

2022 AMI AWARDS

Victoria FINALISTS

ACQUISITION MARKETING

- Discover Bombay - Bolster Group
- UniSuper - UniSuper

BRAND REVITALISATION

- Gippsland: All Kinds of Wonder - Destination Gippsland
- UniSuper - UniSuper

CHIEF MARKETING OFFICER OF THE YEAR

- Richenda Vermeulen

CONTENT MARKETING

- Tunes From The Territory - Bolster
- The Sims: Spill The Tea - Bolster
- The Soul Of Chapel - Chapel Street Precinct Association
- Virtual Reality Night at the Opera - Acorn Strategy

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

- Double Chap Jabbed - Chapel Street Precinct Association
- Ovarian Cancer Research Foundation's The Lab - ntegrity

CUSTOMER EXPERIENCE MARKETING

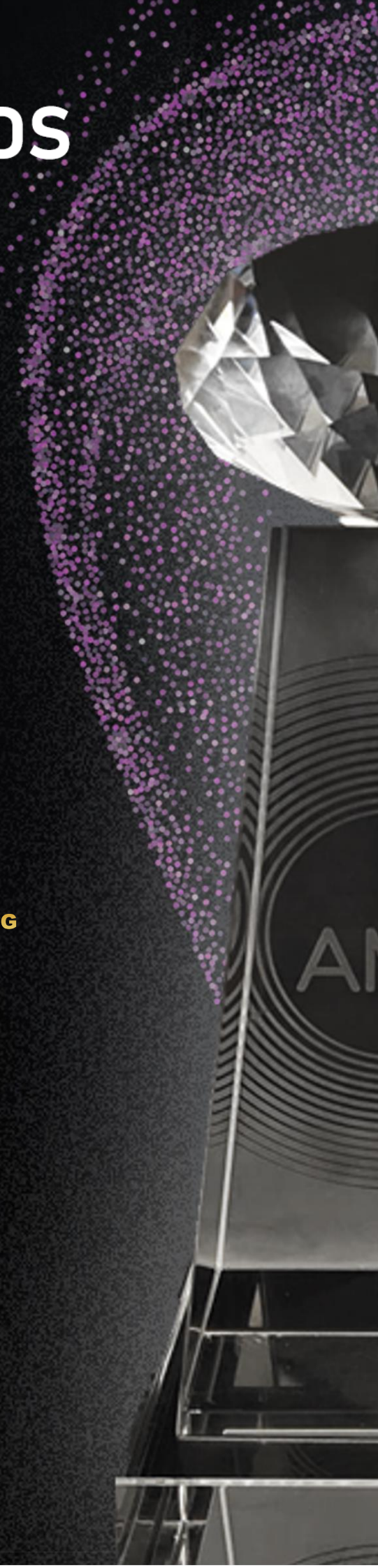
- Art To The Streets - Chapel Street Precinct - Chapel Street Precinct Association

EMERGING MARKETER OF THE YEAR

- Jade Wirth
- Olivia Zago

SMALL BUDGET MARKETING

- Virtual Reality Night at the Opera - Acorn Strategy





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INTEGRATED MARKETING COMMUNICATIONS PROGRAM

- Still Six Lives - Icon Agency
- Delivering for Australia - Australia Post - Australia Post - B2B Marketing team
- Make Ideas More - NAB | Clemenger BBDO | Mindshare
- UniSuper - UniSuper

NOT FOR PROFIT MARKETING

- The Soul Of Chapel - Chapel Street Precinct Association
- Merri Health Carer Gateway - The Creative Works | Merri Health
- Still Six Lives - Icon Agency
- End Meal Anxiety - World Vision Australia | M&C Saatchi | Havas Melbourne
- Vision Australia's Carols by Candlelight - ntegrity | Vision Australia
- The Good Friday Appeal - ntegrity | Good Friday Appeal

SOCIAL MEDIA MARKETING

- Leave Lockdown Behind - Chapel Street Precinct Association

MARKETING TEAM OF THE YEAR

- Chapel Street Precinct Association