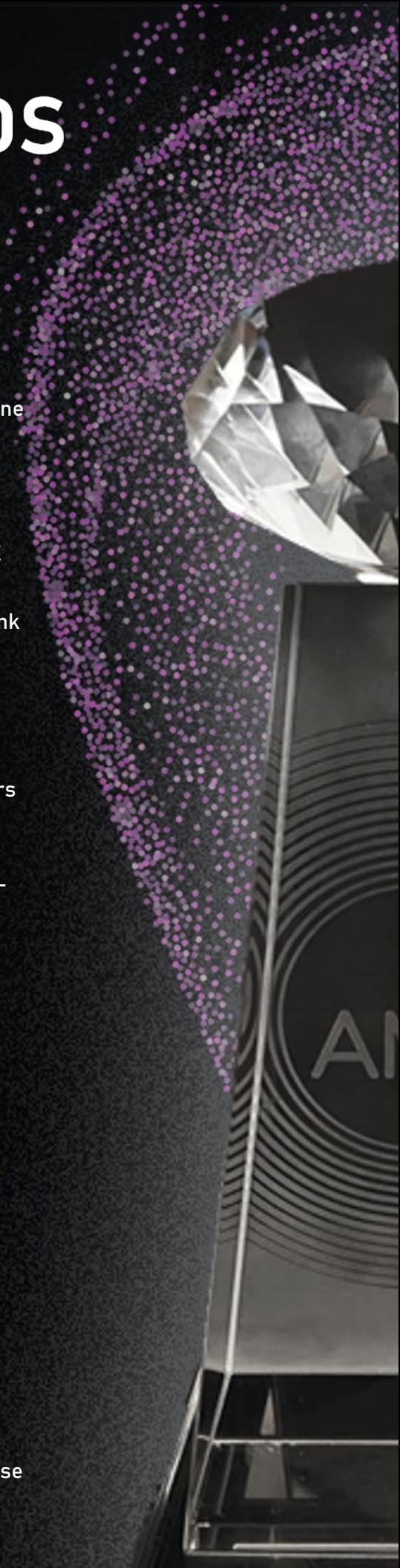
- Great Southern Bank Brisbane Heat Sponsorship - House Party Activation - Great Southern Bank | MKTG Sports + Entertainment

INSIGHT DRIVEN MARKETING

- Ethical Nutrients - Live Life Resilient - Metagenics ANZ

INTEGRATED MARKETING COMMUNICATIONS PROGRAM

- Using a mix of brand and acquisition marketing to drive an increase in engagement, enquiry and sales- Crimsafe





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LOYALTY AND RETENTION

- Let's talk about bids, baby – Aurora Marketing

PUBLIC SECTOR MARKETING

- What Have You Got to Lose? - Khemistry & Queensland Fire and Emergency Services
- For the Love of - Khemistry and Queensland Health

SMALL BUDGET MARKETING

- Let's talk about bids, baby – Aurora Marketing

SOCIAL MEDIA MARKETING

- Beef Australia - The Creative Collective

SPONSORSHIP EFFECTIVENESS

- Great Southern Bank's Sponsorship of Brisbane Heat - Great Southern Bank

MARKETING AGENCY OF THE YEAR

- Reload Media

MARKETING TEAM OF THE YEAR

- Queensland Rail's Marketing and Design team

CERTIFIED PRACTICING MARKETER OF THE YEAR

- Greg Abbey

CHIEF MARKETING OFFICER OF THE YEAR

- Dean Gould